The Effect of Moral Identity on Compensation Evaluation: Is Monetary Compensation Always Better?

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We demonstrate how moral identity affects consumers’ evaluation of damages vs. free repair compensation in a product moral crisis situation. Our findings reveal that it impacts the evaluation differently contingent upon the duration of product ownership.

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Marketplace Mythology and the Politics of Identity
Ronnie Das, Coventry University, UK

This study recalls how the interdisciplinary field of cultural research has prioritised the investigation of ‘Politics of Consumer Identity work’ as a developing field of enquiry. Following this theoretical lead this study sought to understand the consequences of cultural branding in generating identity politics surrounding men and their two-wheeler machines.

Materialism and Participation in Sharing Practices
Alexander Davidson, Concordia University, Canada
Mohammad Reza Habibi, California State University Los Angeles, USA
Michel Laroche, Concordia University, Canada

The current research demonstrates that materialistic values are strongly associated with willingness to participate in sharing practices (i.e. couch surfing) due to the appeal of social status display. Because of a lack of appeal this effect does not carry over towards practices referred to as ‘pseudo-sharing’ (i.e. Airbnb).

A Theoretical Perspective on Guilt and Materialism in Helping Behavior
Ramona De Luca, FGV-EAESP, Brazil
Delane Botelho, FGV-EAESP, Brazil
Mateus Ferreira, FGV-EAESP, Brazil

In this theoretical paper we discuss the positive effect of a negative emotion such as guilt on individuals’ attitudes toward charitable giving. In particular we propose that this effect is stronger for individuals with high levels of consumer materialism when compared with their low-materialism counterparts.

To Share or Not to Share: Coupon-sharing as a Way to Increase Expenditures of Face Concerned Consumers
Eline de Vries, University Carlos III of Madrid, Madrid, Spain
Sha Zhang, University of Chinese Academy of Sciences, Beijing, China

Unlike previous literature focusing on traditional non-shareable coupons this study highlights a new form of coupons that can be shared with friends. Across studies conducted in the U.S. and China we find convergent results that high face concerned consumers are willing to spend more to obtain shareable than non-shareable coupons.

Research Reflections on Mobile Phone Visual Ethnography in Ghana, West Africa: Bridging Mobile Phone Ethnography and Transformative Photography
Benét DeBerry-Spence, University of Illinois at Chicago, USA
Akon Ekpo, Rutgers University, USA
Dan Hogan, University of Illinois at Chicago, USA

While the proliferation of mobile phones in developing countries has been well documented researchers have not fully capitalized on this technology to inform ethnographic inquiries. Based on a study with consumer-merchants in West Africa we present mobile phone visual ethnography as a promising methodology for consumer research in emerging markets.