

The Swiss Academy of Marketing Science (SAMS) welcomes you to the second conference on marketing science finding place in Lucerne, Switzerland.

PROGRAM

SAMS Conference 2021

October 15, 2021

Radisson Blu Hotel, Lucerne

Welcome to the SAMS Conference 2021!

In its 2nd edition, this local one-day event brings together the marketing scientists residing in Switzerland and Swiss marketing scholars residing abroad to overcome the limitations of online meetings, foster the exchange between marketing chairs and advance marketing research in Switzerland.

Thank you for being part of the SAMS Conference 2021! We wish you an inspirational conference filled with opportunity for networking and discussion on marketing science.

Many thanks also to our administrative team, Anita Bossard Hou (head), Anina Schlumpf, and to our sponsors, the University of Lucerne and the Institute of Marketing and Analytics (IMA), for making this conference happen.

Your SAMS Conference 2021 Team

Prof. Dr. Reto Hofstetter (University of Lucerne)

Prof. Dr. Johanna Gollnhofer (University of St. Gallen)

Felicia Rohlfen (University of Lucerne)

Lucas Nann (University of Lucerne)

CONFERENCE PROGRAM

Room 1 (Wasser 1 & Wasser 2)

8.00 am Morning Coffee (Foyer)

9.00 am Welcome Speech (Reto Hofstetter, UniLu)

9.15 am **Session 1: Being Successful on Social Media**

Chair: Zitian Qiu

- Talk 1: Future Endorsements of Prospective Influencers as an Alternative Approach to Influencer Seeding in User-Generated Content Networks (*Lanz, HEC Paris*)
 - Talk 2: Should You Really be Creative on Social Media? An Empirical Investigation of User-Generated Content from TikTok (*Bravin, HSLU, Clegg, UniLu & Hofstetter, UniLu*)
 - Talk 3: How Luxury Content Becomes Viral on Social Media: The Role of Linguistic Sophistication (*Qiu & Morhart, UniL*)
-

10.45 am Coffee Break (Foyer)

11.00 am **Session 2: Consumer Needs and Preferences**

Chair: Evrim Yanar

- Talk 1: Proximity as a Fundamental (Consumer-) Need (*Scharfenberger, ICI-HSG*)
 - Talk 2: When and Why Consumers Prefer Uncertainty in the Context of Mysterious Consumption (*Buechel, University of Southern California*)
 - Talk 3: Experiential Purchases as a Status Signal: Exploring the Role of Intrinsic Motivation (*Yanar, UniL*)
-

12.30 pm Lunch Break (Foyer, standing lunch with vegetarian/vegan options)

1.30 pm	Session 3: The Influence of Others and Customer Satisfaction Chair: Leif Brandes ▪ Talk 1: Like to Comment Ratioing; a heuristic for perceived credibility on social media (<i>Rezaee, UniL</i>) ▪ Talk 2: How does other customers' copresence destroy customer satisfaction? (<i>Baillod & Landry, UniFr</i>) ▪ Talk 3: Extremity Bias in Online Reviews: The Role of Attrition (<i>Brandes, UniLu</i>)
3.00 pm	Coffee Break (Foyer)
3.15 pm	Extended Coffee Break "Meet the Co-Author"
3.45 pm	Session 4: New Product Adoption Chair: Jan-Hendrik Bucher ▪ Talk 1: The wisdom of the few: Predicting collective success from individual behavior (<i>Mariani, UZH</i>) ▪ Talk 2: Customer experiments: How customers conduct at-home experiments to examine and evaluate purchased products (<i>Bucher, ICI-HSG</i>)
4.45 pm	Apéro (Foyer, sponsored by the Institute of Marketing and Analytics, IMA)

Room 2 (Pulver & Dächli)

8.00 am Morning Coffee (Foyer)

9.15 am **Session 5: New Perspectives on Marketing Management**

Chair: Dario Mitterer

- Talk 1: EMNEs as Potential Employers in Developed Countries – The Role of CSR in Attracting Talents (*Morschett, UniFr*)
 - Talk 2: Combining three engagement roles: A comparison of a joint survey of customer, employee, and investor engagement scales in the context of second home owners (*Klumbies, IMP-HSG*)
 - Talk 3: Towards Integrative Marketing Management: Deriving a Roadmap from the Integrative Management Approach (*Mitterer, IMP-HSG*)
-

