5-W: Why Firms Should Be Thankful For Thankful Customers: Incidental Gratitude Increases Satisfaction With Consumption Experiences

Arianna Uhalde, University of Southern California, USA
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Three studies demonstrate incidental gratitude influences consumers’ reactions to product failure experiences. Incidental gratitude (vs. non-emotionally infused thoughts about others, incidental pride in oneself, and incidental admiration of others) 1) increases satisfaction by fostering compassion, and 2) reduces behaviors like spreading negative WOM and grudge-holding against the firm.

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5-W: Why Firms Should Be Thankful for Thankful Customers:  
Incidental Gratitude Increases Satisfaction with Consumption Experiences  
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4-P: The Emancipatory Alliance for Social Activism:  
The Symbiotic Interplay between Subcultures and Social Movements  
Emre Ulusoy, Youngstown State University, USA  

While subcultures mold potentially destructive youth rebellion into constructive activism and mobilize individuals to social movements social movements imbue subcultures with a radical political edge the two working together to seek meaningful social and cultural change.

20-D: False Positives:  
How Double-sided Review Systems Affect Consumers’ Rating Valence  
Bryan Usrey, University of East Anglia, UK  
Antje Graul, Leeds University, UK  

Drawing on reciprocity literature three studies demonstrate that double-sided review systems in peer-to-peer service schemes positively affect consumers’ rating valence due to activating their psychological perception of “pre-ciprocity” of the review – leading to false positives. The effect is strengthened in a socially distant and attenuated in a private review scenario.

10-Q: The Compromise Effect in Post-Purchase Consumption Behavior:  
Evidences from Field Experiments.  
Veronica Valli, University of Mannheim, Germany  
Florian Stahl, University of Mannheim, Germany  
Elisa Montaguti, University of Bologna, Italy  

This paper investigates the impact of the compromise effect (Simonson 1989) on post-purchase consumption. Results of a field experiment suggest that the selection of an intermediate option vs. an extreme one in a choice set leads to an increase in the number of (complementary) items purchased after the first choice.

17-E: Glass Houses: Disability Perceptions in the Consumption Environment  
Helen van der Sluis, Arizona State University, USA  
Adriana Samper, Arizona State University, USA  
Kirk Kristofferson, Arizona State University, USA  

While marketing and public policy decision-makers express heightened sensitivity to stigmatized groups such as people with disabilities little research has examined their impact on the consumption environment. We find that people view disabled individuals higher in moral character but also punish them more harshly when they engage in moral violations.