19-E: Surprise Me! How Uncertainty Labels Affect Product Consumption

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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.

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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.

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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18-C: Let Market Know How Your Firm is Implementing Corporate Social Responsibility
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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
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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.