11-A: “Doing Good and Having Fun” - the Role of Moral Obligation and Perceived Enjoyment For Explaining Foodsharing Intention

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This research focus on a combination of morality and hedonism to explain foodsharing behavior. A modified version of field theory was applied to differentiate the consumer’s and provider’s perspective. Results confirmed that foodsharing can be explained by moral obligation and perceived enjoyment, even though the latter is comparatively weak.

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14-N: The Effect of Public Commitment in Consumers’ Satisfaction
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Our study demonstrates that public commitment with an imminent consumption experience (e.g. check-in in social media) increases customers’ expectations which negatively impacts on their subsequent satisfaction with the product. This mediation of the expectation showed to be total when the performance was high but partial when the performance was low.

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19-E: Surprise me! How Uncertainty Labels Affect Product Consumption
Anika Schumacher, Maastricht University, The Netherlands
Caroline Goukens, Maastricht University, The Netherlands
Kelly Geyskens, Maastricht University, The Netherlands
Martin Reimann, University of Arizona, USA

Uncertainty labels such as “mystery” or “surprise” are frequently used to encourage product choice e.g. “surprise sale” Kinder Surprise®. Yet the actual consumption consequences of these labels are poorly understood. Across five studies we show that labels of uncertainty increase indulgent consumption holding the actual level of uncertainty constant.

18-C: Let Market Know How Your Firm is Implementing Corporate Social Responsibility
Junhee Seok, Seoul National University, Korea
Sarang Go, Seoul National University, Korea
Youseok Lee, Seoul National University, Korea
Byungdo Kim, Seoul National University, Korea

So far many studies examined the effect of CSR on firm value but the results have been contradictory. According to our findings publicizing CSR is the key variable that affects firm value and the corporate reputation mediate this relationship. Furthermore the effect of CSR varies depending on the firm size.

4-R: Transnational Consumption
Zahra Sharifonnasabi, University of London, UK
Fleura Bardhi, University of London, UK

We examine transnational lifestyle to identify the nature of consumption when consumers inhabit multiple countries simultaneously. A distinct notion of home emerged: fragmented transnational home anchored in various localities. We conceptualize transnational consumption as fragmented and localized where specific consumption goals are appointed and practices are associated in each locality.