

Program Overview

Thursday, 23 October 2014

7:30 am - 4:30 pm	ACR Doctoral Consortium (Holiday Ballroom-2nd floor)
11:00 am - 4:30 pm	ACR Board of Directors Meeting (by invitation only) (Pickersgill Room-2nd floor)
2:00 pm - 5:30 pm	SCP Executive Committee Meeting (by invitation only) (Poe Room-2nd floor)
4:30 pm - 6:00 pm	Mid-Career Mentorship Program (Key Ballroom-2nd floor)
6:00 pm - 8:00 pm	ACR Welcome Reception (East and South Foyer-2nd floor)
2:00 pm - 8:00 pm	ACR Conference Registration (East Foyer-2nd floor)

Friday, 24 October 2014

6:00 am - 7:00 am	ZUMBA (Paca Room-3rd floor)
7:00 am - 8:00 am	Yoga/Guided Stretching (Paca Room-3rd floor)
7:00 am - 7:00 pm	ACR Conference Registration (East Foyer-2nd floor)
7:00 am - 8:00 am	ACR Continental Breakfast (South Foyer-2nd floor)
7:00 am - 8:00 am	Keith Hunt Newcomers Breakfast (Carroll Room-3rd floor)
8:00 am - 5:00 pm	ACR Film Festival (Ruth Room-1st floor)
8:00 am - 9:15 am	Session 1
9:15 am - 9:30 am	Coffee Break (East and South Foyer-2nd floor)
9:30 am - 10:45 am	Session 2
10:45 am - 11:00 am	Coffee Break (East and South Foyer-2nd floor)
11:00 am - 12:15 pm	Session 3
12:15 pm - 1:30 pm	Socializing Fun Lunch (Holiday Ballroom-2nd floor)
1:30 pm - 2:15 pm	Presidential Address and Champagne Toast (Key Ballroom 1&2-2nd floor)
2:15 pm - 2:30 pm	Coffee Break (East and South Foyer-2nd floor)
2:30 pm - 3:45 pm	Session 4
2:30 pm - 3:45 pm	JCR Associate Editors' Meeting (Blake Room-2nd floor)
3:45 pm - 4:00 pm	Coffee Break (East and South Foyer-2nd floor)
4:00 pm - 5:15 pm	Session 5
5:30 pm - 6:15 pm	Yoga/Guided Stretching (Paca Room-3rd floor)
4:30 pm - 5:30 pm	JCR Editorial Review Board Reception (by invitation only) (Key Ballroom 1&2-2nd floor)
5:30 pm - 6:30 pm	JCR Editorial Review Board Business Meeting (by invitation only) (Key Ballroom 1&2-2nd floor)
6:30 pm - 8:30 pm	Working Paper Poster Session and Reception (Holiday Ballroom-2nd floor)

Saturday, 25 October 2014

6:00 am - 7:00 am	Yoga/Guided Stretching (Paca Room-3rd floor)
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2:00 pm - 3:15 pm	Session 9
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3:30 pm - 4:45 pm	Session 10
4:00 pm - 5:00 pm	JCP Associate Editors' Business Meeting (Pickersgill Room-2nd floor)
5:00 pm - 7:00 pm	JCP Editorial Review Board Reception and Meeting (Key Ballroom 1&2-2nd floor)
5:00 pm - 5:45 pm	YOGA (Paca Room-3rd floor)
7:00 pm - midnight	Grand Finale at Power Plant Live!

Sunday, 26 October 2014

7:30 am - noon

JCR Policy Board Meeting (by invitation only) (**Pickersgill Room-2nd floor**)

Thursday, 23 October 2014

ACR Doctoral Consortium

7:30 am - 4:30 pm

Holiday Ballroom-2nd floor

Register for the ACR Doctoral Consortium in the East Foyer.

The ACR Doctoral Consortium is sponsored by the Journal of Consumer Research to support the future of the field through doctoral education and inspiration.

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Poe Room-2nd floor

Mid-Career Mentorship Program

4:30 pm - 6:00 pm

Key Ballroom-2nd floor

Returning in 2014 is the newly created (and highly successful) Mid-Career Mentorship Program. Given the huge participation at ACR 2013, we are dividing participants into two groups:

+ Pre-Tenure ("Getting Tenure without Getting Ulcers"), hosted by Kelly Haws and Cait Lambertson. This session will begin with a panel from some of the most popular tenure-letter writers in our field, where they'll provide a peek behind the magic curtain of assessing tenure candidates' qualifications. Then, we'll have break-out sessions where you can ask questions and get sage advice about your personal journey toward tenure (bring your vita!) from amazing tenured professors at a wide range of schools.

+ Post-Tenure ("What do you do after you've got the key to the city in your pocket?"), hosted by Gavan Fitzsimmons and Americus Reed, II. This panel will help you navigate the post tenure matrix once you have successfully swallowed the red pill. We'll give you a glimpse of the exciting yet daunting rabbit hole that awaits you as you transition to becoming a fully rounded fully balanced thought leader in your area and in this field. Break out sessions will be included where you'll get personalized advice on how to understand that there is no spoon, and you must strategically create your own post-tenure reality.

Remember: All we're offering is the truth. Nothing more.

The session is in the hotel (Key Ballroom 1 and 2 for Pre-Tenure, and Key Ballroom 3 and 4 for Post-Tenure) on Thursday, directly before the opening reception, from 4:30-6:00pm. Participation requires registration and a nominal fee of \$5. The aim of this program is to provide practical advice and supportive inspiration on the tenure and promotion process, help build community among peer cohorts, and more broadly to encourage scholars to develop a healthy attitude to do good work, love that work, and to have more fun doing it.

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(By Invitation Only)

ACR Film Festival

8:00 am - 5:00 pm

Ruth Room-1st floor

Films have 10 minutes Q&A after their first screening

Session 1

8:00 am - 9:15 am

- 1.1 PERSPECTIVES SESSION: Choice Architecture (Key 5-2nd floor)**
- 1.2 Consumer Perceptions of Unfairness and Greed (Key 6-2nd floor)**
- 1.3 Hit Me, Baby, One More Time: The Ups and Downs of Social Exclusion on Consumer Motivation (Key 8-2nd floor)**
- 1.4 Antecedents and Consequences of Beliefs about Stability and Change in Identity over Time (Key 3-2nd floor)**
- 1.5 The Complex Role of Brand Meanings in Shaping Consumers' Responses to Brands (Key 4-2nd floor)**
- 1.6 Anthropomorphism and Product Design and Advertising (Key 9-2nd floor)**
- 1.7 Field Studies of Food Choices (Key 10-2nd floor)**
- 1.8 Nature, Nurture, and Capital (Key 11-2nd floor)**
- 1.9 Consumer Responses to Persuasion Tactics (Key 12-2nd floor)**
- 1.10 Fluency and Fit (Johnson Room A-1st floor)**

1.11 Talking, Trying and Constructing Products and Experiences (Johnson Room B-1st floor)

1.12 ROUNDTABLE: Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research (Blake Room-2nd floor)

Coffee Break
9:15 am - 9:30 am
East and South Foyer-2nd floor

Session 2
9:30 am - 10:45 am

2.1 WORKSHOP: Mediation (Preacher-Hayes) (Key 5-2nd floor)

2.2 The Importance of Perceived Control: Choice, Knowledge, and Controllability in Consequential Domains (Key 6-2nd floor)

2.3 Changing It Up: Consumers Transforming Their Lives (Key 7-2nd floor)

2.4 The Meaning Behind the Action: Processes Driving Embodiment Effects (Key 8-2nd floor)

2.5 I'm Just Curious: Exploring the Drivers and Consequences of Curiosity (Key 3-2nd floor)

2.6 More than Music: Sound and Sonic Elements in Consumer Psychology (Key 4-2nd floor)

2.7 Aging Consumers: Beyond Chronological Age (Key 9-2nd floor)

2.8 Cross Cultural Consumer Issues (Key 10-2nd floor)

2.9 Happiness and Consumer Well-Being (Key 11-2nd floor)

2.10 Hiding and Experiencing Emotions (Key 12-2nd floor)

2.11 Beyond Vulnerability: Building Resilient Consumers and Communities (Johnson Room A-1st floor)

2.12 Consumer Inferences and Choice (Johnson Room B-1st floor)

2.13 ROUNDTABLE: Researching the Selfie (Blake Room-2nd floor)

Coffee Break
10:45 am - 11:00 am
East and South Foyer-2nd floor

Session 3
11:00 am - 12:15 pm

3.1 PERSPECTIVES SESSION: Hedonic Consumption (Key 5-2nd floor)

3.2 WORKSHOP: Data Collection, Analysis and Reporting (Key 6-2nd floor)

3.3 Options Outside the Frame in Forfeiture and Replacement Decisions (Key 7-2nd floor)

3.4 Political Ideology and Consumer Behavior (Key 8-2nd floor)

3.5 How Extraneous Time Frames Bias Consumer Judgment and Choice (Key 3-2nd floor)

3.6 A Matter of Taste: Consumer Tastes and Judgments of Artistic Quality (Key 4-2nd floor)

3.7 Mind-sets and Control in Motivation (Key 9-2nd floor)

3.8 Fairness, Revenge, and Discrimination (Key 10-2nd floor)

3.9 Risk and Debt (Key 11-2nd floor)

3.10 Community and Celebrity (Key 12-2nd floor)

3.11 Gamification and Digital Services (Johnson Room A-1st floor)

3.12 Impulsive, Compulsive, and Deviant Consumers (Johnson Room B-1st floor)

3.13 ROUNDTABLE: Was Captain Kirk wrong? Consumer Behavior Research and the "Prime Directive" (Blake Room-2nd floor)

Socializing Fun Lunch
12:15 pm - 1:30 pm
Holiday Ballroom-2nd floor
Excellent food and fun conversation!

Grab a friend, or make a new one, at this fun lunch event.
This luncheon is generously sponsored by the Journal of Marketing Research.

Presidential Address and Champagne Toast
1:30 pm - 2:15 pm
Key Ballroom 1&2-2nd floor

Come, toast, learn from, and listen to ACR President Linda Price.

This event is sponsored by the Eller College of Management, University of Arizona

Coffee Break
2:15 pm - 2:30 pm
East and South Foyer-2nd floor

Session 4
2:30 pm - 3:45 pm

- 4.1 PERSPECTIVES SESSION: Morality in the Marketplace (Key 5-2nd floor)**
- 4.2 Gift Givers and Gift Recipients: "You Don't Always Get What You Want..." (Key 6-2nd floor)**
- 4.3 Contesting Institutional Arrangements (Key 7-2nd floor)**
- 4.4 Scarcity, Poverty, and their Implications for Consumers' Cognitions, Judgment and Behavior (Key 8-2nd floor)**
- 4.5 Good Health is in the Eye of the Beholder: Helping Consumers Navigate Health-Related Decisions (Key 3-2nd floor)**
- 4.6 Compensatory Consumption: Triggers and Strategies (Key 4-2nd floor)**
- 4.7 Processing, Norms and Choice (Key 9-2nd floor)**
- 4.8 Products and the Self (Key 10-2nd floor)**
- 4.9 Choosing (or Not Choosing) (Key 11-2nd floor)**
- 4.10 Studying Consumer Acculturation (Key 12-2nd floor)**
- 4.11 Virtue and Vice (Johnson Room A-1st floor)**
- 4.12 Persuasion and the Self (Johnson Room B-1st floor)**

JCR Associate Editors' Meeting
2:30 pm - 3:45 pm
Blake Room-2nd floor

Coffee Break
3:45 pm - 4:00 pm
East and South Foyer-2nd floor

Session 5

4:00 pm - 5:15 pm

- 5.1 WORKSHOP: Computer-Assisted Content Analysis (Key 5-2nd floor)**
- 5.2 Why Having So Little Means So Much: Scarcity Shapes Consumer Decision Making (Key 6-2nd floor)**
- 5.3 Consumer Memory (Key 7-2nd floor)**
- 5.4 The Eyes Have It: New Insights From Tracking Attention Patterns in Consumer Research (Key 8-2nd floor)**
- 5.5 The Depths of Pleasure, The Throes of Despair: Exploring the Multifaceted Nature of Hedonic Emotional Experiences (Key 3-2nd floor)**
- 5.6 Religion and Ritual (Key 4-2nd floor)**
- 5.7 Firm Transgressions and Consumer Response (Key 9-2nd floor)**
- 5.8 Licensing (Key 10-2nd floor)**
- 5.9 Advertising (Johnson Room A-1st floor)**
- 5.10 Prosocial Consumer Behavior (Key 12-2nd floor)**
- 5.11 Communication and Health Behaviors (Key 11-2nd floor)**
- 5.12 Construal Level (Johnson Room B-1st floor)**
- 5.13 2015 Asia Pacific ACR Planning Meeting (By Invitation Only) (Blake Room-2nd floor)**

Yoga/Guided Stretching

5:30 pm - 6:15 pm

Paca Room-3rd floor

JCR Editorial Review Board Reception (by invitation only)

4:30 pm - 5:30 pm

Key Ballroom 1&2-2nd floor

JCR Editorial Review Board Business Meeting (by invitation only)

5:30 pm - 6:30 pm

Key Ballroom 1&2-2nd floor

Working Paper Poster Session and Reception

6:30 pm - 8:30 pm

Holiday Ballroom-2nd floor

Word of Mouth

Time and Money

Sociality and Consumption

Sensory and Linguistic Influences

Retail

Prosocial Consumer Behavior 1

Prosocial Consumer Behavior 2

Pricing

Perception and Evaluation 1

Perception and Evaluation 2

Perception and Evaluation 3

New Products

Motivation and Self-Regulation
Luxury and Materialism 1
Luxury and Materialism 2
Judgment and Decision Making 1
Judgment and Decision Making 2
Identity and Self-Concept 1
Identity and Self-Concept 2
Sex, Gender, and Beauty
Firm Evaluation
Experiential and Environmental Factors 1
Experiential and Environmental Factors 2
Emotions and Affect
Embodiment
Digital Media 1
Digital Media 2
Dark Side Consumption
Cross-Cultural and Sub-Cultural Influences 1
Cross-Cultural and Sub-Cultural Influences 2
Consumer Wellbeing 1
Consumer Wellbeing 2
Consumer Traits 1
Consumer Traits 2
Celebrity
Brands and Branding 1
Brands and Branding 2
Advertising 1
Advertising 2

Saturday, 25 October 2014

Yoga/Guided Stretching

6:00 am - 7:00 am

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ZUMBA

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South Foyer-2nd floor

ACR Film Festival
8:00 am - 5:00 pm
Ruth Room-1st floor

Films have 10 minutes Q&A after their first screening

Session 6
8:00 am - 9:15 am

- 6.1 PERSPECTIVES SESSION: Word of Mouth and Consumer Research (Key 5-2nd floor)
- 6.2 Consumer Health and Safety (Johnson Room B-1st floor)
- 6.3 What Makes People Happy? Antecedents and Consequences of Happiness (Key 7-2nd floor)
- 6.4 It's Not Me, It's Them: How Social Factors Influence Motivations and Consumption for Genuine and Counterfeit Luxury Goods (Key 8-2nd floor)
- 6.5 Women, Emotion work and Producing 'Family': The Role of Food and Fun. (Key 3-2nd floor)
- 6.6 Consequences of Choosing For and With Others: The Good, The Bad, and The In-between (Key 4-2nd floor)
- 6.7 Consumer Gifts and Sharing (Key 9-2nd floor)
- 6.8 Consumer Experiences (Key 10-2nd floor)
- 6.9 Embodied Cognition: Light, Warmth, Scent, and Sound (Key 11-2nd floor)
- 6.10 Brand Misbehavior (Key 12-2nd floor)
- 6.11 Innovation and Creativity (Johnson Room A-1st floor)
- 6.12 Self and Identity (Key 6-2nd floor)
- 6.13 ROUNDTABLE: 10 Years of Consumer Neuroscience: Progress, Challenges, and Promises (Blake Room-2nd floor)

