The Impact of Large Versus Small Menu Size on Calorie Estimation

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In this research, we propose that the number of items on a food menu systematically influence consumers’ calorie estimation. We demonstrate that consumers estimate a food item’s caloric content as greater when presented in a large (in terms of number of items) menu than in a small menu.

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Playing Video Games as a Consumption Experience

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Conceptualizing the consumption experience in the context of video games requires connecting multiple lines of research across several disciplines. The main theoretical contribution is the inclusion of a more holistic view, where the possible influences of the devices used to consume the game content are also considered.

The Role of Other Customers during Self-service Technology Failure

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Lack of interpersonal contact is associated with a higher risk of failure of self-service technologies (SST), and thus, participation of other customers is especially meaningful during SST failure. We investigate two antecedents of customer helping during service failures - presence of others and tie strength - and suggest that the motive behind helping is self-centered rather than other-centered.

Nostalgia on Local Consumption Behavior

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In two studies, we showed that nostalgia increased consumers’ likelihood of visiting local stores and spreading sWOM when they perceived national chains threatened the local stores. In an ongoing study 3, we extend our study by examining whether purchase activism mediates the effect of nostalgia on attitudes toward local brands.

Red Flag! The Effect of Fake Reviews on Consumer Evaluations

James Kim, University of Maryland, USA
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Consumer review websites are flagging suspicious reviews to boost website credibility. We investigate the consequences of these flagged reviews on consumer evaluations of the brand and the website. Findings suggest that while consumers compensate for the flag on brand evaluations, such flags may harm website evaluations.

Cyber-Empathic Design:
A Framework for Mapping User Perceptions to Design Features via Embedded Sensors

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We propose a novel product design method – cyber-empathic design – that collects quantitative consumer-product interaction data using digital sensors embedded in products. By combining digital sensor data with methods from behavioral psychology, we provide theoretical insights on the role of actual product usage/interaction in driving user adoption of new products.