10.45 am Coffee Break (Foyer)

11.00 am **Session 6: Sales Talents and Strategy**

Chair: Aline Lanzrath

- Talk 1: How Win-Back Management Can Mitigate the Consequences of Customer Defection: A Perspective Beyond Purchases (*Ruhnau, Uni Mannheim*)
 - Talk 2: Should Salespeople Disclose Their Sales Incentives? The Effect of Incentive Transparency on Sales Performance (*Bozkurt Umur, UniLu*)
 - Talk 3: Winning the War for Sales Talents: How to Dispel Lay Beliefs, Fight the Stigma, and Create a Profession of Choice (*Lanzrath, Uni Mannheim*)
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12.30 pm Lunch Break (Foyer, standing lunch with vegetarian/vegan options)

1.30 pm	Session 7: Consumer Interaction with Technology Chair: Anouk Bergner ▪ Talk 1: New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception (<i>Zehnle, IBT-HSG</i>) ▪ Talk 2: Context Matters – Even with Virtual Objects: Perception of Object Proximity and Ownership in Augmented Reality (<i>Finken, UniLu</i>) ▪ Talk 3: DeepMind: A Deep Learning Approach to Mind Perception and Consumer-Smart Object Relationships (<i>Bergner, IBT-HSG</i>)
3.00 pm	Coffee Break (Foyer)
3.15 pm	SAMS Management Board Meeting (invited members only)
3.45 pm	Session 8: Consumer Biases in Future-Oriented Behaviors Chair: Petra Tipaldi ▪ Talk 1: Tangibility Bias in Investment Risk Judgments (<i>Atasoy, UniBas</i>) ▪ Talk 2: Flexibility in commitment devices contingent on self- vs. other-achieved goals (<i>Tipaldi, UZH</i>)
4.45 pm	Apéro (Foyer, sponsored by the Institute of Marketing and Analytics, IMA)

OVERVIEW OF TALKS

Session 1: Being Successful on Social Media

Future Endorsements of Prospective Influencers as an Alternative Approach to Influencer Seeding in User-Generated Content Networks

Andreas Lanz (Presenter), Jacob Goldenberg, Daniel Shapira and Florian Stahl

Given the ubiquity of user-generated content networks, endorsements by influencers have become an integral part of online communications. But excessive monetary compensations and existing contractual agreements of influencers limit the ability of many firms to engage in effective influencer seeding. We suggest a different approach: A manager can target prospective influencers and sign them to endorse the firm in the future—while these prospective influencers are still unknown users with a small follower base. This approach has a potential to significantly reduce the costs; however, because of the inherent extreme uncertainty as only a very few users ultimately become influential, a corresponding prediction framework should be developed that allows for financial risk considerations. For this reason, we propose a new framework that evaluates prediction models on a risk-return spectrum, enabling the manager to make an efficient model choice according to her preferred level of risk. We empirically test this framework on the SoundCloud platform using data-based simulations in which we apply various prediction models (such as deep learning or rare-event models by Firth (1993) as well as King and Zeng (2001a,b)).

Should You Really be Creative on Social Media? An Empirical Investigation of User-Generated Content from TikTok

Marc Bravin (Presenter), Melanie Clegg (Presenter), Reto Hofstetter (Presenter), Marc Pouly and Jonah Berger

Creativity is seen as a panacea for success on social media. In this research, however, we find based on empirical analyses of more than 290,000 TikTok videos and two experimental studies, that originality rather harms than helps the success of user-generated content on social media. Using a novel contrastive learning approach, we determine a video's degree of originality and find that more original videos receive fewer likes on the platform. We corroborate this result in a more controlled experimental paradigm and explain that higher content originality reduces liking of both the content and the content creator because it increases psychological discomfort among viewers. This effect is attenuated by a greater popularity of a video, which increases the threshold for more original videos to be

perceived as dissonant. These results are relevant to marketers aiming at increasing consumer liking of their social media content.

