Shedding Light on the Influence of Illumination on Social Behaviors

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Three studies provide empirical evidence that illumination affects social behaviors. We find that participants in bright (versus dim) settings demonstrate greater consideration of others’ opinions, needs, rights and viewpoints; public self-consciousness mediates the effect of illumination on social behaviors; and the effect is reversed when social desirability is not relevant.

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Sensitivity to Price Changes: A Study Within the Prospect Theory

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Prospect theory assumes that people derive utility from the perspective of gain or loss. We present two experiments that show that consumers are more price sensitive when they provide the price that would discourage them from the purchase in comparison with the price that they would accept.

Social Crowding and Consumer Reactance toward Service Providers

Linying Fan, Hong Kong Polytechnic University, Hong Kong
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Two experiments revealed that a crowded environment increase consumers’ reactance toward service providers who are perceived as warm and caring compared with consumers in uncrowded environments. Moreover this effect of crowding on reactance toward warm service providers is mediated by a heightened desire for social distance from others.

Financial Constraint Decreases Consumers’ Variety Seeking Behavior

Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China
Lin Jiang, Renmin University of China, China

This study examines the effect of financial constraints on consumer’ variety-seeking behavior. Using different measures of variety-seeking choice we conducted three experiments to demonstrate that financial constraints increase consumers’ insecurity which in turn decreases their variety seeking behavior. The moderating role of materialism in this effect was also examined.

On Aesthetic Pleasure: The Uncertainty-Reducing Role of Processing Fluency

Ali Faraji Rad, Nanyang Technological University, Singapore
Michel Tuan Pham, Columbia University, USA

We propose that the effect of fluency on aesthetic pleasure relates to fluency’s role in reducing uncertainty: resolution of uncertainty is pleasurable; fluency contributes to faster uncertainty resolution and creates aesthetic pleasure. Three studies show that the effect of fluency on aesthetic pleasure attenuates when people are certain (vs. uncertain).

How One-Step (vs. Gradual) Presentation of Change Affects its Perceived Magnitude - The Role of Identity

David Faro, London Business School, UK
Emre Ozdenoren, London Business School, UK
Anja Schanbacher, London Business School, UK

Overall change in a stimulus is perceived to be larger when presented in one step vs. gradually but only when the changing stimulus has an underlying identity (e.g. a person or brand). Our findings suggest this is because one-step (vs. gradual) change causes stronger perceived disruption of the underlying identity.