Cowgirls: a Gendered Western Lifestyle

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Ownership and mastery of a horse are the central narrative elements that connect horsewomen who self-identify as cowgirls to Wild West mythology. Our research describes how Western mythology, long-term experience with horses, and the microculture of Western horse sports, create a crucible where traditionally masculine and feminine qualities – tough and tender – can be fully integrated into feminine identities.

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Probability-Based Loyalty Programs Increase Motivation
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We demonstrate and then discuss why consumers are less motivated in a traditional loyalty program (where a certain number of actions must be completed before the reward is obtained) than a probability-based loyalty program (where there is some non-zero probability of obtaining the reward after every action).

A Harmony of the Senses: The Interaction of Sound and Smell in Consumer Memory and Choice
Marina Carnevale, Fordham University, USA
Rhonda Hadi, Oxford University, UK
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Research has documented the influence of modality-specific sensations (e.g., auditory and olfactory cues) on consumer preferences. However, we argue that consumers exposed to incongruent sensory stimuli will discount subsequent sensory information from other modalities. Specifically, we find that incongruent brand-names reduce the impact of scent on consumer memory and choice.

When Enhancing Human Traits is Dehumanizing, and What to do About It
Noah Castelo, Columbia University, USA
Nicholas Fitz, University of British Columbia, Canada
Bernd Schmitt, Columbia University, USA
Miklos Sarvary, Columbia University, USA

Consumers who use a brain-enhancing device (tDCS) are perceived as less human than consumers who enhance the same traits using non-technological means, even when the enhanced traits are central to human nature. We explore the marketing implications of this dehumanization effect and show how it can be reversed.

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Real or Counterfeit? Drivers, Deterrents and Coping Mechanisms Against Online Consumer Deception
Ludovica Cesareo, Sapienza University of Rome, Italy
Barbara Stoettinger, WU Vienna, Austria
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Merchandise deception is the most common type of online fraud. This study joins evidences from consumers’ experience with deceptive counterfeits online with the reference literature on perceived risks, e-trust and online deception to develop a causal model linking determinants, deterrents and coping mechanisms of consumers exposed to online merchandise deception.