12-E: the Impact of Purchase Motivation on Happiness: Experiential and Material Purchases

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The experience recommendation posits that experiential purchases make people happier than material purchases. The present research aims to demonstrate that this is partly due to the different underlying goals that motivate these two disposable income purchase types. To this end, the results of three experiments are described.

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14-R: Leaving the Lab: Can Mobile fNIRS Enhance Consumer Research?

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This work aims to demonstrate that mobile fNIRS is an appropriate neuroimaging method for measuring consumers’ prefrontal neural reaction to brand related information. To achieve this we replicated the neural ‘winner-take-it-all’ effect of consumers’ first-choice-brand indicating the utility of applying mobile fNIRS in consumer research.

13-D: Extending the Herding Effect to the Consumption Experience: The Case of Online Music

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H. Onur Bodur, Concordia University, Canada

Others’ opinions can act as a heuristic when deciding what to consume. However we show the “herding effect” also affects preferences during consumption. We find social information is more important for some individuals and for some music types and can have strong negative effects on song preferences in online environments.

16-M: Bridging the Chasm for Materialists: The Case of Renting Luxury

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Bruno Kocher, HEC Lausanne, Switzerland
Sandor Czellar, HEC Lausanne, Switzerland
Brigitte Muller, IAE de Toulon, France

Though literature would predict that materialistic people dislike renting luxury giving them less control over the product in two studies we show that for high materialists renting luxury leads to similar self-image and product perceptions as buying. For low materialists we only find positive effects for buying luxury not renting.

17-Q: When Saying Less Tells Me More: The Relation Between Socio-economic Status (SES) and Luxury Justification

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Sandor Czellar, HEC Lausanne, Switzerland
David Dubois, INSEAD, France
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This research examines whether luxury signalers justify their consumption and how this influences the receiver’s perceptions. We show that high SES people justify their luxury consumption less and that a lack of justification is perceived as indicating higher SES. However this can lead to negative product and personality perceptions.