How Luxury Content Becomes Viral on Social Media: The Role of Linguistic Sophistication

Zitian Qiu (Presenter) and Felicitas Morhart (Presenter)

Given the growing interest in content virality (sharing) on social media, some studies (e.g., Pancer et al., 2019) focusing on mainstream brands suggested that firms should avoid using difficult vocabulary in their social media content, because difficult-to-read text is likely to decrease users' processing fluency, and therefore hampers the content to get viral (shared). However, inspired by abundant findings from luxury consumption behaviors and social linguistics, we speculate that luxury brands' content using sophisticated words (vs. simple words) is more likely to be shared online. We believe this is because such content is of higher symbolic value, which means by merely sharing such linguistically sophisticated content, brands' followers can signal to others their upper education background, higher socioeconomic status, and better taste. We analyzed all posts from Vacheron Constantin (luxury brand, 1215 observations) and Movado (non-luxury brand, 1093 observations) on Facebook from the past ten years. After accounting for variables such as image content, presence of celebrities, text length, and textual sentiment, we found a significantly positive effect of lexical sophistication on the sharing volume of luxury brand's content, while a negative effect was found for the sharing volume of non-luxury brand's content. In follow-up research, we plan to design a series of laboratory experiments to verify the main causal effect and to verify the hypothesized psychological mechanism.

Session 2: Consumer Needs and Preferences

Proximity as a Fundamental (Consumer-) Need

Philipp Scharfenberger (Presenter)

The analysis and understanding of human needs is an important part of consumer and marketing research. Against this background, it seems surprising that little research in these fields has comprehensively addressed one of the most prevailing needs – perhaps even the most important need – of humans: the need for proximity. What may sound a bit pompous and pretentious at first, reveals to be a thrilling notion of human needs on closer examination. Accordingly, based on a review of pertinent literature from consumer behavior, psychology, and sociology as well as preliminary empirical research, this talk addresses the development of an idea of “proximity as a fundamental (consumer-) need”. More specifically, it addresses a definition of the construct and outlines how essentially and diversely it is intertwined with existing conceptualizations of human needs, basic social incentive mechanisms, and finally consumer behavior.

When and Why Consumers Prefer Uncertainty in the Context of Mysterious Consumption

Eva Buechel (Presenter) and Ruouu Li

Mysterious consumption items represent products that are chosen or purchased without knowing the exact nature of the product. In contrast to what we know about uncertainty aversion, we show that consumers exhibit a preference for mysterious consumption items over non-mysterious consumption items of equal expected value. Seven studies show this preference for mysterious consumption across a variety of products (stress-balls, teas, snacks, hotel rooms). The value of mysterious consumption lies at least in part in the uncertainty about the *nature* of the outcome. Specifically, the greater number of horizontally differentiated outcomes (i.e., horizontal uncertainty) makes mysterious consumption appealing and allows consumers to be surprised. The preference for uncertainty is not observed when the uncertainty lies in the quantity of a known outcome (i.e., vertical uncertainty) or when horizontal uncertainty is reduced to a degree that diminishes the ability to be surprised.

Experiential Purchases as a Status Signal: Exploring the Role of Intrinsic Motivation

Evrin Yanar (Presenter) and Felicitas Morhart

Despite a large number of studies that compared material and experiential purchases with respect to their effects on consumers (e.g., happiness), there are far less studies that explored what different purchase types communicate to others about the consumer. This study aims to address this literature gap by comparing experiential and material purchases with respect to status signaling. Two between-subjects experiments were conducted to assess people's perceptions of an actor based on the actor's consumption behavior. We show that people infer higher levels of sociometric status from experiential purchases than from material purchases. However, purchase type did not have an effect on perceived socioeconomic status. The effect of purchase type on perceived sociometric status is mediated by intrinsic motivation perceptions; such that experiential purchases, as compared to material purchases, lead others to perceive the consumer as more intrinsically motivated, which in turn leads to increased sociometric status perceptions.

