19-A: the Interactive Effect of Type and Framing of Discounts on Consumers’ Preference

Amin Attari, University of Kansas, USA
Promothesh Chatterjee, University of Kansas, USA
Surendra Singh, University of Kansas, USA

This article investigates consumers’ preference for probabilistic versus sure discounts across two frames, the amount of discount frame and the reduced price frame. We show that consumers’ preference between the sure and probabilistic discounts can reverse, depending on the type of frame used to present the discount.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1025034/volumes/v45/NA-45

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13-K: The Fit Between Depth of Self-Disclosure and Self-Construal on Consumer Evaluations in Peer-to-Peer Markets

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand
Ashesh Mukherjee, McGill University, Canada
Dan King, University of Texas Rio Grande Valley, USA

Peer-to-Peer markets (P-to-P) are platforms where individual sellers exchange products with individual buyers. Based on a fit-fluency framework the present research shows that depth of disclosure in peer-to-peer markets has a positive effect on product evaluation when self-construal is interdependent but this positive effect is eliminated when self-construal is independent.

9-GG: Narrative Engagement: A Model for Suicide Prevention

Caroline Graham Austin, Montana State University, USA
Sarah Keller, Montana State University, USA

This paper explores one community-based approach to addressing suicide. Narrative engagement encourages people to collectively share personal stories yielding information about shared perceptions attitudes and beliefs. Such community engagement shines light into “dark closets” reducing stigma and isolation. Identifying communal strengths and weaknesses builds resiliency and identifies potential resources.

11-J: Moral Legitimation of Hybrid Consumption Practices:
A Study of Gluten-Free Lifestyles

Ana Babic Rosario, University of Denver, USA

This study explores how consumers legitimize hybrid consumption practices such as gluten-free eating to support their identity work. Based on netnographic interview and archival data several consumer strategies for moral legitimation were identified. The insights extend the work on consumer and practice legitimation to the context of hybridized cultural forms.

14-U: Seeing Through Consumer:
Predicting Consumer Preferences and Choices by using Deep Learning Neural Networks

Marija Banovic, Aarhus University, Denmark
Vladan Arsenijevic, Seven Bridges Genomics, Serbia

Training neural networks with consumer data can critically change marketing practice. This research shows that consumer choices can be predicted by usage of deep learning neural networks. Apart from prediction of what consumer is most likely to select we can optimize the product to fit consumer’s preferences.