Consumers’ Motivations For Engagement in the Sharing Economy
Jaeyeon Chung, Columbia University, USA
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Oded Netzer, Columbia University, USA
Matthew Pearson, Airbnb

We use Airbnb host rent-out database (N = 24,053) to suggest that consumers who are driven by intrinsic motivations (e.g., meeting people and sharing beauty) are more likely to be successful in renting out their properties than hosts who are driven by extrinsic motivations (e.g., earning cash).

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**The Price is Right – Activation of Mating Goals as Driver of Price-Based Quality Inferences**

Fabian Christandl, Fresenius University of Applied Sciences, Germany  
Mario Pandelaere, Virginia Tech, USA  
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Three studies demonstrate that activation of mating goals may strengthen the belief that price signals quality. They further show that this effect is mediated by feelings of prominence and status that higher prices signal to people and in line with evolutionary psychology that the effect is limited to male participants.

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**Reflexive Habitus and Consumption: Negotiation and (Re)Stabilization of Social Class in Czech Republic**

Zuzana Chytkova, University of Economics, Prague, Czech Republic

The concept of reflexive habitus (according to which self-reflexivity can become habitual and thus a “second nature”) is used as a conceptual tool to describe how consumption is used to negotiate and (re)stabilize social class in a context in which the social structure has been disrupted by a neoliberal transformation.

**How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations**

Scott Connors, Washington State University, USA  
Katie Spangenberg, University of Washington, USA  
Andrew Perkins, Washington State University, USA  
Mark Forehand, University of Washington, USA

The use of health-based body image stereotypes in advertising is shown to lead overweight consumers to make unhealthy product choices as a function of their own self body-image. An overweight implicit body image drives perceptions of product-model fit leading to more positive (negative) attitudes towards unhealthy (healthy) products.

**Making Salient Immediate Post-consumption Affects Promotes Healthy Food Choices**

Olivier Corneille, Université catholique de Louvain, Belgium  
Claudia Toma, Université libre de Bruxelles, Belgium  
Marcel Zeelenberg, Tilburg University, Netherlands

Three studies show (1) that consumers expect more instant than post-consumption satisfaction when choosing hedonic over healthy food items (2) more post-consumption than instant satisfaction when choosing healthy over hedonic food items and (3) that orienting consumers’ attention on immediate post-consumption affects redirects their choice towards more healthy food options.