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Social and Behavioral Consequences of Feedback When Participating in Brand Pages

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This study combines data from Facebook and two experiments to show that (a) the content of consumers' posts on brand pages in social networks determines the feedback they obtain in the form of likes and comments, and (b) how that feedback impact their perception of social recognition and behavioral intentions.

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When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity

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Striving for the best or a maximizing mindset is often advocated as an ideal in many life domains. But how far are consumers willing to go when striving for the best? Three studies demonstrate that activating a maximizing mindset increases cheating behavior because it elicits greater perceptions of scarcity.

The Effects of Envy on Scarcity Appeals in Advertising: Moderating Role of Product Involvement

Rajat Roy, Curtin University, Australia

Results from two laboratory experiments show that when subjects experience benign (malicious) envy they exhibit higher value perception and purchase intention for the product showcased in a demand (supply) appeal over the supply (demand) appeal. This effect held under conditions of high product involvement but disappeared under low involvement.

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The Effects of Consumers' Identification and Disidentification in the Case of Corporate Misconduct – Exploring the Mediating Role of Emotions

Christopher Ruppel, University of Vienna, Austria
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Due to higher self-relevance corporate misconduct should elicit stronger emotions in identified and disidentified consumers compared to non-identified which mediate different consumer reactions. In a first study particularly disidentified consumers' adversarial behaviors were mediated through disapproving emotions and schadenfreude whereas sympathy elicited in identified consumers resulted in higher perceived trust.

Taking the Easy Way Out: The Structure of Complex Assortments Navigates Consumers Towards Different Product Choice Locations Under the Condition of Broad Attentional Scope

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Across two studies we show that assortment complexity affects consumers with a broad but not with a narrow attentional scope. Consumers with a broad attentional scope not only take longer to choose most preferred product from a complex assortment they also select products from different locations depending on assortment structure.