



CICLO

CONFERÊNCIAS 17|18

ISPA - INSTITUTO UNIVERSITÁRIO

THE EFFECT OF ENVIRONMENTAL CROWDEDNESS ON INFORMATION SHARING



IRENE CONSIGLIO

ASSISTANT PROFESSOR,
NOVA SCHOOL OF BUSINESS AND ECONOMICS

This research investigates whether environmental crowdedness influences consumers' propensity to share information. We propose that more (vs. less) crowded places make consumers experience a loss of perceived control, which makes them more likely to engage in word-of-mouth in order to restore it. Six studies – conducted online as well as in laboratory and naturalistic settings – provide support for this hypothesis. We demonstrate that crowdedness increases the likelihood of sharing information with others and that a person's chronic need for control moderates this effect. Consistent with the proposed process, the effect of crowdedness on information sharing is attenuated when participants have the opportunity to restore control before they engage in word-of-mouth. Moreover, perceived control mediates the effect of crowdedness on information sharing, and this indirect effect is moderated by trait reactance. We also confirm that sharing information restores perceived control in crowded environments. Finally, we disentangle the effect of physical proximity from that of crowdedness, and discuss the effect sizes observed in our studies in a summary meta-analysis.

20 NOVEMBRO 2017

12H30 | SALA DE ATOS

HOST
TERESA

GARCIA-MARQUES

ENTRADA LIVRE



ISPA
INSTITUTO UNIVERSITÁRIO

RUA JARDIM DO TABACO, 34
1149 - 041 LISBOA
T. 218 811 700 | F. 218 860 954
CII@ISPA.PT | WWW.ISPA.PT
f FACEBOOK/ISPA.IU