Session 3: The Influence of Others and Customer Satisfaction

Like to Comment Ratioing; a heuristic for perceived credibility on social media

Behzad Rezaee (Presenter), Tobias Schlager and Markus Christen

We are living in the apex of communication era where people can easily share their news, experiences, and thoughts on social media. Although this has been a bliss for us, it's had its own issues as well. Some people, organizations, or even governments have abused this characteristic to spread fake contents in order to achieve their own goals; whether a simple cyber-trolling to increase the number of followers, click-baiting to increase the profile impression, or a big campaign to spread fake news for presidential election (Allcott & Gentzkow, 2017). In this essay, we will show how people use heuristics on social media's posts in order to label them as credible or fake. More precisely, we want to show how heuristics and the limited available information on a tweet (stated statistics about the number of likes, comments, retweets, and quote retweets) affect the user's perception on the tweet's credibility. Our studies show that the like to comment ratio of a social media post (such as a tweet) affects the perception of credibility and accordingly, the virality of the post.

How does other customers' copresence destroy customer satisfaction?

Olivier Furrer, Jie Yu Kerquignas, Mikèle Landry (Presenter) and Chloé Baillod (Presenter)

In many offline service settings, customer copresence can enrich service experiences, meanwhile, it can also destroy customer overall satisfaction and even repatronage intentions. However, service providers often have little awareness of this phenomenon and lack knowledge on how to effectively manage customer copresence. The current study relies on the critical incident technique (CIT) (Gremler, 2004) to contribute to the literature on customer copresence by providing an in-depth understanding of its negative influence on customer satisfaction, based on two large samples of service customers across several industries. We develop and validate a taxonomy of the negative influences of other customers' copresence based on three main conceptual categories: whether the focal customer was affected through other customers' deliberate behavior, coincidental spillover of other customers' copresence, or by being exposed to other customers' behavior. Preliminary results suggest that several factors amplify the impact of negative copresence, such as the reach of the incident, customers' personal situational factors, transitory enhanced expectations and own lack of

behaviors. In addition, preliminary results also reveal the key role of frontline employees in managing customer copresence. Notably, their absence, non-intervention, negligence, and ineffectiveness exacerbate customer dissatisfaction when a copresence incident occurs. Finally, potential corrective and preventive measures are identified.

Extremity Bias in Online Reviews: The Role of Attrition

Leif Brandes (Presenter), David Godes and Dina Mayzlin

In a range of studies across platforms, online ratings have been shown to be characterized by distributions with disproportionately-heavy tails. We focus on understanding the underlying process that yields such “j-shaped” or “extreme” distributions. We propose a novel theoretical mechanism behind the emergence of “j-shaped” distributions: differential attrition, or the idea that potential reviewers with moderate experiences are more likely to leave the pool of active reviewers than potential reviewers with extreme experiences. We present an analytical model that integrates this mechanism with two extant mechanisms: differential utility and base rates. We show that while all three mechanisms can give rise to extreme distributions, only the utility-based and the attrition-based mechanisms can explain our empirical observation from a large-scale field experiment that an unincentivized solicitation email from an online travel platform reduces review extremity. Subsequent analyses provide clear empirical evidence for the existence of both differential attrition and differential utility.

Session 4: New Product Adoption

The wisdom of the few: Predicting collective success from individual behavior

Manuel S. Mariani (Presenter), René Algesheimer and Claudio J. Tessone

Can we predict top-performing products, services, or businesses by only monitoring the behavior of a small set of individuals? Although most previous studies focused on the predictive power of “hub” individuals with many social contacts, which additional sources of customer data are needed to address this question remains unclear, mostly due to the scarcity of studies comparing the predictive value of individual-level properties extracted from different sources of data. Here, we address this question in unique large-scale datasets from three independent, fan-driven online communities where socially-interconnected users seek to create and adopt digital products. We find that the adoption history alone enables the detection of small sets of “discoverers” whose early adoptions offer reliable product-level success predictions. In contrast with the assumptions by most existing studies on word-of-mouth processes, the hubs selected by social network centrality are not consistently predictive of success. The external validity of these conclusions is supported by a replication study on a large-scale transactional dataset. Surprisingly, we find that the discoverers are not extraordinarily central or influential in their social networks, but they are highly innovative and representative of the average user’s preferences. Our findings show that companies and organizations with access to large-scale adoption data can detect the discoverers and leverage their behavior to anticipate market trends, without the need for social network data.

