10-P: Solving the Paradox of a Large Assortment: the Moderating Role of Choice Mode

Mikyoung Lim, Sogang University, Republic of Korea
Young-Won Ha, Sogang University, Republic of Korea

Prior research on the effect of assortment size on purchase behavior revealed that consumers prefer a large (vs. small) assortment, but are less satisfied with the selected product from a large (vs. small) assortment. We demonstrate that the moderating effect of choice mode (instrumental vs. experiential) can explain this paradox.

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11-O: The Influences of Morality-Irrelevant Inspiration on the Two Faces of Morality Behavior

Jianping Liang, Sun Yat-sen University, China
Zengxiang Chen, Nankai University, China
Jing Lei, University of Melbourne, Australia

We propose a common antecedent for both faces of morality and found that morality-irrelevant inspirational experiences could decrease proscriptive morality and increase prescriptive morality via emotional and cognitive transcendence. This is the first paper to explore the roles played by transcendence resulted from inspiration and its consequences on source-irrelevant issues.

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5-T: The Silver Lining of Envy on Social Media? – The Relationships Between Post Content, Envy Type, and Purchase Intention

Ruoyun Lin, Leibniz-Institut für Wissensmedien, Germany

Three studies were conducted to examine the relationships between post content (experiential vs. material purchases) envy type (benign vs. malicious envy) and purchase intention (same vs. similar object). Results indicated that post content did not predict envy type but benign/malicious envy predicted purchase intention of a same/similar product respectively.

13-I: The Development and Validation of a Scale for Virtual Identity versus Actual Identity

Chia-Wei Joy Lin, University of Tennessee at Chattanooga, USA
Yinlong Zhang, University of Texas at San Antonio, USA

This research aimed at developing a theory-based scale for virtual identity. Five studies were conducted to examine refine and validate the proposed virtual identity scale. We demonstrated that this newly developed scale is a reliable and valid measure that captures the centrality meaning affect and behavior dimensions of virtual identity.

14-T: On the Proliferation of Latent Construct in Consumer Research: A Historical Perspective

Shan Lin, Norwegian School of Economics and Business Administration, Norway

The paper reviews constructs used in JCR papers published between 1974 and 2013 and analyzes them by network analysis. Authors visualize the state of the field together with how knowledge accumulates propose the approaches of construct development and call for attention for the usage of several problematic constructs.

20-P: Trust is Good, Control is Effort – The Paradoxical Role of Privacy Concerns in Customer Loyalty Programs

Helena M. Lischka, Heinrich-Heine-Universität Düsseldorf, Germany
Verena Bergers, Heinrich-Heine-Universität Düsseldorf, Germany
Peter Kenning, Heinrich-Heine-Universität Düsseldorf, Germany

Consumers’ rising concerns about data safety and privacy threats may also affect consumer behavior particularly in the context of customer loyalty card programs. Using structural equation modeling our work provides insights into the role of trustworthiness and risk beliefs investigating why consumers seldom translate their privacy concerns into actual behavior.