3-H: Through the Looking Glass: Role of Construal Level on Description-Intensive Reviews

Swagato Chatterjee, Institute for Financial Management and Research, India
Aruna Divya T, IIM Ahmedabad, India

Focus on consumer engagement has led service providers to explore contextual factors influencing consumers’ satisfaction. In this paper, we draw insights from Construal Level Theory to identify the conditions when own vs. others’ experiences along with Process vs. Outcome attributes of services become more important in overall service evaluation.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024416/volumes/v45/NA-45

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
3-H: Through the Looking Glass:
Role of Construal Level on Description-Intensive Reviews
Swagato Chatterjee, Institute for Financial Management and Research, India
Aruna Divya T, IIM Ahmedabad, India

Focus on consumer engagement has led service providers to explore contextual factors influencing consumers’ satisfaction. In this paper we draw insights from Construal Level Theory to identify the conditions when own vs. others’ experiences along with Process vs. Outcome attributes of services become more important in overall service evaluation.

14-M: The Making of a Successful Advocate:
How Incentivizing Consumer Referrals Affects Persuasion
Lauren Cheatham, Stanford University, USA
Zakary Tormala, Stanford University, USA

When it comes to consumer product and service referrals do incentives work? We find that there is an important tradeoff such that incentivizing referrals increases reach but undermines the effectiveness of the advocacy. We provide evidence for this tradeoff being driven by a shift in intrinsic motivation.

4-G: Examining Tourists’ Intentions to Revisit Religion Processions:
The Role of Religiosity and Flow Experience
Annie Chen, University of West London, UK
Norman Peng, University of Westminster, UK

The purpose of this research is to examine the factors that contribute to tourists’ intentions to re-participate in religious processions. The results from 109 participants show flow experience positively affects revisit intentions. Additional religiosity positively moderates the relationship between flow experiences and revisit intentions.

5-B: Coping with On-going Terror and Threats:
Resilience, Place Attachment, and Behaviors
Ning (Chris) Chen, University of Canterbury, New Zealand
Rohail Ashraf, Lahore University of Management Sciences, Pakistan

This study looks at regions in Pakistan where people live in constant terror of terrorism political unrest and threats of death and aim to understand how people cope with the extreme situations how their attachment to the place evolves and changes and how people’s perceptions and ideologies on consumption shift.

6-A: Chooser or Suitor: The Effects of Mating Cues on Men’s vs. Women’s Reaction to Brand Rejection
Rui Chen, Xiamen University, China
Chun-Ming Yang, Ming Chuan University, Taiwan
Hao Shen, Chinese University of Hong Kong, China

Once mating motives are activated males will respond to rejection less negatively than they otherwise would whereas this effect does not occur for females. Two studies examine the marketing implications of these effects.