Customer experiments: How customers conduct at-home experiments to examine and evaluate purchased products

Jan-Hendrik Bucher (Presenter) and Johanna Gollnhofer

How do customers evaluate purchased products? Prior research assumes that customers compare perceived actual performance with expected performance, resulting in customer satisfaction or dissatisfaction. While customer satisfaction and its influencing factors (e. g., customers’ mood, the form of communication, or the experienced variety of product usage) have been extensively studied, the process of *how* customers evaluate purchased products remains understudied. Using qualitative interviews and netnography, we study customers who make great efforts to evaluate purchased products in four product categories (self-care products, household items, food & beverages, consumer technology). We find that certain customers draw on five different types of experiments to examine and

evaluate purchased products in a quasi-scientific way. We contribute to consumer research and marketing by mapping evaluative processes that lead to customer satisfaction/dissatisfaction.

Session 5: New Perspectives on Marketing Management

EMNEs as Potential Employers in Developed Countries – The Role of CSR in Attracting Talents

Ngoc Le and Dirk Morschett (Presenter)

Attracting skilled employees has become more challenging than ever in today's "war for talents." This issue is particularly more relevant and challenging for emerging market multinational enterprises (EMNEs) due to their less favorable country-of-origin images as compared to those of their incumbents from developed markets. Integrating legitimacy, attribution, and signaling theories, we suggest that CSR engagement is a strategy worth considering for EMNEs. An experiment involving 490 potential applicants from Germany, Switzerland and Austria shows that good CSR helps EMNEs overcome country-of-origin constraints on attracting and hiring local talents in developed host countries. As an impediment, though, we find evidence of low applicant's willingness to search for CSR information, representing a serious challenge for firms' attempts to maximize benefits from CSR engagement.

Combing three engagement roles: A comparison of a joint survey of customer, employee, and investor engagement scales in the context of second home owners

Aristid Klumbies (Presenter)

This quantitative survey measures the engagement levels of second home owners from various Swiss destinations. It uses three established scales from engagement research. These scales come from the research areas of customer, employee, and investor engagement. Thus, the three roles of a second home owner (customer, co-producer, and investor) are covered. A total of 1'519 fully completed questionnaires are obtained. The findings show that engagement varies across different second home owners. Also, the engagement level of a second home owner is related to different independent variables. Moreover, drivers exist that destinations can use as leverage to actively influence second home owner engagement. The results suggest that increasing second home use intensity per year is significantly associated with less engagement. Additionally, they indicate that owning multiple second homes worldwide (more than one) is significantly related to an increasing engagement factor score.

Towards Integrative Marketing Management: Deriving a Roadmap from the Integrative Management Approach

Thomas Bieger, Aristid Klumbies and Dario Mitterer (Presenter)

An ever more complex “VUCA” world requires integrative management and thereby an integrative approach to marketing management. Authors of classical management research such as Drucker or Mintzberg already assumed an integrative management approach. While their ideas are still relevant today, they nevertheless need to be re-accentuated in the light of increasing complexity and ambiguity. Today, taking decisions on marketing strategies and instruments is not only a matter of marketing techniques. All relevant external environmental spheres, including global markets, legal aspects, and impacts on natural resources or society with its different groups, have to be taken into consideration. Also, internal coordination within organizations requires boundary spanning techniques to break more and more closed professional communities and integrate corporate functions like compliance, finance, or IT. This contribution draws on the results of a multidisciplinary project on integrative management. It analyses the dimensions of integrative management and the role of management models. It draws conclusions for marketing management and the role of management models as theories-in-use for marketing.

Session 6: Sales Talents and Strategy

How Win-Back Management Can Mitigate the Consequences of Customer Defection: A Perspective Beyond Purchases

Robin-Christopher Ruhnau (Presenter) and Christian Homburg

Across industries, lost customers represent a reality with dramatic consequences. Beyond purchases, firms lose customers' referrals, positive influence on other customers, and shared knowledge. Conversely, lost customers can exert a considerable negative influence on other customers. While evidence is unambiguous that these engagement behaviors are fundamental for firm performance, little is known about how firms' win-back efforts can mitigate the purchase-unrelated engagement consequences of defection. To this end, equity theory guides three studies with mixed methods and cross-industry data (field and scenario-based experiments and surveys). Results show that win-back efforts create positive and mitigate negative engagement through customers' perceived fairness, even if firms fail to realize their primary goal of winning back the customers. Although lost customers are unlikely to become as engaged as active customers even if won back, the mitigative effects of win-back efforts are significant even years later. Moreover, although win-back efforts involving tangible offers are most effective, the results show that mere communication can significantly contribute to the mitigation. As an important contextual factor, win-back efforts achieve lower increases in perceived fairness when contracts govern the customer relationship. Altogether, the manuscript unveils commonly overlooked consequences of win-back management, improving both researchers' understanding and managerial practices.

