Revealing and Erasing Consumers’ Preference For Their Values and Identities

Alexander DePaoli, Stanford University, USA
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When making a purchase, consumers must weight and evaluate the features of products. We find that how consumers weight values-based or identity-based features depends on preference elicitation response mode. Consumers greatly value these features in choice (or similar) tasks, but do not value them in willingness-to-pay (or similar) tasks.

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How and Why Restricting Product Returns and Varying Product Return Policies Impact Consumers

Lynn Dailey, Capital University, USA

The restrictiveness of product return policies (PRPs) vary between retailers and often within a retailer. Hypotheses were derived from the PRP literature and psychological reactance theory regarding how restrictiveness and variation of restrictiveness impact consumers. An experiment was pretested, and the preliminary results support the hypotheses.


Aron Darmody, Suffolk University, Boston MA, USA
Mujde Yuksel, Suffolk University, Boston MA, USA
Meera Venkatraman, Suffolk University, Boston MA, USA

Through an in-depth qualitative analysis of a crowdsourced nautical mapping technology we unravel dynamics among prosumer work, psychological ownership, and user citizenship in crowdsourcing. Identifying four user personae, we provide insights into the consumer-producer divide, or lack thereof, in a privatized digital commons.

Why does Animosity Negatively Affect Product Attitudes? Considering the Role of Anticipated Future Regret

Ahmad Daryanto, Lancaster University, UK
Laura Salciuviene, Lancaster University, UK
Chihling Liu, Lancaster University, UK

Although negative effects of animosity on consumer attitudes have been acknowledged, little has been achieved in explaining why those effects occur. This study is the first to consider the role of regret in explaining the negative effect of animosity on foreign product attitudes.

Materialism and Detectably Counterfeited Goods: The Mediating Role of Embarrassment

Alexander Davidson, Concordia University, Canada
Marcelo Nepomuceno, HEC Montreal, Canada
Michel Laroche, Concordia University, Canada

Previous research regarding the relationship between materialism and purchase intentions towards counterfeited goods is inconclusive. In three studies, materialists feel more embarrassment and therefore have reduced purchase intentions when buying counterfeits. However, counterfeits that cannot be detected easily result in less embarrassment and therefore do not drive down purchase intentions.

Pharmaceutical Advertising and the Role of Hope

Marjorie Delbaere, University of Saskatchewan, Canada
Erin Willis, University of Memphis, USA

Half of all DTC advertising money ($5 billion in 2009) goes toward drugs to treat chronic disease. Results indicate that DTC ads for chronic disease drugs frequently employ an emotional appeal, and that positive emotional appeals are more effective at activating hope in consumers living with a chronic disease.

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