



ASSOCIATION FOR CONSUMER RESEARCH

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What'S in the Box? Risk in Surprise Subscription Models.

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Assessing subscription models in retailing, we seek to identify the drivers that influence consumers' attitude towards product subscriptions. Using Prospect Theory, we find that consumers prefer subscription boxes with surprise content in lower frequencies and subscription boxes with predefined content in higher frequencies.

[to cite]:

Severin Bischof, Tim Boettger, and Thomas Rudolph (2016) ,"What'S in the Box? Risk in Surprise Subscription Models.", in NA - Advances in Consumer Research Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, Pages: 720-720.

[url]:

<http://www.acrwebsite.org/volumes/1022223/volumes/v44/NA-44>

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Don't Freak, I'm a Sikh: Stigma, Styled Identities and Social Distancing of the Turbaned Sikh Male

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This working paper investigates how Sikh men utilise social distancing strategies in developing distinct identities not narratives. Grounded in social identity theory we examine how global discourses of 'Islamophobia' have prompted 'Sikh projects' as strategies to de-stigmatize cultural symbols and ultimately socially distance one 'Other' from another 'Other.'

A Trip to Your Past: The Effect of Ending on Preference for Nostalgic Products

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This research proposes the ending effect on consumers' preference for nostalgic products. Across three studies we show that the ending of a time period increases consumers' preference for nostalgic products. In addition we identify the perceptions of the passage of time as the underlying process that accounts for this effect.

What's in the Box? Risk in Surprise Subscription Models.

Severin Bischof, University of St. Gallen, Switzerland
Tim Boettger, University of St. Gallen, Switzerland
Thomas Rudolph, University of St. Gallen, Switzerland

Assessing subscription models in retailing we seek to identify the drivers that influence consumers' attitude towards product subscriptions. Using Prospect Theory we find that consumers prefer subscription boxes with surprise content in lower frequencies and subscription boxes with predefined content in higher frequencies.

Using The Aesthetic Design Principle 'Autonomous, Yet Connected' to Increase Purchase Intention of Radical Innovations by Consumers

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We find that both autonomy and connectedness simultaneously influence purchase intention mediated by aesthetic appreciation. We expected that the aesthetic design principle 'autonomous yet connected' principle would work to increase appreciation for radical innovations and sway the preferred balance to connectedness. These expectations were not confirmed and implications are discussed.

Experiencing the Self through Products: How Direct Product Experiences Paired with Abstract Product Construals Increase Consumers' Identification with and Evaluation of Products

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Consumers frequently use products to manifest their selves. We hypothesize that products fulfill this self-oriented function particularly when they are experienced directly and perceived on a high construal level at the same time. Evidence from two experiments supports this theorizing.