Examining the Co-Construction of Belonging Between Consumers and Service Providers

Robert Arias, University of Illinois at Urbana-Champaign, USA

This research examines how consumers’ sense of belonging (SB) develops within a consumption community supported by firms. The researcher conducted interviews with both consumers and service providers. The aim of the paper is to develop a theoretical framework explicating how consumers’ SB experiences are co-constructed by themselves and marketing agents.

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Showing Off More For Less on Social Media:  
The Changing Dynamics of Conspicuous Consumption and Value While Renting

M. Eda Anlamlier, University of Illinois at Chicago, USA  
Lez Trujillo Torres, University of Illinois at Chicago, USA  
David Gal, University of Illinois at Chicago, USA

We examined consumers’ online display of status products when renting not owning. Preliminary analyses of the “Rent the Runway” hashtag in Instagram show a) use value for products remains high while exchange value is dramatically lower due to renting and b) consumers conspicuously embrace the renting firm above specific brands.

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Can Food (Waste)-related Lifestyle Segments Explain Food Waste?  
– The Example of Denmark

Jessica Aschemann-Witzel, Aarhus University, Denmark

Identifying consumer differences in their relation to food in everyday life allows marketers and policy makers to efficiently design campaigns against consumer food waste. We adapt the food-related lifestyle concept to waste and through a survey and segmentation analysis find five segments deriving different recommendations for targeted social marketing action.

The Effect of Product Type on Consumers’ Preference for Ambiguous vs. Precise Ratings

Amin Attari, University of Kansas, USA  
Promothesh Chatterjee, University of Kansas, USA  
Yexin Jessica Li, University of Kansas, USA

We investigate whether when and why consumers prefer precise information over ambiguous information. We hypothesize that when buying a utilitarian product consumers prefer precise product ratings over ambiguous ones. However due to the motivation inherent in hedonic purchases we propose this preference gets attenuated when consumers consider such products.

Emotional Well-Being in Stressful Situations: the Effect of Luxury Brands

Leonardo Aureliano-Silva, ESPM, Brazil  
Suzane Strehlau, ESPM, Brazil

Stress is a problem in contemporary societies thus the use of luxury brands might help consumers feel better. The purpose of this research is to verify the impact of luxury brands consumption on emotional well-being and brand attachment in stressful situations. A set of 4 experiments between subjects was conducted. In high stress context luxury brand has a powerful impact on emotional well-being and attachment level compared to non-luxury brand.

When, How, and Why Hedonic Adaptation Generates a New Consumer Desire

Rodolfo Azambuja, Universidade Federal do Rio Grande do Sul, Brazil  
Vinicius Andrade Brei, Universidade Federal do Rio Grande do Sul, Brazil  
Leonardo Nicolao, Universidade Federal do Rio Grande do Sul, Brazil

This work shows preliminary results of a model developed from a 10-month longitudinal study designed to test whether the emergence of a new desire comes from consumer hedonic adaptation processes. Partial results show such an effect. The current level of enjoyment with a product consequence of hedonic adaptation influences desire.