Luxury in the Eyes of the Beholder: Effectiveness of Luxury Appeals and Consumer Segments

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Our work broadens the categories of luxury via our content analysis of luxury brand advertisements. We then tested the effectiveness of the four luxury appeals among different consumer segments.

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Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales

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This research posits that lower proximity among popular objects promotes exploration and reduces fixation effects (i.e., consideration of a limited number of alternatives). Yet, with the ironic effect that larger search effort increases consumer expenses. We provide evidence for this theorizing across various field and lab settings, and assortment formats.

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Exploring the Effects of Consumers’ Thinking Styles on Their Reactions to Corporate Strategic Response to a Brand Crisis

Shijian Wang, Shanghai Jiao Tong University, China
Liangyan Wang, Shanghai Jiao Tong University, China
Robin Keller, University of California, Irvine, USA

In this research, through two experimental studies, we find that a person’s thinking style, specifically holistic versus analytic, and a firm’s crisis response apology emphasis (why vs. how) can interactively impact a consumer’s perceived efficacy of the firm to respond to the crisis and impression or evaluation of the firm. (This research was funded by the National Natural Science Foundation of China Grant 71072059).

Sense of Power and Message Framing in Conservation Behaviors

Xin Wang, University of Oregon, USA
Jiao Zhang, University of Oregon, USA

This paper explores how individual’s sense of power influences the effectiveness of message framing in a conservation context (recycling). When distance is far, loss (gain) frames works better with low (high) power. When distance is close, gain frames works better with low power; frames don’t matter for high power.

Service Recovery in the Absence of a Service Failure: When Negative Surprise Has Positive Results

Marcus Wardley, University of Oregon, USA

A generalized service recovery effort involving an apology delivered by mass email can lead to lower purchase intention in consumers who weren’t affected by the service failure. However, when the apology is combined with a discount this increases purchase intention and trust. We show that surprise mediates this result.