11-T: Carpe Diem: Examining the Impact of Hedonic Experiences on Prosocial Behavior

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We examine whether consumers behave more altruistically after engaging in volitional hedonic consumption. Results show that consuming pleasurable foods fosters intentional as well as factual helping behavior. This facilitating effect of hedonic consumption is more prominent for consumers that are chronically prone to disinhibit.

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11-U: Doing Good by Buying from a Peer: 
When and Why Consumers Prefer Peer Economy Options

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This research finds that consumers evaluate peer economy purchases as more prosocial than similar traditional options and that these 
evaluations mediate higher purchase intentions. This relative preference is attenuated when the consumer’s focus is drawn to the fact that the 
peer-to-peer provider is a corporate entity vs. an individual.

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ing pleasurable foods fosters intentional as well as factual helping behavior. This facilitating effect of hedonic consumption is more prominent 
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7-D: Do Hedonic Experiences Facilitate the Disregard of Sunk Costs?

Daniela Cristian, BI Norwegian Business School, Norway 
Bob Fennis, University of Groningen, The Netherlands 
Luk Warlop, BI Norwegian Business School, Norway 

Besides enjoyment hedonic experiences lead to myopic behaviors and enhance a present-moment orientation. This seemingly “myopic” 
focus reduces the consideration of past and leads to positive outcomes. We show that following hedonic consumption consumers display 
lower sensitivity to sunk costs. Thus under particular conditions yielding to temptation is beneficial.

16-F: I’m Just Trying to Help: 
How Prosocial Bragging Behaviors Hurt and Help Nonprofit Organizations

Michelle Daniels, Arizona State University, USA 
Kirk Kristofferson, Arizona State University, USA 
Andrea Morales, Arizona State University, USA 

Consumers frequently brag about their volunteering behaviors. While prior research has shown that bragging negatively impacts the 
bragger our research examines the negative spillover effects of one’s bragging on the non-profit organization. We find that viewing a volun-
teeer’s bragging actually negatively affects both attitude toward and support for the organization.

16-I: Structure-Seeking in the Sharing Economy

Alexander Davidson, Concordia University, Canada 
Mohammad Reza Habibi, California State University Fullerton, USA 
Michel Laroche, Concordia University, Canada 

The sharing economy has transformed peer-to-peer consumption into a multi-billion dollar industry. Despite its success resistance to-
wards participation prevails and has been shown to be related to perceptions that sharing economy experiences lack structure and consistency. 
The current research identifies personal need for structure as a psychological barrier towards participation.