On the Accuracy of Consumer Future Usage Estimations: Evidence From the Car Sharing Industry in Germany

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Estimations of future usage plays an important role in consumer decision-making. Drawing on real consumption data, this study illuminates the accuracy with which consumers estimate future usage and provides evidence that involvement and need for cognition drive this accuracy.

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It Feels Good and Bad to Be Fake: The Effect of Counterfeit Consumption on Consumer Feelings and Purchase Preference

Joyce Jingshi Liu, Hong Kong University of Science and Technology, China
Amy Dalton, Hong Kong University of Science and Technology, China
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We find that using counterfeits in public elicits mixed feelings particularly for consumers with a high status-signaling motive. These mixed feelings in turn reduce the appeal of counterfeits relative to genuine products. Accordingly ads that highlight counterfeit consumption experience in the present of others effectively reduce consumers’ counterfeit demand.

Focusing Only on Satisfying Customers? --- Negative Word of Mouth from Insiders

ShihHao Liu, Saint Louis University, USA
SangBong Lee, Saint Louis University, USA

The ongoing research proposes and identifies a systematically neglected source of negative word-of-mouth (NWOM). The current two studies revealed that feedback on service performance causes employees’ to exert NWOM which is mediated by negative affect but not to make change in work-related behaviors.

‘My Beautiful Self’: An Exploration of the Effects of Advertising Campaigns on Female Empowerment

Cristina Longo, Université Lille, France
Meltem Türe, Université Lille, France

This study explores the effects of the recent advertising trend that promotes women’s self-acceptance. We find that while these brands create a space of empowerment for women within a market that works with beauty standards they also subtly contribute to the powerless and insecure women myth they claim to challenge.

The Role of Visual Attention in Product Selection

Ruxandra Luca, Imperial College London, UK
Mirjam Tak, Imperial College London, UK
Andreas Eisingerich, Imperial College London, UK

The cognitive impact of pop-up ads is not well known: while designed to inform they also interfere with online browsing behaviour. The purpose of this project is to investigate how the visual system filters ads depending on their location colour and duration and how this subsequently affects preferences for products.