Feeling of Luck Drives Preference For High-Effort Products and Activities

Feifei Huang, Chinese University of Hong Kong, China
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The current research examines the effect of incidental feeling of luck on consumers’ preference for high-effort products and activities. We find that feeling of luck increases consumers’ action tendency, which in turn leads consumers to prefer high-effort products and activities over low-effort ones.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1021814/volumes/v44/NA-44

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Pain-Free Funeral: Creating the Market for the Bereaved in South Korea

Soonkwan Hong, Michigan Technological University, USA

This study illuminates the transformative process by which Koreans have been converted due to regulations with respect to funerary practice and unconsciously endorse the new experience industry that caters unprecedented “convenience” to the bereaved. The socio-politico-cultural patterning of funeral experience is characterized as de-Confucianization which involves de-emotionalization hyper-symbolization and vulgarization.

When There’s Nothing You Can Do, an “Expansive” Window is For You:
The Interaction Effect of Feelings of Personal Control and Promotion Period Framing on Promotion Evaluation

You Jeong Hong, Seoul National University, South Korea
Kyoungmi Lee, Seoul National University, South Korea

This research shows that when personal control is threatened consumers exhibit a more favorable attitude toward and a higher likelihood of participating in a promotion using expansive frame(‘anytime through Tuesday and Thursday’) than non-expansive frame(‘from Tuesday to Thursday’) to restore feelings of personal control.

Contemporary Art Consumer Experience:
Using Video-Elicitation to Understand the Feeling of Strangeness

Richard Huaman Ramirez, Aix-Marseille University, France
Juan David Pinzon, Aix-Marseille University, France
Aranzazu Gaztelumendi, Aix-Marseille University, France

We analyze the feeling of strangeness of eleven visitors to a contemporary art museum by utilizing the “video-elicitation” technique combining video recording and in-depth interviews. We identified the participants values registers the terms they use to designate strangeness from artworks and the relation between the feeling of strangeness and satisfaction.

Creativity from Chaos: Disorder Material Display and Consumer Creative Success

Rong Huang, Shanghai University of Finance and Economics, China
Weiling Ye, Shanghai University of Finance and Economics, China
Darren Dahl, University of British Columbia, Canada
Yuqian Chang, Shanghai University of Finance and Economics, China

Our research demonstrated that when the materials to be used creatively are displayed in a disorderly manner people feel that they are more creative (i.e. subjective creativity) and objectively rated more creative in accomplishing a creative task. Subjective creativity also increase evaluations of the products/tools they are using.

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