Coffee Break
9:15 am - 9:30 am
East and South Foyer-2nd floor

Session 7
9:30 am - 10:45

- 7.1 PERSPECTIVES SESSION: Assemblage Theory and Consumer Research (Key 5-2nd floor)
- 7.2 From Eating Healthy to Planned Purchases: Insights into the Interplay Effect of Goals and Planning on Consumer Welfare (Key 6-2nd floor)
- 7.3 Modern Strategies in Retailing: Choice Architecture and Purchase Decisions (Key 3-2nd floor)
- 7.4 Becoming a Saver: Benefits, Obstacles, and Aids (Key 8-2nd floor)
- 7.5 Consumer Attention: Fresh Perspectives on A Classic Construct (Key 7-2nd floor)

- 7.6 Fun with Words: How Language Affects Consumer Response to Brands and Marketing Communications (Key 4-2nd floor)**
- 7.7 Embodied Cognition: Up/Down, Left/Right (Key 9-2nd floor)**
- 7.8 Online Reviews (Key 10-2nd floor)**
- 7.9 Consumer Goals (Key 11-2nd floor)**
- 7.10 Temporal Issues (Key 12-2nd floor)**
- 7.11 Wink, Wink, Nudge, Nudge: The Behavioral Science of Eating (Johnson Room A-1st floor)**
- 7.12 Food Issues: Consumer Biases and Reference Groups (Johnson Room B-1st floor)**
- 7.13 ACR 2015 North American Conference Program Committee Meeting (By Invitation Only) (Blake Room-2nd floor)**

Coffee Break
10:45 am - 11:00 am
East and South Foyer-2nd floor

Session 8
11:00 am - 12:15 pm

- 8.1 PERSPECTIVES SESSION: Neuroscience and Consumer Research (Key 5-2nd floor)**
- 8.2 Emotional Sharing in Social Networks: Its Stability Within and Impact on Sharers (Key 6-2nd floor)**
- 8.3 New Directions in Hedonic Adaptation for Consumer Well-Being (Key 7-2nd floor)**
- 8.4 The Tricks of Time: The Impact of Time on Consumers' Decisions, and Consumers' Decisions Impact on the Perception of Time (Key 8-2nd floor)**
- 8.5 Brands in Consumer Culture (Key 10-2nd floor)**
- 8.6 It's All Green to Me: How Intrapersonal and Interpersonal Factors Shape Consumers' Financial Decisions (Key 4-2nd floor)**
- 8.7 Food Issues: Context Effects (Key 9-2nd floor)**
- 8.8 Time and Space (Johnson Room B-1st floor)**
- 8.9 Samples, Perks, and Brand Loyalty (Key 11-2nd floor)**
- 8.10 Consumer Biases (Key 12-2nd floor)**
- 8.11 Sustainability and Corporate Social Responsibility (Johnson Room A-1st floor)**
- 8.12 ROUNDTABLE: Is it Still Worth it? Exploring Contemporary Marketplace Diversity Research (Calloway Room-2nd floor)**

Business and Awards Luncheon
12:15 pm - 1:45 pm
Holiday Ballroom-2nd floor

Honoring Outgoing JCR Editors Mary Frances Luce, Ann McGill, and Laura Peracchio

This luncheon is sponsored by the Journal of Consumer Research in appreciation and thanks for exemplary service to the field of consumer research.

Session 9
2:00 pm - 3:15 pm

9.1 J-ACR Announcement and Discussion (Key 6-2nd floor)

9.2 WORKSHOP: Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk (Key 5-2nd floor)

9.3 Incentives for Good Behavior and Good Behavior as Incentives (Key 8-2nd floor)

9.4 Food Issues: Consumer Response to Information and Nudges (Key 9-2nd floor)

9.5 Brands and Identity (Key 10-2nd floor)

9.6 The Physical and Psychological Presence of Others (Key 11-2nd floor)

9.7 Design and Beauty (Key 12-2nd floor)

9.8 Processing Fluency (Johnson Room A-1st floor)

9.9 Consumer Donations (Johnson Room B-1st floor)

Coffee Break

3:15 pm - 3:30 pm

East and South Foyer-2nd floor

Session 10

3:30 pm - 4:45 pm

10.1 WORKSHOP: How to Write a Great Review: Reviewing and Advancement Advice from JCR (Key 5-2nd floor)

10.2 The Surprising Upsides of Negativity (Key 6-2nd floor)

10.3 The Psychology of Debt: Steering Consumers out of the Red and into the Black (Key 7-2nd floor)

10.4 Unexplored Sides of Mental Imagery (Key 8-2nd floor)

10.5 Just Like Being There: The Good and the Bad of Sharing Experiences (Key 3-2nd floor)

10.6 New Perspectives on the Dynamics of Status: from Signaling to Consumption (Key 10-2nd floor)

10.8 Consumer Identity (Key 4-2nd floor)

10.9 Self and Brands (Key 11-2nd floor)

10.10 Decisions and Choice (Key 12-2nd floor)

10.11 Useful New Consumer Scales (Johnson Room A-1st floor)

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Paca Room-3rd floor

Grand Finale at Power Plant Live!

7:00 pm - midnight

Join us for the grand finale of ACR 2014, a rock-extravaganza at Baltimore's premiere Inner Harbor entertainment venue, Power Plant Live. Power Plant Live is a connected collection of bars and restaurants that will meet many tastes, whether you want to raise a glass in a German biergarten, hang out with your rowdiest friends in an American cowboy bar, or find a quiet nook to chat in the urban Mosaic lounge. On the main stage, we will feature music sure to get the crowd dancing. Tickets include drink tickets and a range of buffet dinner options in multiple seating areas. This should be a seriously fun party!

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Session 1

8:00 am - 9:15 am

1.1 PERSPECTIVES SESSION: Choice Architecture

Room: Key 5-2nd floor

Co-chairs: Eric Johnson, Columbia University

Daniel Goldstein, London Business School

Jonathan Levav, Stanford University

This perspective session will introduce people to a broader set of choice architecture tools beyond those that first come to mind, such as defaults. Our goal will be present a taste of some of these tools and their effects and to emphasize the role of theories about decision process in designing choice environments. Johnson will open with a brief overview of the purposes of choice architecture. Levav will talk about the interplay between depletion and other factors in affecting order effects in choice. Goldstein will talk about the role of choice architecture in measuring and communicating uncertainty. Johnson will close by talking about public policy

applications that have had impact.

1.2 Consumer Perceptions of Unfairness and Greed

Room: Key 6-2nd floor

Co-chairs: Margaret Campbell, Leeds School of Business, University of Colorado at Boulder, USA

Erin Percival Carter, Leeds School of Business, University of Colorado at Boulder, USA

1. Firm Power, Power Distance Belief, and Consumer Price Fairness Perceptions

Zhi Lu, Smeal College of Business, The Pennsylvania State University, USA*

Lisa Bolton, Smeal College of Business, The Pennsylvania State University, USA

Sharon Ng, Nanyang Business School, Nanyang Technological University, Singapore

Haipeng (Alan) Chen, Mays Business School, Texas A&M University, USA

This research investigates how firm power influences consumer price fairness perceptions. We also examine how the impact of firm power is moderated by consumers' power distance beliefs. The findings provide insight into consumer perceptions of the role of firm power in the marketplace, with implications for firms' pricing strategy.

2. No Harm, No Foul: The Role of Inferred Harm in Perceptions of Price Fairness Under Price Maintenance

Margaret Campbell, Leeds School of Business, University of Colorado at Boulder, USA

Erin Percival Carter, Leeds School of Business, University of Colorado at Boulder, USA*

Consumers' inferences of impact on consumer welfare are shown to affect perceptions of price unfairness. We find that price maintenance when costs decrease – which prior work has suggested is perceived as fair – is seen as less fair when a lack of access to the product is thought to harm consumers.

3. The Role of Interpersonal Attachment Anxiety and Security on Consumer Responses to Customized Pricing

Meredith David, Hankamer School of Business, Baylor University, USA*

William Bearden, Moore School of Business, University of South Carolina, USA

Kelly Haws, Owen School of Management, Vanderbilt University, USA

Technological advances have enabled marketers to offer customized prices based upon unique purchase patterns of individual consumers. Across three studies, we show that customized prices enhance customer satisfaction but, among some consumers, are perceived as unfair and reduce satisfaction. Interpersonal attachment style is a key factor underlying these differential effects.

4. Perception of Environmentally-Friendly Efforts as Green or Greed

Aradhna Krishna, Stephen M. Ross School of Business, University of Michigan, USA*

Brent McFerran, Stephen M. Ross School of Business, University of Michigan, USA

Wenbo Wang, Hong Kong University of Science and Technology, Hong Kong

Several conservation efforts by firms also result in cost savings for the firm. We demonstrate that consumers believe the same activity is motivated more by green (versus greed) when done by a firm with a high price image. The impact of firms' self-interest and

consumers' green behavior are also considered.

1.3 Hit Me, Baby, One More Time: The Ups and Downs of Social Exclusion on Consumer Motivation

Room: Key 8-2nd floor

Chair: Katherine Loveland, Xavier University, USA

1. Becoming More Sensitive to the Source of Social Exclusion: When Self-Affirmation and Type of Social Exclusion Influences Excluded Consumers' Preferences

Sara Kim, University of Hong Kong, China*

Echo Wen Wan, University of Hong Kong, China

Ke Zhang, University of Hong Kong, China

This research examines how self-affirmation influences socially excluded consumers' preference toward a product recommended by excluders (vs. non-excluders). Our studies demonstrate that affirmed (vs. non-affirmed) consumers display greater sensitivity toward the type of social exclusion. Also, different from previous findings, self-affirmation does not always buffer detrimental social exclusion effects.

2. You Broke Our Contract!: Social Exclusion Differentially Influences Independent and Interdependent Consumers' Impression Management Goal Pursuit

Jessie Wang, Indiana University, USA*

Ashok Lalwani, Indiana University, USA

Four studies suggest that social exclusion (vs. inclusion) decreases interdependents' (but not independents') tendency to engage in impression management and motivation to purchase publicly (not privately) consumed products. These differences arise because interdependents view social exclusion as a breach of social contract, which demotivates them from pursuing impression management goals.

3. Can Broken Hearts Lead to an Endangered Planet? Social Exclusion Reduces Willingness to "Go Green"

Iman Naderi, Fairfield University, USA

Nicole Mead, Erasmus University, the Netherlands*

Four experiments suggest that social exclusion – a prevalent experience in consumer life – reduces willingness to engage in pro-environmental consumption. Social exclusion (vs. acceptance) rendered people less willing to make self-sacrifices for the sake of the environment through reduced empathy. Framing pro-environmental consumption in socially beneficial terms eliminated that detrimental effect.

4. We Don't Think You're Important: Exploring the Effects of Loyalty Programs on Those Excluded from Benefits

Sara Dommer, Georgia Institute of Technology, USA

Katherine Loveland, Xavier University, USA*

Jaehoon Lee, Southern Illinois University, USA

We explore how exclusion from loyalty programs impacts consumers. We find that when the loyalty benefits have a social component,

an effort requirement of “opting-in” is more motivating (i.e., increases intended commitment) than an effort requirement of earning points. When the loyalty benefit is financial, we find the opposite pattern.

1.4 Antecedents and Consequences of Beliefs about Stability and Change in Identity over Time

Room: Key 3-2nd floor

Co-chairs: Rob St. Louis, University of Chicago, USA

Oleg Urminsky, University of Chicago, USA

1. The Belief in a Favorable Future

Todd Rogers, Harvard Business School, USA*

Oleg Urminsky, Harvard Business School, USA

We explore people’s belief in a “favorable future”. People believe that their ideological, policy and entertainment preferences will become more common in the future. We find that people’s construction of the future is not a projection of their current self, but a motivated projection of a favorable future.

2. Less Than We Know: The Effect of Trait importance in Connectedness to the Future Self

Rob St. Louis, University of Chicago, USA*

Oleg Urminsky, University of Chicago, USA

People believe that some traits are both relatively more stable and more important to their sense of identity, and will therefore have more impact on their connection to their future self. In contrast, both manipulations that target stable important traits and less important transient traits impact connectedness.

3. Belief in the Immutability of Attitudes Both Increases and Decreases Advocacy

Omair Akhtar, Stanford University, USA

Christian Wheeler, Stanford University, USA*

People with a fixed mindset about attitudes are more certain of their attitudes and more willing to try to persuade. They are also less willing to advocate because they perceive others’ attitudes as unchanging. We find that these effects generally cancel each other out, but can be moderated by focus.

4. Are Artworks More like People than Artifacts? Individual Concepts and their Extensions

George Newman, Yale University, USA*

Dan Bartels, University of Chicago, USA

Rosanna Smith, Yale University, USA

This research examines people’s reasoning about identity continuity and its relation to how people value one-of-a-kind artifacts, such as artwork. We find that the mere categorization of an object as ‘art’ versus ‘a tool’ changes people’s intuitions about the persistence of those objects over time, and explore possible mechanisms.

1.5 The Complex Role of Brand Meanings in Shaping Consumers’ Responses to Brands

Room: Key 4-2nd floor

Co-chairs: Carlos J. Torelli, University of Minnesota, USA

Jennifer L. Stoner, University of Minnesota, USA

1. The Asymmetric Effect of Portfolio- and Image-Based Abstractness for Building and Protecting Brand Equity

Jennifer L. Stoner, University of Minnesota, USA*

Carlos J. Torelli, University of Minnesota, USA

Alokparna (Sonia) Monga, University of South Carolina, USA

This research shows that although building abstract brand portfolios and imbuing brands with abstract human-like characteristics can both be successful strategies for eliciting more favorable brand evaluations, the latter strategy boosts brand evaluations to a greater extent, and also shields better from brand dilution in the face of brand scandals.

2. When “My” Brand Extends to Incongruent Categories: Effect of Lack of Fidelity on Consumers Attitudes

Eda Sayin, Koc University, Turkey*

Nilufer Aydinoglu, Koc University, Turkey

Zeynep Gurhan-Canli, Koc University, Turkey

Consumers with high attachment to a brand react more negatively when the brand moves away from its existent meaning by extending into incongruent product categories, when compared to consumers with low attachment. Negative reaction occurs through felt betrayal, and is stronger for consumers with higher need for self-enhancement.

3. Self-Expansion as a Way of Overcoming the Harmful Effects of Luxury-CSR Incongruity

Ji Kyung Park, University of Delaware, USA*

Carlos J. Torelli, University of Minnesota, USA

Alokparna (Sonia) Monga, University of South Carolina, USA

Deborah Roedder John, University of Minnesota, USA

Luxury brands often create prosocial images through CSR activities. These images can harm brand evaluations, particularly among self-enhancement oriented consumers who view such brand images as incompatible with their own motivations. These harmful effects can be mitigated by self-expansion, which helps reduce incompatibilities between the self and a brand.

