When Small Predicts Large: the Effect of Initial Small Contributions on Subsequent Contributions to a Crowdfunding Project

Yael Steinhart, Tel Aviv University, Israel
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Large donations are considered to be vital for crowdfunding success. Herein, large-scale field data and lab experiments show that, counterintuitively, small (rather than large) initial donations increase subsequent donations. This effect is mediated by the lay belief that small (vs. large) donations are likely to be from strangers (vs. friends).

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Effort Type Predicts Preferences for Material or Experiential Goods

Christopher A. Summers, University of South Carolina, USA
Eva C. Buechel, University of South Carolina, USA
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We propose that effort type can predict consumers’ preferences for rewards. In three studies we show that physical effort leads to a greater preference for material rewards whereas mental effort leads to a greater preference for experiential rewards. Our results identify effort type as an antecedent to consumer preference.

“Broken Eggs” and “Good Eggs”: Understanding “Post-IVF” Consumer Ambivalence Through Autography

Jennifer Takhar, Novancia Business School, France

This visual and narratological analysis of IVF consumption through autography/visual memoir demonstrates the multiple representational advantages afforded by the genre for consumer research; notably it allows privileged access to elusive experiential consumer “veracity”. It also elucidates deep consumer ambivalence about IVF that is indissociable from its normalization as a technology.

The Merits of Happy Consumption: Positive Affect and Psychological Ownership

Carina Thürridl, Wirtschafts University, Austria
Bernadette Kamleitner, Wirtschafts University, Austria
Ruta Ruzeviciute, Wirtschafts University, Austria
Stephan Dickert, Queen Mary University of London, UK
Sophie Süssenbach, Wirtschafts University, Austria

The feelings consumers experience during consumption can have powerful effects but can they also influence how possessive one feels towards the consumed? In this paper we examine whether positive affect experienced during brand consumption can instill a sense of ownership for the consumed brand subsequently leading to intended repeat consumption.

Preemptive Social Influence: (Not) Choosing Personal Favorites in Shared Consumption?

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Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Consumers are less likely to choose their personal favorite option when making decisions for shared consumption. This effect is weakened when consumers believe that they are similar to others or there is a high-power distance in the society and is strengthened when they share consumption with their close friends.