Algorithm Attraction Versus Aversion: Perceived Expertise Influences Consumers’ Reactions to Recommendations Generated By an Algorithm (Vs. Expert)

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Nowadays algorithms are used to generate recommendations in numerous areas, including ones that are pure matter of taste. Across four studies, we demonstrate that consumers value the same recommendation differently depending on the framing of its source—an algorithm versus human expert—and their own perceived level of expertise.

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How 5-Colour Nutritional Labels Influence Foods’ Purchases and Evaluations: The Role of Consumers’ Previous Expectations

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This research assesses if a 5-color nutritional label impacts consumers’ food decisions. A field study shows that continuous (but not immediate) exposition to 5-CNL decreased the average caloric content of purchases. However, consumers’ reactions to 5-CNL depended on the gap between one’s expectation of product grade and the grade displayed.

The Different Roles of the Two Dimensions of Brand Perception - Warmth and Competence After Service Failures

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After service failure customers not complaining are likely to switch to a competitor. Yet, in our pilot study, we found that sometimes non-complaining customers may still return. We identified that brand perception along warmth and competence dimensions influences differently on customers’ intentions to provide constructive suggestions and to return.

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Do Customers Like to be Abused? A Study on Customer Loyalty Among Chinese Millennial Generation from a Stockholm Syndrome Perspective

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Jun Luo, Nottingham University Business School China, China
Martin Liu, Nottingham University Business School China, China

By utilizing 25 semi-structured interviews, this study explores why dissatisfied customers –‘victims’ still stay with disappointed brands –‘abusers’, contributing to brand relationship literature by adopting Stockholm Syndrome (SS) perspective. It further contributes to SS theory by introducing a new dimension to SS indicators based on characteristics of Chinese millennial consumers.

A Power Man Rarely Stoops to Pettiness?
The Role of (In)Congruence Between Explicit and Implicit Power on Forgiveness

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The present research examined the associations of power, defined as explicit and implicit power, and interpersonal forgiveness. Results showed that congruently high implicit and explicit power motives was associated with the highest level of forgiveness, whereas low implicit and high explicit was associated with the lowest level of forgiveness.