4. Democratic Brands: A Framework and Empirical Test

Neeru Paharia, Georgetown University, USA*

Vanitha Swaminathan, University of Pittsburgh, USA

We investigate consumers' preferences for “democratic brands” (those that welcome consumer input) and “undemocratic brands” (those who maintain control) considering the mediating role of warmth and competence, and the moderating role of social dominance orientation (SDO), an individual's preference for hierarchy within a social system.

1.6 Anthropomorphism and Product Design and Advertising

Room: Key 9-2nd floor

Chair: Jing Wan, University of Toronto

1. I Anthropomorphize Therefore I Am: A Metaphorical Explanation to the Reflectional Functions of Product Anthropomorphism

Crystal. T Lee, National Chengchi University, Taiwan

Yung-Cheng Shen, National Taiwan Normal University, Taiwan

Lien-Ti Bei, National Chengchi University, Taiwan*

Cacelert. Wei-Hao Yang, National Chengchi University, Taiwan*

The current study investigates the issue of literal anthropomorphism to advance our understanding of this important phenomenon and finds that some individuals may use anthropomorphic possessions as a way to project ideal self-concept for managing relationships, whereas others may use anthropomorphic possessions as a means of affirming their actual self-concept.

2. Striving for Superiority: Face Ratio, Anthropomorphism, and Design Preferences

Ahreum Maeng, University of Kansas, USA*

Pankaj Aggarwal, University of Toronto, Canada

This research demonstrates that much like human faces, high width-to-height ratio (fWHR) of product faces leads to it being seen as high on dominance. Unlike high dominant human faces which are liked less, dominant products are preferred: this effect on preference is mediated by perceived dominance and moderated by power.

3. Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time and Money on Preference for Anthropomorphized Products

Jing Wan, University of Toronto, Canada*

Pankaj Aggarwal, University of Toronto, Canada

The desirability of anthropomorphized products depends on the salience of time vs. money in consumers' minds and the consumers' goal. We demonstrate that consumers prefer anthropomorphized products when primed with time (vs. money). However, when the product is goal-specific, consumers prefer the anthropomorphized product after being primed with money.

4. Revisiting Symbolic Visual Communication

Lampros Gkiouzepas, A.T.E.I. of Thessaloniki, Greece*

Margaret Hogg, University of Lancaster, United Kingdom

This paper questions the dichotomy between resemblance and symbolic theories of visual communication. It suggests that properties in the real world are brought into the decoding of icons in advertising in a highly controllable fashion. The icon/symbol dichotomy is revisited in terms of experiential comparability and conceptual distance.

1.7 Field Studies of Food Choices

Room: Key 10-2nd floor

Chair: Kaitlin Woolley, University of Chicago

1. A Recipe for Friendship: Similarity in Food Consumption Promotes Affiliation and Trust

Kaitlin Woolley, University of Chicago, USA*

Ayelet Fishbach, University of Chicago, USA

We find similar food consumption creates friendship and increases trust through shared experience. Friends eat more similarly than strangers and observers perceive people eating similarly are friends (studies 1-2). Shared food experience connects strangers consuming similarly (studies 3-4). Subsequently, strangers consuming similarly trust and cooperate more when negotiating (study 5).

2. If it's Useful and You Know it, Do You Eat? Preschoolers Refrain from Instrumental Food

Michal Maimaran, Northwestern University, USA*

Ayelet Fishbach, University of Chicago, USA

Five studies, using real consumption and taste rating as dependent measures, show that preschoolers (3-5.5 years old) infer that food that is instrumental to achieving health or intellectual goals is less tasty, and therefore they consume less of it, compared to presenting the food with a neutral or taste frame.

3. Carrots By Default: Are Healthy Defaults a Blessing or a Curse?

Helen Colby, UCLA, Anderson School of Management, USA*

Meng Li, University of Colorado, Denver, USA

Gretchen Chapman, Rutgers University, USA

Offering a healthy food default reduces calorie consumption, but can have unintended negative consequences. Such healthy defaults negatively impact sales totals and reduce customers' intentions to return, as both customers who prefer healthy and unhealthy food feel more virtuous in unhealthy default environments and prefer to return to such restaurants.

1.8 Nature, Nurture, and Capital

Room: Key 11-2nd floor

Chair: Pierre-Yann Dolbec, York University

1. Changing Taste: The Dynamics of Field-Specific Cultural Capital

Pierre-Yann Dolbec, York University, Canada*

Using the notion of taste regime, I explain how taste stabilizes and changes through the unfolding of symbolic struggles between consumers capitalizing on three strategies aimed at (1) accumulating and (2) preserving stocks of field-specific cultural capital, and at (3) subverting the distribution of field-specific cultural capital.

2. Psychoanalytically Reading Hedonic Consumption in the 50 Shades Trilogy

Ajnesh Prasad, Tecnológico de Monterrey, MEXICO*

The purpose of this paper is to use the popularity of the 50 Shades trilogy to illustrate, through a feminist-inflected Lacanian approach, how the hedonic consumption of sexual desire, as a discursive representation of subversion against the name-of-the-father, serves to disrupt the reified normality of the Symbolic Order.

3. 50 Shades of Grey: Ancestral Consumption and Conceptual Compromise

Caroline Graham Austin, Montana State University, USA*

Justin W. Angle, University of Montana, USA*

Ancestral consumption is the intentional engagement in behaviors approximating the ideal or authentic self. Modern modes of consumption are rejected in favor of more naturalistic behaviors, such as barefoot running, caveman diets, and home-birthing. Inherent in ancestral consumption are conceptual compromises, which involve trade-offs between the authentic and the attainable.

4. Living in Harmony with Nature: A Post-Human Analysis of Consumers' Relationships with Nature

Joachim Scholz, Cal Poly, San Luis Obispo, USA*

Jay Handelman, Queen's University, Canada

We explore consumers' paradoxical desire to live in harmony with a nature that they dominate and control at the same time through analyzing how consumers negotiate tensions between utilitarian and romantic discourses of nature vis-à-vis their experience of material forces of nature and their use of technological objects.

1.9 Consumer Responses to Persuasion Tactics

Room: Key 12-2nd floor

Chair: Robert Schorn, University for Health Sciences, Medical Informatics and Technology, Austria

1. The Influence of Color, Shape, and Font Formatting on Consumers' Perception of Online Drugstores

Robert Schorn, University for Health Sciences, Medical Informatics and Technology, Austria*

Alexandra Brunner-Sperdin, University of Innsbruck, Austria

Janine Ploner, University of Innsbruck, Austria

This study shows that the application of circular design elements instead of angular ones at an online drugstore increases consumers' perceived integrity and security about the store. Furthermore, using bold font formatting instead of standard font formatting increases the perceived competence and security and leads to more satisfaction and loyalty.

2. To Contrast Or Not To Contrast? Consumers' Response To Color Combinations

Anneleen Van Kerckhove, Ghent University, Belgium*

Tine De Bock, Katholieke University Leuven, Belgium

Consumers respond differently to product combinations dependent on the products' color and the products' interrelationship. Contrasting (vs. similar) colors are preferred when the paired products are in an additive relationship (vs. belongingness relationship). Moreover, when the relationship between the combined products matches that between the combined colors, willingness-to-pay is higher.

3. Inferences on Negative Labels and the Horns Effect

Aparna Sundar, University of Cincinnati*

Frank Kardes, University of Cincinnati

Theodore Noseworthy, York University, Canada

Joshua Clarkson, University of Cincinnati

Three studies demonstrate that the horns effect (i.e., a negative halo) influences product inferences associated with negative labels.

Moreover, this effect is amplified by consumers low in critical thinking and attenuated by consumers who engage in diagnostic reasoning. These findings collectively demonstrate the bias of negative labels on consumer inferences and subsequent judgments. Taken together, this research identifies an important moderator to the halo effect.

4. Can We Turn Off Defensiveness?: Agent vs. Consumer Responses to Persuasion Attempts

Kelley Main, University of Manitoba, Canada*

Wenxia Guo, City University of Hong Kong

Katherine White, University of British Columbia, Canada

We demonstrate the differential response of consumers and agents to persuasion attempts. We find that those with an active agent identity respond to persuasive attempts more accurately in that they are able to correctly detect the presence (vs. absence) of ulterior motives in persuasion contexts and adjust their responses accordingly.

1.10 Fluency and Fit

Room: Johnson Room A-1st floor

Chair: Julio Sevilla, University of Georgia, USA

1. The Effect of Numeric Roundness on Probability Perceptions and Choice

Julio Sevilla, University of Georgia, USA*

Rajesh Bagchi, Virginia Tech, USA

Past research has predominantly shown that consumers prefer round numbers. This work documents an exception to such effect, by showing that people prefer odd numbers in cases when a numeric expression is chosen based on its probabilities of occurrence or of being drawn in a lottery or random selection process.

2. What's in a Name: Designing Stock Names and Tickers for Stronger Performance

Sarah Roche, University of Texas at San Antonio, USA*

L.J. Shrum, HEC Paris, France

Tina M. Lowrey, HEC Paris, France

Despite the assertions of economic theory, the “rational man” has yet to be discovered. The current work contributes to this assertion and explores how the decidedly non-economic factor of phonetic symbolism (meanings association with sounds) of a stock’s ticker symbol impacts the stock’s performance during the first year of trading.

3. I Like to Move it Move it: Introducing Regulatory Fit from Body Movement

Frank Mathmann, School of Marketing, Australian School of Business, University of New South Wales, Australia*

Ko de Ruyter, Maastricht School of Business and Economics, The Netherlands

Mathew Chylinski, School of Marketing, Australian School of Business, University of New South Wales, Australia

E. Tory Higgins, Columbia University, USA

In three experiments, we demonstrate how consumers’ physical movements (versus stasis) lead to regulatory fit and thereby increase product valuation for consumers with predominant locomotion (versus assessment) orientations. We start with monotonous body movements (Studies 1 and 2), and extend to consider movements unrelated to the product use (Study 3).

1.11 Talking, Trying and Constructing Products and Experiences

Room: Johnson Room B-1st floor

Chair: Manuela Oberhofer, University of Innsbruck, Austria

1. Tryvertising - What Makes Consumers Share Product Innovations With Others?

Manuela Oberhofer, University of Innsbruck, Austria*

Johann Füller, University of Innsbruck, Austria

Verena Hofmann, University of Innsbruck, Austria

This study dealing with the new promising means of tryvertising investigates how consumers' participation motives affect their sharing of innovative products through their personal network activities. The results contribute to existing literature by linking consumers' motives to their behavior within tryvertising activities which supports firms to successfully design such campaigns.

2. Conceptualizing New Product Buzz

Mark B. Houston, Texas Christian University, USA

Ann-Kristin Knapp, University of Muenster, Germany*

Thorsten Hennig-Thurau, University of Muenster, Germany

Martin Spann, Ludwig-Maximilians-University Munich, Germany

What is buzz? Just a trendy word for WOM? A theories-in-use approach is employed to develop a rich understanding of the conceptual nature of buzz. Consumers perceive buzz to comprise the amount and pervasiveness of search, communication, and participatory activities. Secondary data finds this multi-dimensional operationalization to improve empirical analyses.

3. The Monetary Value of Conversational Value

Wilson Bastos, Catholic University of Portugal, Portugal*

Jayati Sinha, Florida International University

This work investigates the conversational value of purchases and demonstrates that consumers find the opportunity to talk about their purchases worthy of their money. Results show that consumers are less sensitive to price increases of experiential (vs. material) purchases; an effect explained by the higher conversational value of experiences.

4. Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Experiences

Anna Jansson Vredevelde, University of Connecticut, USA*

Robin Coulter, University of Connecticut, USA

This research explores cultural brand engagement for sojourners. We show that sojourners actively and purposefully use brands when constructing their cultural experiences. Specifically, our findings showcase how different experiential motives influence how sojourners engage with brands as temporary residents of a culture.

1.12 ROUNDTABLE: Close Relationships Theory in Consumer Behavior: Bridging Brand and Interpersonal Relationships Research

Room: Blake Room-2nd floor

Chair: Danielle J. Brick, Duke University, USA

Participants:

Pankaj Aggarwal, University of Toronto, Canada	Scott Rick, University of Michigan, USA
Jill Avery, Harvard Business School, USA	Vanitha Swaminathan, University of Pittsburgh, USA
Lisa Cavanaugh, University of Southern California, USA	Kathleen Vohs, University of Minnesota, USA
Jennifer Escalas, Vanderbilt University, USA	Peter Caprariello, Stoneybrook University, USA
Valerie Folkes, University of Southern California, USA	Lalin Anik, Duke University, USA
Susan Fournier, Boston University, USA	Jordan Etkin, Duke University, USA
Dawn Iacobucci, Vanderbilt University, USA	Joseph Priester, University of Southern California, USA
Deborah Roedder John, University of Minnesota, USA	Nicole Mead, Erasmus University, Rotterdam
C Whan Park, University of Southern California, USA	Leigh Anne Donovan, University of Southern California, USA

Relationships permeate all aspects of human life. But what can close relationships theory teach us about consumer behavior? The goal of this session is to integrate perspectives from brand and interpersonal relationships research in order to better understand how close relationships theory can benefit consumer behavior research.

Coffee Break
9:15 am - 9:30 am
East and South Foyer-2nd floor

Session 2
9:30 am - 10:45 am

2.1 WORKSHOP: Mediation (Preacher-Hayes)

Room: Key 5-2nd floor

Chair: Stephen Spiller, University of California, Los Angeles

This workshop will provide a brief introduction to conducting mediation analyses using Hayes' (2013) PROCESS macro. In addition to walking through the mechanics of sample analyses and interpretation of output, we will discuss common extensions (e.g., three-level independent variables). Beyond the macro, this workshop will also attempt to demystify the mediation black box. Why might there be an indirect effect without a total effect? What does bootstrapping do? Where can mediation lead us astray? What alternatives do we have to the mediation triangle?

2.2 The Importance of Perceived Control: Choice, Knowledge, and Controllability in Consequential Domains

Room: Key 6-2nd floor

Co-chairs: Rhonda Hadi, Oxford University, UK

Simona Botti, London Business School, UK

1. Control and Happiness: Knowing About the Future Hurts the Present

Ilona Friedman, Columbia University, USA

Simona Botti, London Business School, UK*
Sheena S. Iyengar, Columbia University, USA
Elona Gavazi, Columbia University Medical Center, USA

Four studies including vignettes, laboratory, and field experiments show that people want to know about an undesirable future event (i.e., the development of an incurable genetic illness) because this knowledge increases perceptions of personal control. In contrast, knowing about an undesirable reduces present perceived control and satisfaction.

2. Boundaries of the Heart: The Interplay of Personal Control and Emotion on Donation Decisions

Keisha Cutright, University of Pennsylvania, USA*
Gavan Fitzsimons, Duke University, USA
James R. Bettman, Duke University, USA

How does feeling low control over personal outcomes influence one's charitable donations? We find that when control is low, people are more likely to rely on salient emotions to dictate their donations, drawing strong boundaries between charities that are relevant to their emotions versus those that are not.