Should Salespeople Disclose Their Sales Incentives? The Effect of Incentive Transparency on Sales Performance

Itir Bozkurt Umur (Presenter), Leif Brandes and Sascha Alavi

Sales incentives constitute a key instrument for motivating salespeople. Although they trigger salespeople to put more effort into their jobs, less is known about how sales incentives affect customers' attitudes towards the salesperson and how this in turn affects performance. This research investigates how the salesperson's disclosure of sales incentives influences the way the consumers appraise salesperson's motives in a personal sales encounter. Drawing on the attribution theories, we suggest two competing mechanisms, which mediate the incentive disclosure-purchase intention relationship. With two online scenario experiments in a used-car sales context, we showed that salespeople's incentive disclosure is

perceived as a benevolent motive, which triggers gratitude in consumers and boost trust. We further demonstrated that even when the salesperson is on high levels of sales commission, disclosure attenuates the ulterior motives, which is usually a natural consequence of knowing that the salesperson is on commission. Beyond expanding research on persuasion and influence tactics in personal selling, our findings provide straightforward implications for sales practitioners to enhance integrity by meeting transparency expectations of the consumers.

Winning the War for Sales Talents: How to Dispel Lay Beliefs, Fight the Stigma, and Create a Profession of Choice

Aline Lanzrath (Presenter) and Christian Homburg

Given the pressing talent shortage in business-to-business (B2B) sales, understanding how to increase graduates' low interest in B2B sales careers is critical for management. Using a mixed-method approach, the authors develop a theory-based model to understand the specific beliefs discouraging graduates from entering B2B sales (Study 1), which they benchmark with those of alternative career paths (Study 2) and those of B2B salespeople (Study 3). Results show that alternative careers outrank B2B sales in various ways, particularly in societal prestige. Moreover, findings indicate that graduates have lay beliefs about a lack of intrinsic and social rewards offered in B2B sales, which can be overcome through educational, personal, and vicarious sales exposure. Large-scale text analysis of real-life labor market communications (Study 4) combined with conjoint analysis on graduates' job application drivers (Study 5), reveals that communication's needs to shift its current focus from extrinsic to social and intrinsic rewards to better address graduates' needs, especially those of women. The findings advance current research in sales, diversity and talent management and provide actionable recommendations to stakeholders in education, employer branding, and sales management on aligning curricula, communication, and job structures with graduates' needs to establish B2B sales as a profession of choice.

Session 7: Consumer Interaction with Technology

New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception

Meike Zehnle (Presenter) and Christian Hildebrand

In this talk, we present evidence from two research projects demonstrating how conversational AI impacts consumer financial decision making and the way consumers express themselves. Specifically, the first paper examines the impact of conversational relative to non-conversational interfaces for financial planning. We find that conversational interfaces significantly reduce consumers' extent of financial planning stress. We further show that conversational financial planning interfaces are particularly beneficial for consumers with low levels of financial well-being. The second paper examines the use of conversational interfaces in market research settings. We find that consumers using a conversational compared to a non-conversational survey interface write substantially less and take less time for completing a survey. Yet, consumers feel more absorbed and more positive towards the market research company represented by the interface. Importantly, despite the reduced writing length, text features obtained from the conversational survey interface interactions predict company relevant outcomes equally well as those obtained from non-conversational interface interactions.

