9-X: the Devil Is in the Smile: Smiley Temptation and Motivated Calorie Estimation in Restrained Eaters
Xiaoying Zheng, Nankai University, China

Using smileys in tempting food is a popular product design strategy in the marketplace. However, little has been known about how consumers perceive such smiley temptations. Across two studies, this research finds that restrained eaters perceive a smiley temptation as containing more calories than a non-smiley temptation.

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20-N: The Effect of Uncertain Rewards on Customer Co-promotion Intention:
An Exploration of Optimistic Bias

Yuan Zhang, Xiamen University, China
Zhaoyang Guo, Xiamen University, China
Yirang Zhang, Xiamen University, China

Three studies suggest that uncertain rewards affect customers’ co-promotion intentions. Study 1 revealed that consumers receiving a lower uncertain reward showed more sharing intention of promotion information and the mechanism was optimistic bias. The controllability facilitated the uncertainty effect (Study 2) and the delay reward inhibited the effect (Study 3).

9-J: Familiarity and Affiliation with Anglo Names
Affect Purchase Decisions of Chinese Food

Xian Zhao, University of Kansas, USA

For an unfamiliar Chinese dish attaching it to an Anglicized Chinese name increased Americans’ willingness to pay than attaching to an original Chinese name; for the familiar Chinese dish attaching it to an original Chinese name increased anti-multiculturalist Americans’ willingness to pay than attaching to an Anglicized Chinese name.

20-M: The Dynamic Diverting Effects of User-generated Contents vs. Firm-generated Contents on Product Browse

Yingnan Zhao, Nanjing University, China
Xin Wang, Nanjing University, China
Quansheng Wang, Nanjing University, China
Peijian Song, Nanjing University, China

The research aims to identify the effects of visits to user-generated and firm-generated contents on visits to product in E-commerce. These effects are different in short- and long-term for new and existing users. Vector auto-regression model indicates that there’s difference between the effects of visits toward UGC and FGC.

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Xiaoying Zheng, Nankai University, China

Using smileys in tempting food is a popular product design strategy in the marketplace. However little has been known about how consumers perceive such smiley temptations. Across two studies this research finds that restrained eaters perceive a smiley temptation as containing more calories than a non-smiley temptation.

17-I: Relational Greeting: When and When not to Treat Your Consumers as Family

Qichao Zhu, Tsinghua University, China
Maggie Wenjing Liu, Tsinghua University, China
Chuang Wei, Tsinghua University, China

This research explores effects of relational greeting on consumer purchase intentions. Compared to stranger greeting contact employees’ relational greeting towards consumers can lead to higher purchase intentions when consumers’ product knowledge is high while the reverse happens with low knowledge. Consumers’ feeling of control mediates the effect of relational greeting.