



ASSOCIATION FOR CONSUMER RESEARCH

Association for Consumer Research, University of Minnesota Duluth, 115 Chester Park, 31 West College Street Duluth, MN 55812

M1. How Rewarding Is Your Rewards Program? Experiential Vs. Material Rewards

Ayalla Ruvio, Michigan State University, USA

Farnoosh Khodakarami, Michigan State University, USA

Clay Voorhees, Michigan State University, USA

The research on loyalty rewards programs focuses on material rewards. In four studies, we explore consumers' preference for experiential (vs. material) rewards. They view experiential (vs. material) rewards as having greater expected utility, which, in turn, increases their behavioral intentions and engagement with the loyalty program.

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G4. That's So Sweet: Baby Cuteness Semantically Activates Sweetness to Increase Sweet Food Preference

Shaheer Ahmed Rizvi, University of Alberta, Canada
Sarah G Moore, University of Alberta, Canada
Paul Richard Messinger, University of Alberta, Canada

We examine the semantic association between baby (kindchenschema) cuteness and sweetness and how kindchenschema cuteness increases preference for sweet foods. Kindchenschema cuteness semantically activates the construct of sweetness thereby increasing preference for sweeter foods. Through moderation we show that kindchenschema and not whimsical cuteness produces this increased desire for sweets.

L5. Understanding the Components and Effects of the Omnichannel Seamless Experience

Paula Rodríguez-Torrico, Universidad de Burgos, Spain
Lauren Trabold, Manhattan College, USA
Sonia San-Martín, University of Burgos, Spain
Rebeca San José, University of Valladolid, Spain

This paper aims to investigate empirically the concept of Omnichannel Seamless Experience (OSE) and its impact on Social Media Engagement (SME). Results confirm the multidimensionality of the OSE namely consistency freedom in channel selection and synchronization which directly impact on consumer satisfaction with the omnichannel interaction and indirectly on SME.

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D9. Consumption Closure as a Driver of Positive Word of Mouth

Christina Saenger, Youngstown State University, USA
Veronica Thomas, Towson University, USA

Consumption closure affects consumers' cognitive processing and WOM. Manipulating closure through packaging consumers who experience closure (single-serving package) as opposed to those who do not (equivalent amount from multi-serving package) provide more positive WOM due to increased attitude certainty. Marketers may benefit by encouraging reviews of single-serve packages.

E10. Sustainable Initiatives: Cultural Identity, Regulatory Focus, and Construal Perspective

Ekaterina Salnikova, Aarhus University, Denmark
Yuliya Strizhakova, Rutgers University, USA
Klaus G Grunert, Aarhus University, Denmark

We integrate cultural identity regulatory focus and construal theory perspectives to examine effectiveness of sustainable product initiatives. Across five studies we demonstrate strong moderating effects of cultural identity in consumer responses to sustainability framing. Globally-oriented consumers are more engaged with sustainability framed in promotion and more distant terms.