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2-S: the Asymmetric Attribution Toward Brands (Underdog Vs. Top-Dog) Upon Brand Crisis (External Vs. Internal)

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We identify that in service domain, where perceived warmth from the brand is particularly important, service failure especially caused by the underdog brand is considered more serious. However, in product context where brands' competence is more important than warmth, people express less forgiveness intention on top-dog brands' crisis.

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2-S: The Asymmetric Attribution toward Brands (Underdog vs. Top-dog) upon Brand Crisis (External vs. Internal)

Kiwan Park, Seoul National University, Republic of Korea
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We identify that in service domain where perceived warmth from the brand is particularly important service failure especially caused by the underdog brand is considered more serious. However in product context where brands' competence is more important than warmth people express less forgiveness intention on top-dog brands' crisis.

1-J: The Effect of Incidental Disgust on Aesthetic Preference

Kiwan Park, Seoul National University, South Korea
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Current work shows that an exposure to disease related stimuli will lead to a more favorable evaluation for simple designs and less favorable evaluation for designs visually complex. This research contributes to the emotion and art literature by showing how avoidance tendency triggered by disgust can influence aesthetic evaluation.

19-H: An Individual Choice vs. A Bundle Choice: The Effect of Choice Mechanics on Diversification Bias

Jihye Park, Hankuk University of Foreign Studies, South Korea

To the extension of Mittelman et al. (2014) this study examined how choice mechanics influence variety seeking in the multiple product choice context. The expected satiety drove variety seeking in the individual choice mechanics whereas relationships of items were more likely to be considered when consumers chose a bundle.

13-F: Location-based Services Effect on Online Purchase Intention

Jean-Eric Pelet, ESCE International Business School, France
Jashim Khan, University of Surrey, UK
Kelly Cowart, University of South Florida Sarasota-Manatee, USA

This paper presents an empirically tested model explaining the relationship between social media location-based services (LBS) user emotion and online purchase intention.

14-G: Incorporating Vanity into a Luxury Value-Attitude-Behavior Model- Evidence from Luxury Restaurant Consumers

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Annie Chen, University of West London, UK
Li-Wei Mai, University of Westminster, UK
Stella Kladou, Sheffield Hallam University, UK

Existing theories of the effect of luxury value on consumers may require adjustment when applied to service-based products. To contribute to the literature this study incorporates a "vanity" variable into a luxury value-attitude-behavior model. A total of 150 participants from the UK completed questionnaires. All hypotheses are supported.