Consumers’ Dissociation Responses to Incidental Similarity of Products in Different Product Domains

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The current research examines the effect of incidental similarity of products on consumers' dissociation responses in different product domains. Across three experiments, we find that consumers' dissociation responses are higher for the incidental similarity of high symbolic products. This effect is mediated by embarrassment and moderated by group belongingness.

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Linear or Nonlinear? The Effect of Product Aesthetics on Consumers’ Post-purchase WOM Generation and Repurchase Intentions

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The present research examines the effect of product aesthetics on consumers’ post-purchase WOM generation and repurchase intentions. Across two studies we find that for products with medium quality product aesthetics of hedonic and utilitarian products both positively influence consumers’ WOM generation while their effects on consumers’ repurchase intentions are quite different.

How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude

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This research examines how people prefer to give and receive gratitude and whether recipients accurately predict and respond to givers’ preferences for receiving thanks. Across three studies we show that recipients fail to anticipate gift giver responses to public gratitude; causing recipients to miss opportunities to enhance gift givers’ experiences.

Head in the ‘Cloud’: Online Information Search Inflates Consumers’ Self-Confidence in Personal Decision-Making Ability

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Consumers increasingly rely on the Internet to prepare for future decisions and experiences. This study shows that accessing information through online search (vs. accessing without online search) elicits a false sense of “already knowing things” which increases consumers’ confidence in their own decision-making abilities.

Does This Dog Make Me Look Fat? The Liberating Effect of Choices Made for Others on Subsequent Choices for the Self

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Peggy Liu, University of Pittsburgh, USA
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Consumers frequently make consumption choices for others. We propose that those choices affect subsequent choices made for the self. We show that a choice made for a pet’s consumption that is congruent with a primary personal goal liberates subsequent pursuit of an opposing secondary goal for the self.