3. I Take Therefore I Choose? The Impact of Active vs. Passive Acquisition on Food Consumption

Rhonda Hadi, Oxford University, UK*
Lauren Block, Baruch College, USA

This research investigates the consequences of actively vs. passively acquiring food items. We demonstrate that active food acquisition generates a false impression of choice, which ultimately lead to increased food consumption. Importantly, the effects are moderated by an individual's dispositional need-for-control.

4. Consumer Evaluations of Corporate Relief Efforts to Disaster Victims: When Controllability Matters

Diogo Hildebrand, Grenoble Ecole De Management, France*
Yoshiko Demotta, Fairleigh Dickinson University, USA
Ana Valenzuela, Baruch College, USA and Universitat Pompeu Fabra, Spain
Sankar Sen, Baruch College, USA

We demonstrate that consumer reactions to disaster relief efforts are an interactive outcome of perceived controllability and type of corporate donation. For disasters perceived as controllable, monetary contributions produce higher company evaluations than in-kind contributions of equivalent monetary value. However, the reverse is true for disasters perceived to be uncontrollable.

2.3 Changing It Up: Consumers Transforming Their Lives

Room: Key 7-2nd floor

Chair: Hope Schau, University of Arizona, USA

1. Embracing A "Fresh Start": How Consumers Engage To Change Their Lives

Ainslie Schultz, University of Arizona, USA*
Linda Price, University of Arizona
Robin Coulter, University of Connecticut

Little research has explored how consumers engage in “life” changes. This paper introduces the construct, “fresh start.” We define, develop, and validate a measure of fresh start. Follow-up studies suggest that fresh starts may have important effects on post-task performance and well-being in terms of savings, health and consumption choices.

2. Consuming and Consumption in Third Space Communities: Constructing Sanctuary

James McAlexander, Oregon State University*

Beth Default, University of Arizona, USA*

As consumers leave community, they often find substitute third places to fill the void. They make choices to invest resources in new consumption constellations, aligned with new practices. These transitional liminal communities, far from being ephemeral and transitory, appear stable, and continue to impact consumer behavior in a lasting relationship.

3. Single Mothers By Choice: Putting Aside One Life Goal and Embracing Another

Sarita Chaudhury, Humboldt State University*

Pia Albinsson, Appalachian State University*

Examining the adaptive process of giving up and moving on has received little attention in consumer research, although it likely has applications in numerous domains (Fischer, Otnes & Zayer, 2007). This research explores how consumers disengage from the primary goal of marriage to embrace re-engage another primary goal of motherhood.

4. Changing the Script: Family Collectivity Formation in the Neonatal Intensive Care Unit

Beth DuFault, University of Arizona, USA*

John Schouten, Aalto School of Business and Economics, Finland*

Hope Schau, University of Arizona, USA*

This research shows that increasing parents’ capacities to become part of the NICU assemblage appears to enhance family collectivity formation. In addition to the important work of improving parental coping, decision-making and bonding, this research can impact subsequent parental satisfaction with the neonatal unit servicescape and the hospital.

2.4 The Meaning Behind the Action: Processes Driving Embodiment Effects

Room: Key 8-2nd floor

Chair: Adam Duhachek, Indiana University, USA

1. Protect or Hide Your Thoughts: The Meanings Associated with Actions Matter

Tae Woo Kim, Indiana University, USA*

Adam Duhachek, Indiana University, USA

Pablo Briñol, Ohio State University, USA

Richard Petty, Ohio State University, USA

We show that materializing consumers’ thoughts and placing them in the locations that is tagged with different meanings (security vs. insecurity) can have differing effects on subsequent cognition. These effects are produced by how consumers ascribe meanings to their own behavior and embody them.

2. Facial Feedback Hypothesis Revised: Frequent Smiling Can Reduce Wellbeing

Aparna Labroo, Northwestern University, USA*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Ping Dong, University of Toronto, Canada

We show the effect of smile-like facial expressions on positive feelings and wellbeing is moderated by consumer's naïve theories regarding why they smile. Smiling increases wellbeing only among consumers led to believe smiling reflects happiness. Among consumers led to believe smiling causes happiness, smiling reduces wellbeing.

3. Elaborative Thinkers Are More Susceptible to Metaphor-Driven Effects of Heaviness on Judgments of Importance

David Hauser, University of Michigan, USA*

Norbert Schwarz, University of Southern California, USA

Do incidental sensory experiences affect judgment through heuristic or elaborative thinking processes? Results suggest an elaborative reasoning account: only high need for cognition individuals who had ample supporting information showed weight effects on judgments of the importance of a book. Implications for theories of embodied cognition are discussed.

4. The Interaction Effect of Bitter Taste and Mood on Consumers' Saving Decision

Fengyan Cai, Shanghai Jiao Tong University*

Zhiyong Yang, University of Texas at Arlington

Robert Wyer, Hong Kong University of Science and Technology

Tasting a bitter drink activates concepts of a bitter future life and consequently increases individuals' desire to save money. This disposition, which is most evident when people are happy, is reflected in actual savings behavior by middle-school children, and in the disposition to avoid making impulsive purchases at the supermarket.

2.5 I'm Just Curious: Exploring the Drivers and Consequences of Curiosity

Room: Key 3-2nd floor

Co-chairs: Rebecca Rabino, Virginia Tech, USA

Elise Chandon Ince, University of South Carolina, USA

Debora Thompson, Georgetown University, USA

1. What Satisfies A Curious Mind? Curiosity Prompts Novel Reward Seeking

Chen Wang, Drexel University, USA*

Rui (Juliet) Zhu, Cheung Kong Graduate School of Business

This research investigates the effect of curiosity on consumers' reward-seeking behavior. We find that curiosity motivates people to seek novel rewards in unrelated domains. This occurs as a result of an open mindset and a general appetitive state, both activated by curiosity. Further, information threat moderates such reward-seeking effect.

2. Does Curiosity Kill the Cat? Incidental Curiosity Can Have Negative Consequences

Elif Isikman, University of Southern California, USA*

Gülden Ülkümen, University of Southern California, USA
Deborah MacInnis, University of Southern California, USA
Lisa Cavanaugh, University of Southern California, USA

We examine how curiosity-evoking events impact enjoyment of a coincident consumption experience. In three studies we demonstrate how a curiosity-evoking event (e.g., a phone call, surprise gift) changes enjoyment of a consumption experience (e.g., playing a video game, reading a passage, watching a clip) and why this effect occurs.

3. Leaving Something for the Imagination: The Effect of Visual Concealment on Product Preference

Julio Sevilla, University of Georgia, USA*
Robert Meyer, University of Pennsylvania, USA
Shenghui Zhao, University of Miami, USA

Marketers often deliberately conceal key visual aspects of their new products to generate consumer interest and information search. This research investigates when and how such tactics benefit or hurt product evaluations while documenting a new phenomenon, that mere curiosity increases product preference even in cases where additional information is unavailable.

4. Guess Where I'm From: Ambiguous Accents, Curiosity and Product Evaluations

Elise Chandon Ince, University of South Carolina, USA
Debora Thompson, Georgetown University, USA
Rebecca Rabino, Virginia Tech, USA*

We explore how curiosity, triggered by ambiguous accents, improves consumer evaluations. We show that ambiguous accents evoke curiosity about the speaker's origin, which extends to curiosity about agents, products, and services, improving evaluations. Furthermore, we demonstrate that ambiguity intolerance, trait curiosity, and ethnocentrism mitigate these effects.

2.6 More than Music: Sound and Sonic Elements in Consumer Psychology

Room: Key 4-2nd floor

Chair: Michael Lowe, Texas A&M University, USA

1. "Sound and Safe": The Effect of Ambient Sound on Perceived Safety of Public Spaces

Eda Sayin, Koc University, Turkey*
Aradhna Krishna, University of Michigan, USA
Caroline Ardelet, Inseec Business School, France*
Gwenaëlle Briand-Decré, Université Angers, France
Alain Goudey, NEOMA Business School, France and Paris Dauphine University, France

We demonstrate that ambient sounds influence consumers' feelings of safety in public spaces. These feelings are mediated by perceived social presence, so that when perceived social presence is higher, perceived safety is higher. Different ambient sounds convey social presence to varying degrees and hence have disparate effects on perceived safety.

2. I Like the Way It Sounds: The Influence of Which Instruments and How Many Instruments are Audible on Music Preferences

Joseph C. Nunes, University of Southern California, USA*

Andrea Ordanini, Bocconi University, Italy

This research documents the relationship between what instruments are audible to a listener and preferences for music. By comparing #1 singles Billboard's Hot 100 weekly rankings with songs that never climbed above #90 from the past 55 years, we identify how specific instrument combinations distinguish popular songs from unpopular songs.

3. Sounds Big: The Cross-Modal Effects of Auditory Pitch on Product Perceptions

Michael Lowe, Texas A&M University, USA*

Kelly Haws, Vanderbilt University, USA

This work examines the cross-modal correspondence of auditory pitch and physical size. Lower-pitch, whether from voice or background music, affects consumer perceptions of physical product size. These size perceptions, in turn, affect a number of other cognitions about the product and ultimately influence product attitudes and purchase intentions.

4. Pitch, Threat and Risk Aversion

Kate Loveland, HEC Montreal, Canada*

Michael Lowe, Texas A&M University, USA

This work examines how the presence of a low pitch in an environment can make consumers behave in a more risk averse manner. The authors approach this from the standpoint of evolutionary psychology and demonstrate that feelings of fear likely mediate this process.

2.7 Aging Consumers: Beyond Chronological Age

Room: Key 9-2nd floor

Co-chairs: Rik Pieters, Tilburg University, The Netherlands

Carolyn Yoon, University of Michigan, USA

1. Golden or Graying? Cognitive Ability And Experience Predict Financial Outcomes Across the Lifespan

Ye Li, University of California, Riverside, USA*

Eric Johnson, Columbia University, USA

Zeynep Enkavi, Columbia University, USA

Jie Gao, Columbia University, USA

Lisa Zaval, Columbia University, USA

Elke Weber, Columbia University, USA

Greater crystallized intelligence in older adults may compensate for their declining fluid intelligence for decision-making. We explore whether this interaction extends to real-world financial behaviors by combining measures of cognitive ability and knowledge with credit report data. We find support for the positive roles of fluid intelligence and domain-specific expertise.

2. Brand Memory And Aging: Accounting For Specific Age Reveals Superior Memory For Older Compared to Young Consumers

Raphaëlle Lambert-Pandraud, ESCP Europe, France*

Gilles Laurent, INSEEC, France*

Etienne Mullet, Ecole Pratique des Hautes Etudes, France

Carolyn Yoon, University of Michigan, USA

Consumer's age today and at brand launch ("specific age") affect memory for brands introduced over the lifespan, and this effect is mediated by cognitive ability. Older consumers, compared to young consumers, exhibit worse memory for brands launched recently, but have equivalent or better memory for brands encountered before age 30.

3. Aging And Product Choice: The Effects of Feel-Age And Social Context

Cesare Amatulli, LUISS University, Italy*

Alessandro Peluso, University of Salento and LUISS University, Italy*

Gianluigi Guido, University of Salento, Italy

Carolyn Yoon, University of Michigan., USA

Older consumers tend to feel younger than they actually are. We show that this tendency is magnified by the presence of young people in social contexts, and investigate how older consumers choose more youthful products as a way to feel greater ease in such social contexts.

4. The Age of Materialism: Age, Period, & Cohort Effects Across the Life Cycle

Esther Jaspers, Tilburg University, The Netherlands*

Rik Pieters, Tilburg University, The Netherlands

This study examines materialism across the life cycle. It disentangles age (16-90 years), period (economic downturn) and cohort effects using data of over 4700 consumers across eight waves. It finds that younger and older people are more materialistic, which is partly due to younger birth cohorts being more materialistic.

2.8 Cross Cultural Consumer Issues

Room: Key 10-2nd floor

Chair: Ellen Garbarino, University of Sydney, Australia

1. Vertical and Horizontal Individualism as Determinants of Materialism within and across Cultures

Ellen Garbarino, University of Sydney, Australia*

Julie Lee, University of Western Australia, Australia

Geoff Soutar, University of Western Australia, Australia

Trinadis' HVIC framework clarifies the relationship between materialism and cultural orientation. Using survey data from seven countries with diverse cultural orientation, we find materialism-success is positively/negatively correlated with VI/HI respectively and that both orientations are positively correlated with materialism-happiness. The individual-level VI effect is stronger when country-level VI is lower.

2. Instrumentality and emotional attachment: A study of nomadic consumers' relationships with their possessions

Rajesh Nanarpuzha, Doctoral student, Indian Institute of Management, Ahmedabad, India*

Piyush Sinha, Professor, Indian Institute of Management, Ahmedabad, India

Rohit Varman, Professor, Indian Institute of Management, Calcutta, India

Through a naturalistic inquiry, we attempt to bridge a disconnect between two streams of literature related to consumers' relationships with their possessions. We find evidence that nomadic consumers employ a much richer classification of possessions than has been previously noted. This classification spans from deep emotional attachment to instrumentality.

3. Power Distance and Consumer Evaluation of Vertical Brand Extension

Xiaoyan LIU, Nanyang Technological University, Singapore*

Sharon Ng, Nanyang Technological University, Singapore

Elison Lim, Nanyang Technological University, Singapore

Two studies examine how power distance (PD) impacts consumers' evaluation of vertical brand extensions. We propose that, compared with low PDs, high PDs will rate upward (downward) extensions more favorably, as upward extensions match their status enhancement mindset while downward extensions are in conflict with such mindset.

4. How Does Power Distance Belief Affect Status Consumption?

Huachao Gao, University of Texas at San Antonio, USA*

Karen Winterich, Pennsylvania State University, USA

Yinlong Zhang, University of Texas at San Antonio, USA

Power distance impacts status consumption, but the direction of the effect is dependent on information regarding superior's consumption. When superior's consumption information is present (absent), low (high) PDB consumers are more likely to engage in status consumption. Need for propriety mediates this effect, adding insight to mechanisms impacting status consumption.

2.9 Happiness and Consumer Well-Being

Room: Key 11-2nd floor

Chair: Stephanie Anderson, University of Strathclyde, UK

1. Hedonic Durability

Yang Yang, Carnegie Mellon University, USA

Christopher Hsee, University of Chicago, USA*

Oleg Urminsky, University of Chicago, USA

Li Zhang, Hong Kong University of Science and Technology

Different products differ in hedonic durability, namely, in how long they can keep their owners happy. We introduce a simple method to measure hedonic durability. We validate the method through controlled studies and apply the method to indexing the hedonic durability of a wide range of consumer products.

2. "I Regularly Weigh up Just Getting Rid of Facebook": Exploring Restriction as a Form of Anti-consumption

Stephanie Anderson, University of Strathclyde, UK*

Kathy Hamilton, University of Strathclyde, UK

Andrea Tonner, University of Strathclyde, UK

This paper explores restriction as a form of anti-consumption within the mundane consumption context of Facebook. Enhancing theoretical subtlety we show restriction to be more wide-ranging than currently acknowledged occurring not only when complete anti-

consumption is impossible but also when undesired. Within restriction anti-consumption discourses co-exist alongside continued consumption.

3. Fun Made Me Do It! Transforming Consumer Well-Being Through Serious Play

Stefanie M. Tignor, Northeastern University, USA*

Paul W. Fombelle, Northeastern University, USA

Nancy J. Sirianni, Northeastern University, USA

This longitudinal field study adopts a TCR framework in exploring a new method by which consumers can be motivated to engage in exercise. Using serious play as a driving mechanism, we demonstrate that fun has the power to increase self-efficacy, group efficacy, intrinsic motivation, and, ultimately, consumer well-being.