Context Matters – Even with Virtual Objects: Perception of Object Proximity and Ownership in Augmented Reality

David Finken (Presenter), Reto Hofstetter, Aradhna Krishna and Florian von Wangenheim

We investigate how product presentations in augmented reality influence product construal and perceived ownership. We argue that augmented reality (AR) product presentations reduce psychological distance (i.e. heightening perceived proximity) to a product (compared to 2D or even 3D representations), increasing perceived ownership, independent of touch or control. Contextual incongruence dampens this effect: AR only increases ownership for products in congruent (vs. incongruent) usage contexts, which we explain with AR's reciprocal benefit of usage contexts. Incongruent usage contexts increase psychological distance because consumers feel products to be less present in one's reality. Five online-experiments conducted on mobile devices across multiple products provide evidence for this expectation. Our results support e-tailers' interests in implementing AR for their product presentation. However, our findings imply that managers of e-commerce platforms

are well-advised to find ways to encourage consumers to use AR, specifically in the right context.

DeepMind: A Deep Learning Approach to Mind Perception and Consumer-Smart Object Relationships

Anouk Bergner (Presenter), Jochen Hartmann and Christian Hildebrand

Smart objects are dramatically changing how consumers search, shop, and express their preferences. Anecdotal evidence suggests a striking heterogeneity of how consumers view such smart objects, varying from personifying them as a member of the family to seeing them merely as a piece of hardware to complete a task. This research proposes a novel methodological approach to detect and understand the relationship consumers form with smart objects and its impact on their experience with and usage of the device. Specifically, we train a state-of-the-art deep contextual language model using transfer learning to unobtrusively classify the extent to which consumers attribute a “mind” toward smart objects from unsolicited, consumer-generated text. We provide a rich set of interpretable linguistic features using manifold methods, demonstrating that consumers with a greater mind attribution tend to develop a more communal (vs. agentic) relationship with the device, view the device more as a person (vs. object), and report a more positive user experience and higher usage intensity. These findings generalize across consumer demographics and product categories (from voice assistants to smart vacuum cleaners) and have important implications for the role of deep learning and interpretable machine learning methods as an unexplored methodological lens in consumer research.

Session 8: Consumer Biases in Future-Oriented Behaviors

Tangibility Bias in Investment Risk Judgments

Özgün Atasoy (Presenter), Remi Trudel, Theodore Noseworthy and Patrick Kaufmann

Most popular ways of holding wealth include tangible investments such as real estate and gold, and intangible investments such as stocks and mutual funds. Five experiments revealed a tangibility bias whereby the tangibility of an investment provides a false sense of financial safety. When focusing on avoiding risk, investors indicated a higher willingness to sell the stocks of a company that invests in intangible than in tangible assets (Study 1). The greater perceived permanence of tangible than of intangible assets appeared to underlie the difference in market risk assessments. Respondents judged the same asset as less risky when it was framed as tangible (gold in Study 2) and differences in perceived permanence mediated this effect. Increasing perceived permanence independently of tangibility led to lower market risk assessments of commodity futures (Study 3). Tangibility prompts that leave asset tangibility unchanged was sufficient to lower risk judgments (Studies 4 and 5). The differences in market risk assessments were not due to a general preference for tangible assets (Study 4), or differences in familiarity, complexity, or understanding of the asset types (Studies 2 and 5).

Flexibility in commitment devices contingent on self- vs. other-achieved goals

Petra Tipaldi (Presenter), Andrea Giuffredi-Kähr, Martin Natter and Vincent Mak

When studying individuals' New Year's resolutions, improving one's fitness has listed among the most common resolutions over the last years. Even though an intention to engage in such "should" behavior may be present, self-control to exert that behavior is often limited, leading to a prioritization of instantly gratifying "want" activities. Thus, "commitment devices" such as placing money on the line for forfeiture if they fail to exercise should help individuals to adhere to their goals. However, in prior studies the uptake of such commitment devices has been rather modest, laying often below 50%. Against this background, the present study aims to examine whether introducing a certain degree of flexibility in the commitment device benefits its uptake while still supporting individuals in reaching their goals, possibly even fostering future repeated participation in commitment devices. Thereby, this study combines such flexibility with a social incentive by tying individual's commitment device to a partner who pursues the same goal whereby both individuals coach each other. We conducted an online survey to

gain some initial insights and followed up with a field experiment with tennis players. With this study, we aim to contribute to research on commitment devices and overcoming self-control problems.

SAMS CONFERENCE TEAM



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