



ASSOCIATION FOR CONSUMER RESEARCH

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Incentive Design With Uncertainty: Keep the Hope Alive

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Shen et al. (2015) shows consumers work harder for uncertain rewards than for certain rewards. How can marketers design an effort-score-payoff system with uncertainty? We find that to boost effort investment within in a time limit, adding uncertainty to the score-payoff part is more effective than the effort-score part.

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Choosing None versus Choosing “None of the Above”: The Effect of No-Choice Decision Expression on Choice Outcomes

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When a ballot does not provide a selectable “none of the above” option voters will cast blank ballots if none of the candidates are desirable – or will they? In this research we investigate whether the choice context in which people must express their no-choice decision alters their choice outcomes.

Friends Without Benefits? How the Costs of Having a Relationship Influence Risk-taking

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While having close relationships is known to increase risk-taking we identify conditions leading to reduced risk-taking. When consumers focus on the costs (rather than benefits) of having a relationship and when the risk consequence affects both relationship partners risk-taking decreases. However when individuals lack these close relationships risk-taking behavior increases.

Inspired to Speak Up: Role of Inspiration on Minority Opinion Expression

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Expressing unpopular or minority opinions has consequences even though the opinion holders may have their groups’ best interest at heart. The current research examines when and why inspiration prompts people to express minority opinions.

Effects of Implicit Theories on Customers’ Satisfaction with Service Recovery: The Value of Process

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Three studies examine how implicit theories impact customers’ satisfaction with service recovery. We find that compared to entity theorists incremental theorists express higher satisfaction and are more likely to revisit the firm when the recovery is high in interactional justice regardless of whether or not an appealing compensation is provided.

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Shen et al. (2015) shows consumers work harder for uncertain rewards than for certain rewards. How can marketers design an effort-score-payoff system with uncertainty? We find that to boost effort investment within a time limit adding uncertainty to the score-payoff part is more effective than the effort-score part.

When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases

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Prior research has shown that self-threats can evoke consumption that signals accomplishments in the domain of the threat. However we show that this within-domain compensation is likely to backfire especially when consumers compensate with experiential rather than material purchases. Identity relevance of experiential purchases could be the mechanism.