4. What Motivates People to be Materialistic? Developing a Measure of Instrumental-Terminal Materialism

Eda Gurel-Atay, Independent Scholar, USA*

Joseph Sirgy, Virginia Polytechnic Institute & State University, USA

Dave Webb, University of Western Australia, Australia

Ahmet Ekici, Bilkent University, Turkey

Dong-Jin Lee, Yonsei University, South Korea

Muris Cicic, University of Sarajevo, Bosnia and Herzegovina

J. S. Johar, California State University at San Bernardino, USA

Melika Husic, University of Sarajevo, Bosnia and Herzegovina

Ibrahim Hegazy, American University in Cairo, Egypt

This paper seeks to help researchers better understand the motivation behind the high value placed on material possessions and presents a new measure of instrumental-terminal materialism that focuses on how materialism (instrumental value) motivates the attainment of three major life goals (or terminal values): happiness, social recognition, and uniqueness.

2.10 Hiding and Experiencing Emotions

Room: Key 12-2nd floor

Chair: Amy Dalton, Hong Kong University of Science and Technology

1. Keepin' it Cool: The Behavioral Effects of Wearing Sunglasses

Lili Wang, Zhejiang University, China

Amy Dalton, Hong Kong University of Science and Technology*

Wearing sunglasses changes people's behavior. When people wear sunglasses, they express less intense emotional responses and violate social norms by 'slacking' on performance and indulging on consumer choice. We propose that sunglasses have these effects by activating a cool schema—a set of beliefs and behavioral scripts associated with coolness.

2. Is Concealing Emotional Expression Cool?

Caleb Warren, Texas A&M University, USA*

Todd Pezzuti, University of Chile

Shruti Kolay, Texas A&M University, USA

Although the literature argues that people become cool by concealing emotion, this relationship has not been empirically tested. We found that concealing emotion has a negative effect on perceptions of coolness and that this negative effect has downstream consequences for the products associated with individuals that conceal versus express emotion.

3. Social Consequences of Envy

Jaeyeon Chung, Columbia Business School, USA*

Leonard Lee, National University of Singapore, Singapore

We find that feelings of envy lead to greater escaping behavior from the envied target. Three experiments show that envious individuals, particularly those with high dispositional attention-to-feelings, perceive themselves to be less similar to the envied individual and to pursue different values in life, and exhibit more unique consumption preferences.

4. Uncertainty Increases Motivation

Luxi Shen, Chinese University of Hong Kong, China*

Ayelet Fishbach, University of Chicago, USA

Christopher Hsee, University of Chicago, USA

Contrary to existing research showing uncertainty aversion, we find that uncertainty increases motivation: People invest more time, effort, and money to pursue uncertain rewards (e.g., a 50% chance at \$10) than certain rewards of higher expected values (e.g., \$10 for certain).

2.11 Beyond Vulnerability: Building Resilient Consumers and Communities

Room: Johnson Room A-1st floor

Co-chairs: Marlys Mason, Oklahoma State University, USA

Stacey Menzel Baker, University of Wyoming, USA

1. Narratives of Cultural Trauma (and Resilience): Collective Negotiation of Material Well-being in Disaster Recovery

Stacey Menzel Baker, University of Wyoming, USA*

Courtney Nations Baker, University of Wyoming, USA

Cultural trauma occurs with a shared understanding that a group has experienced a horrendous event. We analyze a television series on community recovery from tornados. Using cultural trauma theory, we explain how resilience narratives sustain recovery in communities, and theorize why some communities differ in their capacity to materially recover.

2. Community Resiliency in the Aftermath of the New Zealand Earthquakes

Julie Ozanne, Virginia Tech, USA*

Lucie Ozanne, University of Canterbury, New Zealand

This study examines how a community responded to a series of earthquakes based on ethnographic field work across four years. Community resiliency is theorized as a set of adaptive and networked capacities that community members activate to solve immediate practical problems and enhance individual and collective efficacy.

3. Consumption under Restriction: Vulnerability and Resilience in a Maximum Security Prison

Ronald Hill, Villanova University, USA*

Justine Rapp, University of San Diego, USA

We investigate restrictions to choice through ethnographic investigation of a maximum security prison. This environment reveals depersonalization and commoditization that creates widespread perceptions of vulnerability. Findings reveal a complex relationship between these processes and reactions to renew humanness within and outside licit and illicit marketplaces of the prison economy.

4. Health and Consumer Vulnerability: Identity Dissolution and Resiliency Behaviors

Marlys Mason, Oklahoma State University, USA*

Teresa Pavia, University of Utah, USA

Health challenges threaten consumer identity and market presence. This research explores identity dissolution and reconstitution through consumption and market engagement. Sixty interviews explore consumption meanings for individuals facing acute diagnosis, chronic illness, disability, and end-of-life. Despite experiencing vulnerability, consumers craft consumption practices that reconstruct identity, restore equity, and build resiliency.

2.12 Consumer Inferences and Choice

Room: Johnson Room B-1st floor

Chair: Kivilcim Dogerlioglu Demir, Sabanci University, Turkey

1. A Context-Dependent View of Anchoring: The Effect of Consumer Adaptation of Incidental Environmental Anchors on Willingness to Pay

Kivilcim Dogerlioglu Demir, Sabanci University, Turkey*

Cenk Kocas, Sabanci University, Turkey

Taking a context dependent view, we demonstrate that though consumers are not aware of the association between incidental anchors and price of the products, not only do they base their price expectations on the numbers but also adapt the numerical values to resemble acceptable prices for a given category.

2. When Paying \$92 plus \$5 Shipping is Acceptable but Paying \$97 is Not: The Role of Justification on the Effectiveness of Partitioned Pricing

Jungsil Choi, Cleveland State University, USA*

Yexin Li, University of Kansas, USA

The present research shows that the effectiveness of partitioned pricing is affected by consumer motivation. Three studies show that a hedonic motivation to consume, which requires purchase justification, lead consumers to perceive partitioned pricing to be less expensive than combined pricing because they pay less attention to surcharges.

3. More Than Scarcity: How Consumers Make Sense of Stock-out Using Social Inference

Yunhui Huang, Nanjing University, China

Y. Charles Zhang, Boston College, USA*

We show that consumers do not simply attach higher values onto stock-out products; rather, they identify the key features that drove the product out of stock by drawing inference from social contextual factors, such as other consumers' expertise, goals, and choice constraints. Such inference guides the judges' subsequent choice.

4. *Affecting Choice and Desire: Hedonic and Utilitarian Feature Presentation Sequences*

Aaron Snyder, Stanford University, USA*

Jonathan Levav, Stanford University, USA

Many products possess both hedonic and utilitarian features. When a consumer learns about these features, does starting with the hedonic, versus utilitarian, features affect her desire for the product? Our evidence suggests presenting hedonic features before utilitarian features produces greater behavioral desire, except when consumption interest already exists.

2.13 ROUNDTABLE: Researching the Selfie

Room: Blake Room-2nd floor

Chair: Jonathan Schroeder, Rochester Institute of Technology, USA

Participants:

Brett Robinson, University of Notre Dame, USA	Graham Austin, Montana State University, USA
Shona Bettany, University of Westminster, UK	Barbara Phillips, University of Saskatchewan, Canada
Janet Ward, Hanken School of Economics, Finland	Stephen Gould, City University of New York, USA
Ekant Veer, University of Canterbury, New Zealand	Catherine Coleman, Texas Christian University, USA
Toni Eagar, Australian National University, Australia	Marie-Agnès Parmentier, HEC Montreal, Canada
Katherine Sredl, University of Notre Dame, USA	Linda Tuncay Zayer, Loyola University Chicago, USA
Annie Blanchette, University of Exeter, UK	Justin Angle, University of Montana, USA
Markus Giesler, York University, Canada	Aron Darmody, Suffolk University, USA
Edward McQuarrie, Santa Clara University, USA	Alladi Venkatesh, University of California-Irvine, USA
Fleura Bardhi, City University London, UK	

This roundtable gathers researchers interested in the phenomenon of the “selfie” – to explore current developments, research methods and interdisciplinary research into how consumer behavior, social media and the selfie interact. We will draw upon participants' own research to generate insights into the selfie's role in consumer behavior and consumer culture.

<p>Coffee Break 10:45 am - 11:00 am East and South Foyer-2nd floor</p>

<p>Session 3 11:00 am - 12:15 pm</p>

3.1 PERSPECTIVES SESSION: Hedonic Consumption

Room: Key 5-2nd floor

Co-chairs: Carey Morewedge, Boston University

Ravi Dhar, Yale University

This panel serves as an introduction to and overview of the study of hedonic consumption. We define hedonic consumption and distinguish it from other forms of consumption, examining questions such as “Is all consumption hedonic in some way?”. We present an overview of the time course and dynamics of pleasure, the history of its study, as well as the relationship between hedonic consumption and utility. We discuss distinctions and interactions between pleasures of the mind (e.g., anticipation, imagination, and memory) and pleasures of the body. Finally, we outline potentially fertile topics for future research.

3.2 WORKSHOP: Data Collection, Analysis and Reporting

Room: Key 6-2nd floor

Co-chairs: Leif Nelson, University of California Berkeley

Joe Simmons, University of Pennsylvania

Uri Simonsohn, University of Pennsylvania

The practice of consumer research is changing to reflect broader changes in social science. Expectations for transparency in the reporting of measures, manipulations, and analyses have increased the validity of scientific practice, but have also created new challenges for the thoughtful and rigorous scientist. In our workshop we will give informed consideration of these challenges and offer detailed and relentlessly practical advice for consumer researchers. Topics for consideration: Preregistration, determination of sample size, evaluation of evidential value, interpretation of replication results, and broad implications for hiring and promotion.

3.3 Options Outside the Frame in Forfeiture and Replacement Decisions

Room: Key 7-2nd floor

Co-chairs: Liad Weiss, University of Wisconsin - Madison, USA

Stephen A. Spiller, University of California Los Angeles, USA

1. Following-Through Opportunities: The Effects of Incidental versus Inherent Choices

Liad Weiss, University of Wisconsin - Madison, USA*

Ran Kivetz, Columbia University, USA

Consumers often plan to pursue desirable opportunities yet fail to follow-through. We identify cases where consumers feel that by failing to follow-through on a selected opportunity, they miss-out not only on that opportunity but also on an outside opportunity unavailable to them. This inflated perception of opportunity-cost increases opportunity follow-through.

2. “Be Careless with That!” Availability of Product Upgrades Increases Cavalier Behavior toward Possessions

Silvia Bellezza, Harvard Business School, USA*

Joshua Ackerman, Massachusetts Institute of Technology, USA

We examine the consequences of the availability of product upgrades on how consumers evaluate and treat their own belongings. A series of experiments demonstrates that individuals tend to devalue and act more recklessly with owned products when in the presence

of attractive, though not yet attained, outside options.

3. How Outside Options Influence Choice of Substitutes

Uzma Khan, Stanford University, USA*

Consumers are often unable to attain desired products because of stockouts. In choosing substitutes, we find that consumers select options most similar to the unavailable outside option, relative to dissimilar but equivalently attractive ones. Ironically, however, consumers like their choice more and are more satisfied when they choose dissimilar substitutes.

4. Indecisive Consumers and Opportunity Cost Consideration

Marissa A. Sharif, University of California Los Angeles, USA*

Stephen A. Spiller, University of California Los Angeles, USA

Consumers who exhibit lackadaisical indecisive tendencies (but neither perfectionist nor neurotic indecisive tendencies) are less sensitive to the value of their outside options than those who do not. They are less likely to actively seek out such information and they give it less weight even when it is salient.

3.4 Political Ideology and Consumer Behavior

Room: Key 8-2nd floor

Chair: Adam Duhachek, Indiana University, USA

1. Political Ideology and Consumer Decision Making

Adam Farmer, Mississippi State University, USA*

Blair Kidwell, Ohio State University, USA

David Hardesty, University of Kentucky, USA

Despite polarization among political parties, it remains unclear how differences in political ideology impact consumer choice. Liberals and conservatives are systematically drawn to distinct preferences where liberals prefer hedonic, novel, and desirable options, while conservatives prefer utilitarian, status quo, and feasible options. Deliberation underlies these differences with liberals deliberating more.

2. Stability vs. Change: The Effect of Political Ideology on Product Preference

Adam Duhachek, Indiana University, USA

Zakary L. Tormala, Stanford University, USA

DaHee Han, McGill University, Canada*

The current research examines how political ideology affects consumer behavior with respect to their preferences for products and messages that highlight either stability or change. Findings suggest that conservatives prefer the product and ad messages emphasizing stability whereas liberals prefer the product and ad messages highlighting change.

3. The Effect of Political Ideology on Reactions to Warning Labels and Consumption Regulations

Mitchel R. Murdock, University of South Carolina, USA*

Caglar Irmak, University of Georgia, USA

James F. Thrasher, University of South Carolina, USA

Three studies demonstrate that when the government is associated with the warning label, conservatives (but not liberals) decrease their intentions to quit smoking, increase their purchase intentions of unhealthy foods, and are more likely to order unhealthy side dishes when drink sizes are restricted by government regulations.

4. Conforming Conservatives: How Norms of Salient Social Identities Overcome ‘Heartless Conservative’ Tendencies

Andrew M. Kaikati, Saint Louis University, USA

Carlos J. Torelli, University of Minnesota, USA

Karen P. Winterich, Penn State University, USA*

This research considers that conservatives (vs. liberals) may be more likely to conform to the norms of others who share a salient identity. In the context of charitable giving, conservatives’ conformity to norms of other group members to manage impressions results in increased donations. Notably, liberals do not alter their behavior.

3.5 How Extraneous Time Frames Bias Consumer Judgment and Choice

Room: Key 3-2nd floor

Co-chairs: Anastasiya Pocheptsova, University of Maryland

Meng Zhu, John Hopkins University

1. Too Attractive to Pass: A Peculiar Appeal of Shorter Redemption Windows of Daily Deals

Yogesh Joshi, University of Maryland

Anastasiya Pocheptsova, University of Maryland*

Daily deals are now widely popular. We show that consumers exhibit suboptimal preference for deals with shorter redemption windows for hedonic products and services. We propose that short redemption window is interpreted as a signal of product scarcity and that such interpretation is magnified when consumers need to justify purchase.

2. The Urgency Bias

Meng Zhu, Johns Hopkins University*

Yang Yang, Carnegie Mellon University

Christopher K. Hsee, University of Chicago

Employing simplified games and real-life consequential choices, we provide evidence for “urgency bias”, showing that people prefer working on urgent (vs. important) tasks that have shorter (vs. longer) completion window however involving smaller (vs. bigger) outcomes, even when task difficulty, goal gradient, outcome scarcity and task interdependence are held constant.

3. More Time, More Work: How (Incidental) Time Limits Bias Estimates of Project Time and Scope

Indranil Goswami, University of Chicago*

Oleg Urminsky, University of Chicago

Time limits affect people’s beliefs about tasks, due to an over-generalized association between task scope and time. We find time limits affect estimated time even when those performing the task would not know the time limit. Furthermore, longer time limits lead

to higher estimates of the size of the task.

