

senders' desire to ensure that workout posts (but not non-workout posts) are noticed by potential mates.

1.2 Mating Motives and Arrogant Advertising

Jonathan Hasford (University of Central Florida, USA); Aysu Senyuz (University of Central Florida, USA)

Brief Abstract:

While arrogance is widely considered to be a negative personality trait, the authors explore when the use of arrogance in persuasive appeals can enhance consumer attitudes. In 2 studies, the authors demonstrate that individuals with a relationship formation motive have more favorable attitudes and higher purchase intentions towards products and brands that emphasize arrogance in their marketing communications. This effect emerges from an enhanced acceptability of signaling one's status during relationship formation that is not observed when individuals possess other relationship motives (e.g. relationship maintenance) or when relationship motives are not salient.

1.3 Algorithm Attraction Versus Aversion: The Role of Self-Efficacy of the Decision Maker.

Gizem Yalcin (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands); Darren W. Dahl (University of British Columbia, Canada)

Brief Abstract:

Nowadays algorithms are used to generate recommendations in numerous areas, including those that are pure matter of taste. Across three studies and in two domains (e.g., brand names, travel routes), we demonstrate that consumers value the same recommendation or service differently depending on the framing of its recommender—an algorithm versus human expert—and their own perceived level of expertise: individuals who perceive themselves as possessing expertise (versus lacking expertise) in the focal domain are likely to value a recommendation more when it is framed to be generated by an algorithm (versus a human expert).

1.4 How Written Customer Feedback Influences the Feedbacking Customers' Evaluations, Attitudes and Intentions

Matthias Fuchs (University of St. Gallen, Switzerland)

Brief Abstract:

Does the way customer feedback is measured influence customers' evaluations of the consumption experience as well as attitudes and intentions towards the seller? Evidence from my experimental study shows that written customer feedback causes participants to dampen their evaluations, increase their likelihood to broadcast their experience and lead them to perceive a stronger tie to the seller. This work has broader impacts for the theory of mere measurement, research concerning customer feedback, and for practitioners collecting customer feedback.

1.5 Don't Talk, Text: Modality in Consumer Interactions with Human versus AI Agents