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The present research examines the importance of the social knowledge signaled by statistical majorities and minorities (i.e., normative adherence versus innovative thought). In particular, we posit that the majority position signals reliance on the socially-accepted position, whereas the minority position signals reliance on an alternative to the socially-accepted position.

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Exploring Food Waste: The Role of Health Motivation

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We propose that consumers’ intentions to eat healthy impact food waste. A field experiment measuring actual food waste and a household food waste diary study both consistently show that consumers with a higher degree of autonomous health motivation waste less food.

Reward-Based Crowdfunding: The Roles of Funders

Natalia Drozdova, Norwegian School of Economics, Norway
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In different types of crowdfunding projects the nature of relations between founders and funders can differ significantly. Our analysis of the Oculus Rift case demonstrates how funders negotiate their roles in a reward-based crowdfunding project as the project evolves from social towards commercial logic dominance.

Why Giving to Others Can Both Help and Hinder Persuasion: The Influence of Product Type on One For One Promotions

Riley Dugan, University of Dayton, USA
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Joshua Beck, University of Oregon, USA

Despite considerable acclaim little is known regarding the efficacy of one for one promotions. This research demonstrates that these promotions have differential effectiveness on the basis of product type (hedonic v utilitarian). Furthermore we find that an individual’s competing needs of belonging and uniqueness underlie the effectiveness of this model.

On The Cutting Edge: The Relationship Between Expertise and Social Influence in Evaluating Normative and Innovative Opinion

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Cammy Crolic, University of Florida, USA

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A Fresh Light on Choice Regret

Marcel Escher, University of Bamberg, Germany
Steffen Wölfl, University of Bamberg, Germany

Choice regret is a retrospect experience with important implications for consumer behavior in future decision situations. This research uses polynomial regression analysis and response surface analysis to deepen the understanding of choice regret. A study in the higher education context shows how an expectation-performance discrepancy affects choice regret.

Chirping Birds and Freshly-Cut Grass: The Role of Incidental Sensory Cues on Pro-Environmental Purchases

Sina Esteky, University of Michigan, USA

Can sensory factors in a retail store subtly nudge consumers towards green products? There is reason to believe so. This research investigates auditory and olfactory cues and finds evidence that incidental exposure to nature-related sensory cues may indeed influence product preferences and pro-environmental choices.