4. The Effect of Default Time Units on Budget Estimation

Bora Min, University of Southern California*

Gulden Ulkumen, University of Southern California

Whether budgets are elicited in one's default time unit (the time unit one typically uses for budget planning) or a non-default unit influences the estimation difficulty and magnitude of budget estimates. Using non-default units can increase or decrease estimated budgets, depending on how consumers interpret and respond to metacognitive difficulty.

3.6 A Matter of Taste: Consumer Tastes and Judgments of Artistic Quality

Room: Key 4-2nd floor

Co-chairs: Amit Bhattacharjee, Dartmouth College, USA

Klaus Wertenbroch, INSEAD, France

1. Discrepant Beliefs About Quality Versus Taste

Stephen Spiller, UCLA, USA*

Helen Bologolova, Facebook, USA

A choice can be represented as a matter of quality or taste. How consumers represent a choice influences their perceived consensus, self-references when explaining their choices, willingness to pay for their preferred options, and reasoning about sets of others' choices.

2. Judging Good Taste: True Preference or Pretense?

Klaus Wertenbroch, INSEAD, France*

Amit Bhattacharjee, Dartmouth College, USA

Alixandra Barasch, University of Pennsylvania, USA

How can individuals distinguish between authentic preferences and pretentiousness? Four studies show that, relative to simply maximizing the proportion of high-quality choices, occasional low-quality choices serve as signals of authenticity. Judgments of true good taste result from a mixture of choice options that indicate the ability to discern quality independently.

3. The Impact of Artistic Ownership on Aesthetic Judgment and Preference

Francesca Valsesia, University of Southern California, USA*

Joseph Nunes, University of Southern California, USA

Andrea Ordanini, Bocconi University, Italy

Artistic ownership is the extent to which artists both conceive of and execute their own work (e.g. songs by singer-songwriters, films written by directors). Using real-world data and experiments, we show artistic ownership plays a role in aesthetic judgment (critical acclaim) but not aesthetic preference (consumer liking or marketplace success).

4. Selling Out: Producer Motives in Markets for Art

Amit Bhattacharjee, Dartmouth College, USA*

Jonathan Berman, London Business School, UK
Jason Dana, Yale University, USA
Barbara Mellers, University of Pennsylvania, USA

Consumers reward commercial producers who transparently change their products to suit consumer preferences, but they penalize artistic producers who do so. Artistic product changes made to fit others' preferences are regarded as selling out and thought to destroy subjective perceptions of quality and artistic integrity.

3.7 Mind-sets and Control in Motivation

Room: Key 9-2nd floor

Chair: Jingjing Ma, Northwestern University, USA

1. The Impact of the Maximizing Mindset on Decision Time

Jingjing Ma, Northwestern University, USA*

Ying Wang, Beihang University, China

Neal Roese, Northwestern University, USA

Prior research shows that maximizing produces more comparisons and longer decision times. This research reveals that although maximizing increases the number of comparisons, each comparison is made more rapidly, thus maximizing reduces decision time when the choice is simple but increases decision time when the choice is complex.

2. Calendar Mindset: Scheduling Takes the Fun Out and Puts the Work In

Gabriela Tonietto, Washington University in St. Louis, USA*

Selin Malkoc, Washington University in St. Louis, USA

Consumers often schedule leisure activities to more efficiently use their time. We demonstrate that concretely (but not roughly) scheduling leisure activities on one's calendar makes such activities feel more like work, which leads to lower excitement and greater desire to cancel. This effect is unique to leisure (vs. work) activities.

3. Motivational Effects of Reminders on Accelerating or Delaying Task Completion

Daniel Fernandes, Catholic University of Portugal, Portugal*

John G. Lynch, Jr., University of Colorado, USA

We examine the effect of reminders on multiple goal pursuit. We show an interaction between reminders and propensity to plan on when people schedule tasks and on whether they complete them. Reminders help completion for people high in propensity to plan, but hurt for people low in propensity to plan.

4. Control Over What? Assessing General and Domain-Specific Self-Control

Kelly Haws, Vanderbilt University, USA

Utpal Dholakia, Rice University, USA

Scott Davis, Texas A&M University, USA*

Yeosun Yoon, KAIST, South Korea

We examine the relationship between general and domain-specific self-control measures of eating and spending. Findings from four studies support specific recommendations to self-control researchers concerning the role of individual differences in self-control research, which measures to use under various conditions, and the types of outcomes to assess.

3.8 Fairness, Revenge, and Discrimination

Room: Key 10-2nd floor

Chair: Pragya Mathur, Baruch College, USA

1. Not all That Glitters is Golden: The Impact of Procedural Fairness Perceptions on Consumer Satisfaction with Favorable Outcomes

Pragya Mathur, Baruch College, USA*

Veronika Ilyuk, Baruch College, USA

Eric Greenleaf, New York University, USA

Counter-intuitively, we suggest that even when consumers' recognize the favorability of marketer activity, they may penalize the brand when the process used to arrive at the outcome is deemed unfair and fairness is salient. However, consumer-brand relationships (communal/exchange) affect the perceived procedural fairness of favorable outcomes.

2. Negative Word-of-Mouth and Trait Self-Esteem: The Inverse Effects of Self-Liking and Self-Competence

Matthew Philp, Queens University, Canada*

Martin Pyle, Ryerson University, Canada

Laurence Ashworth, Queens University, Canada

By adopting a two-dimensional view of self-esteem, results show that individuals high in self-liking will be more likely to share WOM while those high in self-competence will be less likely to share WOM. However, this only holds in cases of sharing WOM about negative consumption experiences.

3. The Boundary Role of the Type of Revenge Behaviors: Longitudinal and Experimental Approaches

Fateme Ghadami, HEC Montreal, Canada*

Yany Grégoire, HEC Montreal, Canada*

Sandra Laporte, HEC Montreal, Canada

Denis Larocque, HEC Montreal, Canada

Sylvain Sénécal, HEC Montreal, Canada

By studying the boundary role of revenge behaviors, we show that engaging in direct revenge behaviors quenches customers' desire for revenge. However, engaging in indirect revenge behaviors sustain customers' desire for revenge. We also show that not engaging in revenge behaviors is as effective as engaging in direct revenge behaviors.

4. Shopping While Nonwhite: Racial Discrimination in The Marketplace

Aronte Bennett, Villanova University, USA*

Ron Hill, Villanova University, USA

Kara Daddario, Campbell Soup Company, USA

“Shopping While Black” refers to negative experiences that African American consumers often endure in the marketplace. Yet this term is antiquated because these experiences are not limited to them. This research examines prevalence of discriminatory experiences across both minority groups and marketing contexts, revealing stark differences with majority consumers.

3.9 Risk and Debt

Room: Key 11-2nd floor

Chair: Russel Nelson, University of California, Irvine, USA

1. Less is Core: Consumer Debt Repayment and the Budget Constraint Paradox

Russel Nelson, University of California, Irvine, USA*

Mary Celsi, California State University, Long Beach, USA

Mary Gilly, University of California, Irvine, USA

Stephanie Dellande, Menlo College, USA

How does financial constraint affect debt repayment behavior? Using a sample of indebted consumers, we find that higher levels of financial constraint are predictive of meeting both short-term financial goals and the long-term goal of paying off debt. Paradoxically, consumers with less money are more likely to repay their debts.

2. Keeping Consumers in the Red: Hedonic Debt Prioritization within Multiple Debt Accounts

Ali Besharat, University of Denver*

Sajeev Varki, University of South Florida

Adam Craig, University of Kentucky, USA*

Prior literature has demonstrated that consumers behave irrationally by paying down smaller balances instead of higher interest balances. Across three experiments, debt type (hedonic versus utilitarian) exacerbates the effect and we document anticipated consumption enjoyment as a mediator. Further, timing of the debt moderates debt type effects on account aversion.

3. How People Underestimate the Financial Risks of Home Buying

Ozgun Atasoy, Boston University, USA*

Remi Trudel, Boston University, USA

Patrick Kaufmann, Boston University, USA

We show that people underestimate the financial risks of buying a house. Our experiments show that even when well diversified, people judge stocks as more risky investments than homes; and people judge a diversified portfolio of homes as more risky than a single home because a home feels more tangible.

4. Are Firms Perceived As Safer After An Information Breach?

Hsiao-Ching Kuo, University South Florida, USA*

Sajeev Varki, University South Florida, USA

With hackers being active in their attempts to steal customer information, prior research has focused on how information breach influences firms at an aggregate level. We examine consumers’ decision at the individual level and find that consumers would feel safer to stay with the breached firm if attack is random.

3.10 Community and Celebrity

Room: Key 12-2nd floor

Chair: Elizabeth Crosby, University of Wisconsin-La Crosse

1. All the Fun of the Fan: Consuming Burlesque in an Era of Retromania

Marie-Cécile Cervellon, EDHEC Business School, France*

Stephen Brown, University of Ulster, UK*

Although postmodernism's death was pronounced more than a decade ago, its spirit lives on in the shape of post-postmodernism. This paper identifies the distinctive aesthetic and attitude of post-postmodernism – retrospection and resistance respectively – and examines their enactment in burlesque's fan-filled, fun-focused community. The conceptual implications for CCT are also explored.

2. Keyboard warriors in cyberfights: Conflict in Online Communities of Consumption (OCC) and their effect on collective resources

Olivier Sibai, Aston University, UK*

Kristine De Valck, HEC Paris, France

Andrew Farrell, Aston University, UK

John Rudd, Aston University, UK

Conflicts are very common in Online Consumption Communities (OCC) and prior research indicates contradictory effects on community-related outcomes. We find via qualitative investigation that two types of conflicts operate, with opposing effects. This research builds knowledge of OCC conflict and value formation, helping to better manage heterogeneity in OCC.

3. Nuances of Cooperation and Competition among Lower-Class Consumers

Rodrigo Castilhos, Universidade Federal do Rio Grande do Sul, Brazil*

Hélène Gorge, Université Lille Nord de France-SKEMA Business School, France

This paper aims to analyze how lower-class consumers engage in communal relationships. Drawing from Bourdieu's conceptualization of social capital we conducted an ethnography of a squatter neighborhood in Brazil. Findings reveal a broad opposition between cooperative and competitive relationships, which arise from a combination of moral, structural, and situational conditions.

4. Becoming Iconic: David Bowie from Man to Icon

Toni Eagar, Australian National University, Australia*

Andrew Lindridge, Open University, United Kingdom*

Human brands can be understood as both celebrities and icons. However, these perspectives have been assumed to be different even when applied to the same person. Applying structuration theory we develop a transformation approach of musician to celebrity to icon, where private, public meanings and wider cultural concerns converge.

3.11 Gamification and Digital Services

Room: Johnson Room A-1st floor

Chair: Tobias Schlager, University of St. Gallen, Switzerland

1. Product Gamification

Tobias Schlager, University of St. Gallen, Switzerland*

Christian Hildebrand, University of St. Gallen, Switzerland

Gerald Häubl, University of Alberta, Canada

Andreas Herrmann, University of St. Gallen, Switzerland

Evidence from a combination of five laboratory and field experiments shows that construing part of the shopping process as a game that one must complete successfully to “unlock” an object (such as a product, feature, or offer) increases consumer preference for that object relative to a non-gamified shopping process.

2. Understanding Gamification of Consumer Experiences

Karen Robson, Simon Fraser University, Canada*

Kirk Plangger, King's College London, United Kingdom

Jan Kietzmann, Simon Fraser University, Canada

Ian McCarthy, Simon Fraser University, Canada

Leyland Pitt, Simon Fraser University, Canada

Gamification intends to change behavior in non-game settings. It deploys three interrelated game design principles: mechanics, dynamics, and emotions. Based on these principles, we demonstrate how gamification can add fun and improve player behavior. Using four extended examples, we develop a gamification experience typology and derive gamification lessons for firms.

3. Reconceptualizing and theorizing about digital consumer services: A critical review

Mary Tate, Victoria University of Wellington, New Zealand

Elfi Furtmueller, Austrian Science Fund*

A large and heterogeneous literature, with competing and overlapping definitions, that is manifestly dated and inappropriate to contemporary digital consumer services, is impeding progress in digital services research. This conceptual paper offers of this discourse. We propose and outline methodological approaches for reconceptualising digital services and outcomes.

4. Service with a Smile or Screen? How Replacing Personnel with Machines Affects Customers' Satisfaction with a Service

Anne Scherer, ETH Zurich, Switzerland*

Florian v. Wangenheim, ETH Zurich, Switzerland

This research addresses the questions 1) whether customer satisfaction with an identical service outcome differs between personal and technology-based self-service encounters and 2) why and when satisfaction differs. Building on the person-sensitivity bias, this study proposes and finds that customers evaluate personal services in more extreme manners than technology-based services.

3.12 Impulsive, Compulsive, and Deviant Consumers

Room: Johnson Room B-1st floor

Chair: Peter Voyer, University of Windsor, Canada

1. From Constrained Movement to Controlled Mind: The Effect of Space on Impulsive Behavior

Alison Jing Xu, University of Minnesota, USA*

Dolores Albarracín, University of Pennsylvania, USA

Space constraints not only increase regulation of motor and social activity but also enhance regulation of impulsive behaviors that are otherwise unrelated to space. Secondary data analysis and three experiments supported this hypothesis.

2. The Impact of Early Life Experiences on Young Adults' Compulsive Buying Tendencies

Vassiliki Grougiou, International Hellenic University, Greece

Ilias Kapoutsis, Athens University of Economics & Business, Greece

George P. Moschis, Georgia State University, USA

Anil Mathur, Hofstra University, USA*

The present paper employs the multi-theoretical life course paradigm and tests a set of hypotheses regarding the underlying mechanisms that link family disruptions experienced in adolescent years to young Greek adults' compulsive consumption tendencies. The results provide insights into mechanisms of the development of compulsive buying behavior.

3. Consumer Propensity to Deviate: Scale Development and Validation

Peter Voyer, University of Windsor, Canada*

Why do some consumers engage in deviant behavior while others do not? Addressing this, a personality trait entitled, consumer propensity to deviate (CPD) is defined, and a scale measuring it is developed and extensively validated. Six studies, encompassing seven samples, are reported. The resultant seven-item scale is parsimonious and adaptable.

4. When size matters: Exploring perceptions and justifications of deviant consumer behavior.

Paula Dootson, Queensland University of Technology, Australia*

Larry Neale, Queensland University of Technology, Australia*

Sam Fullerton, Eastern Michigan University, USA & Potchefstroom Business School, Republic of South Africa

Deterrence strategies for deviant consumer behavior are criticised for their 'one size fits all' approach. In two studies, this paper examines how the size of harm and size of victim influences consumer perceptions of deviant consumer behavior. Deterrence strategies are recommended that overcome the differences in consumer perceptions of deviance.

