I’Ll Do It – After One More Scroll: the Effects of Boredom Proneness, Self-Control, and Impulsivity on Online Procrastination

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This paper aims to investigate whether boredom proneness, self-control, and impulsivity are related to using social media and instant messaging and visiting online stores for procrastinatory purposes. Results indicate that while boredom and age are predictive of all 3 procrastination types, results differ in terms of self-control and impulsivity.

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Assessing the Relationship between Product Scarcity and Consumer Utility

Claudiu Dimofte, San Diego State University, USA

Consumers who are more resourceful are likely to find value (i.e., utility in a conjoint analysis design) associated with product scarcity if it is driven by excess demand, but not if driven by insufficient supply. The latter is universally unattractive, unless the market includes counterfeit products.

The Effect of Power Distance Belief on Consumers’ Attitudes Toward Slum Tourism: The Mediating Role of Perceived Morality

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We examined how consumers’ power distance belief (PDB) influences their attitudes toward slum tourism. In three studies, we found that consumers with high PDB have more positive attitudes toward slum tourism than ones with low PDB because they regard such tourism as less immoral.

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Consumer War Machines: Explicating Dynamics of Resistance and Capture

Hunter Jones, Aalto University School of Business, Finland
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This conceptual paper uses Deleuze and Guattari’s ‘War Machine’ concept to analyze the recent r/WallStreetBets short squeeze. Pushing against popular depictions of consumer resistance which leverage a Foucauldian rubric of power, it articulates r/WallStreetBets through a rubric of desire.

Not as Mindful as You Think: A Multidisciplinary Review of the Conscious and Non-Conscious Processes of Mindfulness and Consumption

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Torsten Ringberg, Copenhagen Business School, Denmark
Jesper Clement, Copenhagen Business School, Denmark

Mindfulness has been defined as an intentional, effortful, conscious practice. More recent literature, however, points to non-conscious processes, that have not been thoroughly considered. We review the mindfulness and consumption literature and provide an overview situating these contradictory assumptions based on conscious versus non-conscious processes and intended versus unintended outcomes.