Customer Engagement: Conceptualization, Distinctiveness and Testing the Nomological Network

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We have conceptualized & distinguished Customer Engagement (CE) from other constructs by extant literature review. We observed the mediation effect of CE between Involvement and Loyalty with the positive effect of Involvement on CE and CE’s positive effect on Loyalty but No direct effect of Involvement on Loyalty.

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When Beauty is Bad: Attractive Faces Alter People’s Food Choices

Tobias Otterbring, Karlstad University, Sweden

Directly contradictory to individuals’ lay beliefs prior exposure to attractive (versus unattractive) opposite-sex faces made people choose unhealthy rather than healthy food products. This effect primarily influenced people with a low (versus high) concern for healthy eating but did not generalize to exposure of attractive (versus unattractive) same-sex faces.

Attention to Country-of-Origin Information

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The present study applies eye-tracking to establish the conditions under which country-of-origin (COO) information moves into the center of consumers’ attention. Moreover applying the Stereotype Content Model to a COO context we demonstrate that consumers’ warmth and competence country stereotypes are reflected in their warmth and competence product judgments.

Consumer Suspicion as a Communicational Opportunity in Ethical Consumption

Artemis Panigyraki, Imperial College Business School, UK
Claudia Jasmand, Imperial College Business School, UK

This paper proposes the notion of suspicion as a unique opportunity for persuasion in ethical consumption. Can suspicion be more efficient than trust for marketers to achieve persuasion? Information search might be triggered by a certain level of suspicion and give to ethical companies the opportunity to overcome generalized distrust.

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Deliberate First or Act First? The Effect of Self-Construal on Goal Pursuit

Hanyong Park, University of Texas at San Antonio, USA
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This research examines cultural differences in goal pursuit. Independent self-construal is associated with cost-benefit analysis which leads to emphasis on assessment-related goal pursuit activities. Conversely interdependent self-construal is associated with agreeableness which leads to emphasis on locomotion-related goal pursuit activities.

What Happens When the Company is the Unfairly Treated Party in Online Review?

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Natalia Englert, Universidade Federal do Rio Grande do Sul, Brazil

We show that consumers who perceive unfairness in an online review towards a company behave against the unfair review and reviewer and in favor of the wronged company. This effect is explained by the negative emotions caused by the episode reader’s inferences about reviewer’s motivations and empathy towards the company.