3.13 ROUNDTABLE: Was Captain Kirk wrong? Consumer Behavior Research and the "Prime Directive"

Room: Blake Room-2nd floor

Chair: Meryl P. Gardner, University of Delaware, USA

Participants:

<p>Lisa E. Bolton, Pennsylvania State University, USA Paul M. Connell, Stony Brook University, USA John Deighton, Harvard Business School, USA Sonya A. Grier, American University, USA Michael A. Kamins, Stony Brook University, USA Punam Anand Keller, Dartmouth University, USA Aparna A. Labroo, Northwestern University, USA Ingrid M. Martin, California State University Long Beach, USA John D. Mittelstaedt, University of Wyoming, USA Julie L. Ozanne, Virginia Tech, USA and University of Melbourne, Australia</p>	<p>C. Whan Park, University of Southern California, USA Connie Pechmann, University of California Irvine, USA Vanessa G. Perry, The George Washington University Americus Reed, University of Pennsylvania Stewart Shapiro, University of Delaware, USA Clifford J. Shultz, II, Loyola University Chicago, USA Harish Sujan, Tulane University, USA Beth Vallen, Villanova University, USA Jerome D. Williams, Rutgers Business School-Newark and New Brunswick</p>
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This roundtable seeks to encourage open discussion of possible unintended negative consequences of well-intentioned consumer research. We seek to increase awareness of our assumptions about our ability to determine what enhances consumer well-being, and to promote a dialog toward assessing and minimizing any possible harm from our work.

Socializing Fun Lunch
12:15 pm - 1:30 pm
Holiday Ballroom-2nd floor
Excellent food and fun conversation!

Grab a friend, or make a new one, at this fun lunch event.
This luncheon is generously sponsored by the Journal of Marketing Research.

Presidential Address and Champagne Toast
1:30 pm - 2:15 pm
Key Ballroom 1&2-2nd floor

Come, toast, learn from, and listen to ACR President Linda Price.

This event is sponsored by the Eller College of Management, University of Arizona

Coffee Break
2:15 pm - 2:30 pm
East and South Foyer-2nd floor

Session 4
2:30 pm - 3:45 pm

4.1 PERSPECTIVES SESSION: Morality in the Marketplace

Room: Key 5-2nd floor

Co-chairs: Pete McGraw, University of Colorado

Dan Bartels, University of Chicago

Russell Belk, York University
Janet Schwartz, Tulane University

Morality underlies the fundamental expectations consumers have about how they and others should be treated. Moral principles guide how people make sense of the world, and serve as a basis for important consumer decisions. Consumer researchers seeking to comprehend moral actions—good and bad, everyday and extraordinary—must understand the decision making processes that guide them. Our “crash course” in marketplace morality covers several related topics including: 1) a post-ownership society that increasingly relies on sharing, collaborative consumption, and digital possessions, 2) consumer decisions at the intersection of sacred and secular values, and 3) consumers' "flexibility" in forming associations between their moral values, context-specific attitudes and, ultimately, their marketplace behaviors.

4.2 Gift Givers and Gift Recipients: "You Don't Always Get What You Want..."

Room: Key 6-2nd floor

Co-chairs: Meg Meloy, Pennsylvania State University, USA
Evan Polman, University of Wisconsin - Madison, USA

1. Choosing Gifts for Picky People: Where is the Fun in That?

Andong Cheng, Pennsylvania State University, USA*
Meg Meloy, Pennsylvania State University, USA
Evan Polman, University of Wisconsin - Madison, USA

How do consumers cope with choosing gifts for “picky” people? We identify the gifts (and respective strategies) that consumers use, especially for picky friends and acquaintances. Importantly, we show that current findings in the gift-giving literature do not extend to circumstances in which consumers are shopping for picky others.

2. Gratitude, Guilt, and Gift Giving

Cindy Chan, University of Toronto, Canada*
Cassie Mogilner, University of Pennsylvania, USA
Leaf Van Boven, University of Colorado, USA

This research shows that the same situation of social inequity can elicit gratitude or guilt, and that both emotions help cultivate interpersonal relationships by motivating gift giving. Giving a gift that says “thanks” or “sorry” can help restore social equity, but has asymmetrical benefits for the giver and recipient.

3. Giving Happiness: Do Experiential Gifts Lead To More Happiness?

Joseph Goodman, Washington University in St. Louis, USA*

This research investigates what types of gifts—material or experiential—consumers tend to give, whether experiences lead to more happiness, and whether gift givers accurately predict any increase in happiness from experiences. Results support an experiential advantage, but gift-givers predict otherwise, preferring the more traditional and less effortful material gift.

4. Mental Accounting and Gift Card Spending

Chelsea Helion, Cornell University, USA*

Tom Gilovich, Cornell University, USA

Across four studies, we examined the link between gift cards and hedonic purchasing behavior. In our research, we show that spending money in the form of a gift card reduces guilt associated with hedonic spending, increases both reported and actual indulgent purchasing, and can increase giving behavior towards others.

4.3 Contesting Institutional Arrangements

Room: Key 7-2nd floor

Chair: Alex Mitchell, Queen's University, Canada

1. The Role of Ideology in Contesting Market-Based Institutional Arrangements

Alex Mitchell, Queen's University, Canada*

Jay Handelman, Queen's University, Canada

This presentation discusses the role of ideology as consumers and marketers contest institutional arrangements. It argues for field theoretic approaches to examine the ideologically constituted institutional structures that comprise market-based arrangements, and draws upon the emergence of the 3D Printing market to illustrate an application of this approach.

2. Professional Contests and the Emergence of Social Media as an Institutional Field

Andrew Smith, York University, Canada*

Ashlee Humphreys, Northwestern University, USA*

This project investigates the institutionalization of social media as a professional field and marketing practice. The authors explore contests amongst different professional fields vying for dominance over the domain and examine the effects of these contests as social media becomes integrated with dominant consumer and market institutions.

3. Market Evolution through Shifts in Institutional Logics

Burçak Ertimur, Fairleigh Dickinson University, USA*

Gokcen Coskuner-Balli, Chapman University, USA*

Adopting an institutional theoretic framework, this study examines dynamics of markets that are constituted by multiple logics. The authors examine the evolution of the U.S. yoga market between 1980-2012 to document the institutional work of actors (brands, government and professional associations) in augmenting and repressing prevailing logics in the market.

4. Consumption Rituals and the Complexities of Institutional Resistance

Michelle Weinberger, Northwestern University, USA*

This presentation focuses on the complexities of resisting a dominant institution by examining a context where people do not celebrate a consumption ritual where the ritual elements are a primary means for connection. It shows how contesting is contextually contingent, based on a broader constellation of relational and identity goals.

4.4 Scarcity, Poverty, and their Implications for Consumers' Cognitions, Judgment and Behavior

Room: Key 8-2nd floor

Co-chairs: Caroline Roux, Concordia University, Canada

Kelly Goldsmith, Northwestern University, USA

1. Thinking About Scarcity

Anuj K. Shah, University of Chicago, USA*

Eldar Shafir, Princeton University, USA

Sendhil Mullainathan, Harvard Business School, USA

Recent research on scarcity has focused on how it shifts cognitive capacities (i.e., limiting bandwidth, constraining attention). Here, we describe how scarcity shifts the content of cognition. We show that scarcity changes semantic networks, makes it more difficult to suppress certain thoughts, and naturally draws attention to the scarce resource.

2. When Those Who Have the Least Spend the Most: Understanding the Relationship Between Resource Scarcity, Socioeconomic Status and Materialism

Caroline Roux, Concordia University, Canada*

Kelly Goldsmith, Northwestern University, USA

Sean Blair, Northwestern University, USA

Jung Kyun Kim, Northwestern University, USA

The current research examines the factors that promote materialism among lower-SES consumers, as well as the psychological processes underlying these effects. We present four studies demonstrating that the effect of consumers' SES on materialism is moderated by reminders of resource scarcity, and shed light on the underlying mechanism.

3. Spending on Girls in Economic Recessions

Kristina Durante, University of Texas at San Antonio, USA*

Vladas Griskevicius, University of Minnesota, USA

Joseph Redden, University of Minnesota, USA

Douglas T. Kenrick, Arizona State University, USA

Might scarcity bias parents to favor spending on girls over boys? Drawing on theory in biology, we show that economic recessions led to resource investment in daughters over sons. We propose this happens because spending on children represents reproductive investment, and that a child's reproductive value varies with resource availability.

4. The Effectiveness of Reciprocity Appeals in Economic Booms and Busts

Andrew Edward White, Arizona State University, USA

Andrea C. Morales, Arizona State University, USA*

Douglas T. Kenrick, Arizona State University, USA

In a series of experiments, we demonstrate that: (1) chronic concerns about resource scarcity (low socioeconomic status) predict

increased reciprocity, (2) manipulating resource scarcity enhances the effectiveness of reciprocity appeals, (3) this relationship is mediated by gratitude, and (4) is moderated by the type of relationship between exchange partners.

4.5 Good Health is in the Eye of the Beholder: Helping Consumers Navigate Health-Related Decisions

Room: Key 3-2nd floor

Chair: Chiara Longoni, New York University, USA

1. Motivated Hypochondriacs: Disease Labels Shape Health Perceptions

Chiara Longoni, New York University, USA*

Geeta Menon, New York University, USA

Four studies on the influence of disease labels on health perceptions explore the interplay of categorization-based biases and self-protection motives. The presence (vs. absence) of a label is associated with higher risk estimates when the label signals a mild (vs. severe) ailment. Defensiveness moderates and disease threat mediates the effect.

2. Sleeping with One is Sleeping with Many: How Shifts in the Salience of Others' Behavior can Improve Contagious Disease Prevention

Adriana Samper, Arizona State University, USA*

Mary Frances Luce, Duke University, USA

Debu Purohit, Duke University, USA

Individuals with low feelings of control over their health typically exhibit reduced efforts at disease prevention. We present a strategy to overcome this obstacle, showing that for contagious diseases, matching an other- (self-) focused message to individuals with perceptions of low (high) control over personal health increases disease prevention intentions.

3. Having More But Not Feeling Better: The Effects of Merely Owning Preventive Goods on Risk Perceptions

Dengfeng Yan, University of Texas at San Antonio, USA*

Huachao Gao, University of Texas at San Antonio, USA

Merely owning the lemon makes it sweet. Going beyond the lemon itself, the present work examines the effects of mere ownership on risk perceptions. Four studies offered converging support to our prediction that merely possessing preventive goods leads consumers to rate the associated risk as more likely and more harmful.

4. Perceptions of Hospital Safety Records: Mean or Variance?

Janice Jung, University of Pennsylvania, USA*

Barbara Kahn, University of Pennsylvania, USA

Consumers' hospital choice is influenced by framing effects (mortality versus survival rates), and by how data are presented (animated pictographs versus boxplots). In a mortality framing, high variance hospitals are less likely to be chosen when their safety records are illustrated by animated pictographs than boxplots.

4.6 Compensatory Consumption: Triggers and Strategies

Room: Key 4-2nd floor

Chair: Monika Lisjak, Erasmus University Rotterdam, The Netherlands

1. Feeling Physically Short Increases Compensatory Consumption

Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Nailya Ordabayeva, Boston College, USA*

Anika Stuppy, Erasmus University Rotterdam, The Netherlands

We show that the psychological experience of physical shortness increases compensatory consumption because it poses a threat to individuals' identity. Participants who felt chronically or temporarily short (vs. tall) were more likely to compensate through choices of high-status products and high-status roles in economic games, but self-affirmation offered a remedy.

2. That's Not How I Should Feel: Emotion Profile-Inconsistent Emotions as Identity Threats

Nicole Verrochi Coleman, University of Pittsburgh, USA*

Patti Williams, University of Pennsylvania, USA

Recent research has shown that specific emotions can be part of a social identity's knowledge structure, known as an "emotion profile". The present work demonstrates that experiencing an emotion profile-inconsistent emotion serves as an identity threat, making the identity verification process salient, and triggering compensatory consumption processes.

3. Compensatory Consumption as Self- and Social-Signaling

Monika Lisjak, Erasmus University Rotterdam, The Netherlands*

Jonathan Levav, Stanford University, USA

Derek D. Rucker, Northwestern University, USA

This research examines how self-signaling versus social-signaling influence compensatory consumption. Self-signaling motivates people to repair insecurities by seeking products that signal strength in the domain of threat. In contrast, social-signaling motivates people to impress others by focusing on their strengths, and thus enhances preference for products unrelated to the threat.

4. Socially Excluded People Value Money for What it Can Do for Them — Restore Belongingness or Control

Echo Wen Wan, University of Hong Kong

Zhansheng Chen, University of Hong Kong

Kathleen D. Vohs, University of Minnesota, USA*

The current research proposes that social exclusion leads consumers to conceptualize money as a source of control at times, which leads them to decrease spending. This effect was predicted to reverse when the purchase offers opportunities for social connection. Five experiments tested and supported these propositions.

4.7 Processing, Norms and Choice

Room: Key 9-2nd floor

Chair: Zixi (Veronica) Jiang, Australian School of Business, UNSW

1. Going to Extremes: Dialectical Thinking in the Context of Contradictory Information

Yoshiko DeMotta, Fairleigh Dickinson University, USA*

Mike Chen-ho Chao, William Paterson University, USA

Thomas Kramer, University of South Carolina, USA

Although dialectical thinking has been associated with modesty in consumer responses, we demonstrate that high (vs. low) dialectical thinking is associated with more extreme attitudes when these attitudes follow from processing contradictory information. This is because high dialectical thinkers process contradictory information fluently and have confidence in their own judgments.

2. Congruent Attributes in Complementary Consumption: The Role of the Experience's Social Context

Rajesh Bhargave, University of Texas at San Antonio, USA*

Nicole Montgomery, University of Virginia, USA

Complementary consumption experiences involve consuming two products together (e.g., wine and cheese). We show that the experience's social context influences preferences for these pairs. Alternative-based (vs. attribute-based) processing is more pronounced in social (vs. solo) contexts, leading to less importance placed on attributes that are congruent between the pair.

4. Norms as Standards vs. Self-Descriptions: How Dynamic Information Shifts Interpretation of Normative Messages

Sokiente Dagogo-Jack, University of Washington, USA*

Joshua Beck, University of Cincinnati

Nidhi Agrawal, University of Washington, USA

The authors explore the effects of highlighting improvement in a population's exercise habits on fitness-related purchase behavior. Whereas consumers generally conform to norms—increasing fitness intentions when the exercise norm is high (vs. low)—the authors find that this relationship reverses when the norm is also improving.

4. Ideal Affect as a Choice Criterion: The Role of Ideal Affect in Experiential and Material Purchases

Yoonji Shim, University of British Columbia, Canada*

Katherine White, University of British Columbia, Canada

This research demonstrates that ideal affect, the positive affective states that people would like to feel, plays more crucial role as a choice criterion in experiential than in material purchases. Participants derive more happiness from purchases which are congruent with their ideal affect particularly when consuming experiences than material goods.

4.8 Products and the Self

Room: Key 10-2nd floor

Chair: JeeHye Christine Kim, INSEAD, Singapore

1. Stumbled Upon: Impact of Framing as Expected versus Unexpected on Product Evaluations

JeeHye Christine Kim, INSEAD, Singapore*

Monica Wadhwa, INSEAD, Singapore

Amitava Chattopadhyay, INSEAD, Singapore

Framing a product feature as unexpected (serendipitous discovery) versus expected (intentional development) has targeted positive impact on desire-related product evaluations (e.g., willingness-to-pay), but not on non-desire-related product evaluations (e.g., perceived effectiveness). We argue that this is because unexpected framing enhances reward salience and show moderation by reward sensitivity.

2. Eyes in the Sky: New narratives in consumers' technology consumption

Arundhati Bhattacharyya, York University, Canada*

Drawing on Assemblage Theory and Actor Network Theory, this study reveals that consumers of technology perceive some technological products as an assemblage of actors. These actors are perceived to exert territorializing agency through the network that the technological product is embedded in. In response, consumers engage in several deterritorializing practices.

