7-G: How the Uniqueness of Goods Influences Consumers' Response to Price Increase For Experiences Versus Objects

Wilson Bastos, Catholic University of Portugal, Portugal

This research shows that consumers react more favorably to a price increase when it is associated with an experiential good than a material one. Further, it examines five potential explanations (closeness to the self, conversational value, impression management, social relatedness, and purchase uniqueness) and reveals uniqueness as the mechanism.

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5-M: Saved by the Past?
Activated Disease Threat Promotes Consumer Preferences for Nostalgic Products

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Consumer research experienced a surge in interest in when and why consumers prefer nostalgic products. The present work complements this literature by examining the role of a yet untested antecedent for nostalgic consumption – salient disease threat. Across two studies we show that activated disease threat promotes heightened consumer nostalgic preferences.

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7-C: Conceptualizing the Digital Experience in Luxury

Wided Batat, University of Lyon 2, France
Olivier Sinai, Birkbeck, University of London, UK

This research introduces a theory of digital luxury experience conceptualizing what it is and identifying its drivers. This is of importance to luxury consumption as it offers a framework to understand digital luxury an empirical phenomenon which has gained prominence in the last 10 years and has remained poorly understood.


Wided Batat, University of Lyon 2, France

This research draws on a subjective personal introspection (SPI) approach and Breakwell’s identity process theory (IPT) principles to show how elements from different cultures are performed by an individual to form a unique patchwork identity and how this patchwork identity will contribute to deepen consumer experience of a cultural destination.

11-I: Effects of the Qualification of Potentially Misleading Claims on Production Characteristics on Buying Intention

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Trine Moerk, Aarhus University, Denmark
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This consumer (n=1420) study analyzes the qualification of potentially misleading statements about production processes based on conjoint ratings of taste health and animal welfare qualities and buying intentions. Deception potential is revealed by mediation tests of taste health and AW ratings on the effects of conjoint attributes on buying intentions.