3. Tangible Possessions and the Self – How Objects Reduce Perceived Distance to Their Symbolized Meanings

Philipp Scharfenberger, University of St. Gallen, Switzerland*

Daniel Wentzel, RWTH Aachen University, Germany

Luk Warlop, KU Leuven, Belgium, and BI Norwegian Business School, Norway

Torsten Tomczak, University of St. Gallen, Switzerland

Consumers frequently rely on objects for building a sense of self. We examine if and to what extent the tangibility of objects is related to their self-defining function. Specifically, we argue that proximity to tangible objects decreases the perceived distance between an individual's self and the object's meaning.

4. Life-changing Events Foster Favorable Responses to New Products

Friederike Kamm, Saarland University*

Andrea Groeppel-Klein, Saarland University

Consumers experiencing life changes respond positively to unfamiliar products. In this paper, we examine the consequences of this finding for advertising. We show that advertisements that refer to life-changing events (vs. everyday life events) foster consumers' openness to new products and improve their attitude toward unfamiliar brands with novel characteristics.

4.9 Choosing (or Not Choosing)

Room: Key 11-2nd floor

Chair: Kirstin Appelt, Columbia University, USA

1. Choosing how to choose: Can people choose the best choice architecture?

Kirstin Appelt, Columbia University, USA*

Jie Gao, Columbia University, USA

Eric Johnson, Columbia University, USA

Ted von Glahn, Pacific Business Group on Health

Offering people a choice between choice environments may help them make better decisions while addressing concerns about paternalism. In three studies, a simplified choice environment helped people make better choices. Most participants chose the simplified choice environment, but lacked the metacognitive awareness to understand how this choice benefited them.

2. “Wanna Supersize That?” Consumers’ Choice of Superior Options

Wibke Heidig, SRH International Management University Berlin, Germany*

Daniel Wentzel, RWTH Aachen University, Germany

Torsten Tomczak, University of St. Gallen, Switzerland

This research provides a clarification of the consumer’s decision process underlying an upsell choice and answers the question of when and why consumers decide in favor of a superior option. It shows that consumers’ choice depends upon initial cognitive effort investments and the framing of the upsell arguments.

3. Context Effects Under Prominence

Ioannis Evangelidis, Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands*

Jonathan Levav, Graduate School of Business, Stanford University

Itamar Simonson, Graduate School of Business, Stanford University

We investigate how changes in choice set configuration affect choice when one attribute is more important than another (prominence). We propose that the probability that consumers will use differences in attribute weights when constructing their preference decreases as a function of introducing relational properties in the choice set.

4. Why we decide not to decide? Decision avoidance as a means of cognitive closure.

Ashley Otto, University of Cincinnati, USA*

Joshua Clarkson, University of Cincinnati, USA

Frank Kardes, University of Cincinnati, USA

We propose decision avoidance is a collection of choice strategies motivated by the need for cognitive closure. This need, driven by the bothersome nature of a decision, offers a novel mechanism for decision avoidance effects and novel hypotheses regarding individuals’ reliance on decision avoidance as a choice strategy.

4.10 Studying Consumer Acculturation

Room: Key 12-2nd floor

Chair: Benedetta Cappellini, Royal Holloway, University of London, UK

1. How immigrants travel with their home brands: brand relationships and acculturation

Ani Dino, Royal Holloway, University of London, UK

Benedetta Cappellini, Royal Holloway, University of London, UK*

This paper looks at the relationship Albanian immigrants develop with one of their home brands when they migrate to another country. Findings show how the polysemic nature of brand meanings and brand relationships allow immigrants to consume the brand for different purposes and to navigate amongst different acculturation outcomes.

2. The Bittersweet Taste of Home: A Baudrillardian Interpretation of Nostalgic Food Consumption in Acculturation

Angela Gracia B. Cruz, The University of Auckland, New Zealand*

Margo Buchanan-Oliver, The University of Auckland, New Zealand

While eating food associated with home is seen as a positive coping mechanism for acculturating consumers, this paper underlines its dislocating effects. A Baudrillardian interpretation of immigrant consumer narratives shows how divergent interpretations of ‘home’ food produce both comfort and disappointment. Ultimately, consuming nostalgic food can be an ambivalent experience.

3. Recoding the Boundary: The Code-Jamming Effects of Meta-Reflexive Practices in Consumer Acculturation

Angela Gracia B. Cruz, The University of Auckland, New Zealand*

Margo Buchanan-Oliver, The University of Auckland, New Zealand

Beyond reflexively traversing boundaries (Askegaard et al. 2005), this paper shows how acculturating consumers playfully shift boundaries through meta-reflexive practices. By ‘jamming’ dominant socio-cultural codes through the ironic recoding of stereotypes, meta-reflexive practices represent a novel practice of consumer agency whereby culture is not only consumed, but also critiqued.

4. Zooming in while zooming out: How a consumption context animates a macro-focus investigation and stimulates new opportunities for theoretical insights

Katja H. Brunk, ESMT, Berlin, Germany*

Benjamin J. Hartmann, Jönköping University, Sweden*

We discuss and illustrate how a unique context matters for theory development by challenging the prevalent—individual or microsocial—level of analysis linked to particular constructs and shifting it to a macrosocial level, thereby breaking free of inherent assumptions and deriving new opportunities for theoretical insights in consumption research.

4.11 Virtue and Vice

Room: Johnson Room A-1st floor

Chair: Jonathan Berman, London Business School, UK

1. Judgments of Virtue in Consumer Behavior

Jonathan Berman, London Business School, UK*

Deborah Small, University of Pennsylvania, USA

We investigate judgments of virtue in consumer behavior, and show that evaluations of virtue differ across two types of decisions. For intertemporal choice decisions (e.g., present self vs. future self), willpower determines judgments of virtue. However, for moral decisions (e.g., self vs. others), purity of character determines judgments of virtue.

2. Deceived or not deceived: how food consumers perceive deception

Johanna Held, University of Bayreuth, Germany*

Claas Christian Germelmann, University of Bayreuth, Germany

This research shows how deceptive marketing communication can be determined empirically through changed consumer expectations. It reveals that consumers are only able to perceive a deception after product trial for experience and not for credence attributes. Unexpectedly, the ability to detect deception is independent of education, nutrition- and persuasion knowledge.

3. Saying a little, saying a lot: Response length as a deception cue for consumers

Elizabeth Cowley, The University of Sydney Business School*

Christina Anthony, The University of Sydney Business School*

A salesperson's answer-response length influences consumers' veracity judgements. In three studies we found that a match between expectations and the response length results in mistrust when the salesperson was associated with a negative stereotype. Conversely, mistrust results from a mismatch for salespeople that are not associated with a negative stereotype.

4. Groups Can Detect White Lies

Nadav Klein, University of Chicago, USA*

Nicholas Epley, University of Chicago, USA

Interventions to improve lie detection typically focus on improving individual judgment, a costly and generally ineffective endeavor. In contrast, we tested whether groups can improve lie detection. In three experiments, we find that groups are consistently better than individuals at detecting white lies—the most challenging lies to detect accurately.

4.12 Persuasion and the Self

Room: Johnson Room B-1st floor

Chair: Maggie Wenjing Liu, Tsinghua University

1. Consumer Compliance in Face-to-Face Interactions: The Role of Sensitivity and Expressiveness

Maggie Wenjing Liu, Tsinghua University*

Yuhong Guan, Tsinghua University*

This paper examines role of sensitivity-to-face and facial expressiveness in consumer compliance. A change in consumers' sensitivity to the face and the facial expressiveness of partners can affect consumer compliance by affecting anticipated facial feedback. We develop and test our mechanism and hypothesis through one field and three lab experiments.

2. Fostering Advocacy: How the Underlying Constructs of Attitude Certainty Affect Persuasion Intentions

Lauren Cheatham, Stanford University, USA*

Zakary Tormala, Stanford University, USA

The present research suggests that while attitude certainty plays a large role in advocacy, it is the underlying construct of attitude correctness, not clarity, which really drives the effect. Across three studies we show that attitude correctness is a strong predictor of advocacy while attitude clarity is not.

3. Can Persuasion Knowledge Change Preferred Persuasion Based on Self-Construal?

Guo Wenxia, City University of Hong Kong, China*

Main Kelley, University of Manitoba, Canada

People, in general, prefer persuasive messages matching with their self view. However, when people give greater thought to persuasive messages, they may change their preference. With the consideration of persuasion knowledge, self-construal (interdependent vs. independent) is likely to switch their preference of persuasion attempts from sales agents.

4. Risky “BIG”ness: How Conspicuously Signaling Persuades the Self but Dissuades Others

Daniel Sheehan, Georgia Tech, USA*

Sara Loughran Dommer, Georgia Tech, USA

This research argues that conspicuous signals are more effective internally rather than externally. The results of three studies demonstrate that while conspicuously signaling may degrade the perceptions of others, doing so actually enhances the sender’s belief that they embody the trait they are signaling.

JCR Associate Editors' Meeting

2:30 pm - 3:45 pm

Blake Room-2nd floor

Coffee Break

3:45 pm - 4:00 pm

East and South Foyer-2nd floor

Session 5

4:00 pm - 5:15 pm

5.1 WORKSHOP: Computer-Assisted Content Analysis

Room: Key 5-2nd floor

Chair: Ashley Humphreys, Northwestern University

This workshop will introduce participants to computer-assisted content analysis, a method that can supplement many existing, commonly-used research methods such as coding thought protocols, qualitative analysis of interviews, or archival research of internet discussions or printed materials. Unlike traditional content analysis, automated content analysis allows for systematic and transparent coding of data, increased reliability, and an extension of datasets beyond previous practical limitations. We will discuss issues of construct and external validity and provide a case example to illustrate the method, using it to study consumer word-of-mouth response to a product launch.

5.2 Why Having So Little Means So Much: Scarcity Shapes Consumer Decision Making

Room: Key 6-2nd floor

Co-chairs: Meng Zhu, Johns Hopkins University, USA

Rebecca Ratner, University of Maryland, USA

1. The Impact of Scarcity on Consumers’ Choices of Multiple Items from a Product Class

Meng Zhu, Johns Hopkins University, USA*

Rebecca Ratner, University of Maryland, USA

This research examines how a uniform level of scarcity across items in a choice set impacts choices of individual items within the set. Five experiments show that overall perception of scarcity (versus overall perception of abundance) increases choices of the favorite. Results support an arousal-based attitude polarization mechanism.

2. *How Scarcity Frames Value*

Anuj Shah, University of Chicago, USA*

Eldar Shafir, Princeton University, USA

Sendhil Mullainathan, Harvard Business School, USA

In behavioral science, much attention is given to the ways that decisions are malleable. Here, we discuss how scarcity leads people to make more consistent judgments and decisions. Several studies demonstrate that participants experiencing various forms of scarcity are less susceptible to different context or framing effects.

3. *You Can't Always Get What You Want: The Effect of Childhood Scarcity on Substitution Decisions*

Debora Thompson, Georgetown University, USA*

Rebecca Hamilton, University of Maryland, USA

Ishani Banerji, Georgetown University, USA

This paper examines effects of childhood socioeconomic status (SES) on substitution decisions. Results demonstrate that consumers with low (vs. high) childhood SES are more willing to wait for an initially chosen alternative but are more likely to devalue it when it becomes unavailable, making it easier to choose a substitute.

4. *Effects of Resource Scarcity on Perceptions of Control and Impulsivity*

Chiraag Mittal, University of Minnesota, USA*

Vladas Griskevicius, University of Minnesota, USA

Four experiments show that resource scarcity affects peoples' sense of control differently as a function of their childhood environment. Whereas individuals from wealthier backgrounds felt more control, those from poorer backgrounds felt less control under scarcity. Furthermore, results show that these divergent responses have important consequences for peoples' impulsive behavior.

5.3 Consumer Memory

Room: Key 7-2nd floor

Chair: Barbara Phillips, University of Saskatchewan

2. *The Scrapbook as an Autobiographical Memory Tool*

Barbara Phillips, University of Saskatchewan*

This study explores how consumers collect, preserve, and reconstruct autobiographical memories through the material possession of the scrapbook. Interviews were conducted with twenty women who scrapbook as a hobby. The Possession Memory Framework was constructed to describe three activities: collection of memory, preservation of memory, and reconstruction of memory.

3. *Just Me Versus We: How Feelings of Social Connection During Positive and Negative Experiences Impact Memory*

Kara Bentley, University of South Carolina, USA*

Priyali Rajagopal, University of South Carolina, USA

We examine the impact of social connection on memory accessibility. We find that shared experiences are more accessible than individual experiences, and that people associate shared (individual) experiences more strongly with positive (negative) affect.

Further, this effect is moderated by the need to belong trait.

4. The Dissociation between Consumers' Memory Predictions and Memory Performance

Daniel Fernandes, Catholic University of Portugal, Portugal*

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Stijn M. J. van Osselaer, Cornell University, USA

Elizabeth Cowley, University of Sydney, Australia

We examine memory predictions and memory performance of consumers for items they needed to buy. We document an interaction between item-specific familiarity and shopping strategy on memory performance, unanticipated by memory predictions, to shed light into the situations in which consumers are likely to forget items they intended to buy.

4. Will the Excitement Help You Remember? The Impact of Ad-Arousal on Memory

Hila Riemer, Ben-Gurion University of the Negev, Israel*

Hayden Noel, University of Illinois at Urbana-Champaign, USA

We suggest and show that ad-arousal inhibits immediate memory but improves delayed memory. These effects, however, occur only when the arousing elements are relevant to the ad; when arousal is irrelevant, ad-arousal does not influence memory. Two lab experiments demonstrate these effects. Implications, limitations, and future research directions are discussed.

5.4 The Eyes Have It: New Insights From Tracking Attention Patterns in Consumer Research

Room: Key 8-2nd floor

Chair: Aleksandra Kovacheva, University of Pittsburgh, USA

1. Consumer Attention and Behavior: Insights from Eye-Tracking and Directions for Future Research

Milica Mormann, University of Miami, USA*

This conceptual paper surveys and summarizes existing research on attention in the marketing literature, including eye-tracking studies, in order to (1) develop a framework for future research on attention and its effects on consumer behavior and (2) propose guidelines for the effective use of eye-tracking in consumer research.

2. Coordination of Attention: Eye Fixations, Pupil Diameter, and Head Distance, Respond to Goals and Predict Memory

Rik Pieters, Tilburg University, The Netherlands*

Michel Wedel, University of Maryland, USA

This research tests a model of attention coordination, which focuses on head position, eye fixations, and pupil diameter. Significant effects of eye fixations on memory were observed, as before. Importantly, small head movements of about one centimeter and even smaller changes in pupil diameter predicted better memory, in addition.

3. Shopper Eye-Cue: Understating the In-Store Decision Process with Field Eye-Tracking Data

Aleksandra Kovacheva, University of Pittsburgh, USA*

J. Jeffrey Inman, University of Pittsburgh, USA

In the first part of the paper we focus on unplanned purchases and show that visual attention and product engagement are associated with purchase conversion in a complex way. In the second part, we explore “failed engagements” in the category and examine the role of price saliency and deliberation duration.

4. Media Multitasking and Visual Attention: Switch Triggers in Context and Content

S. Adam Brasel, Boston College, USA*

James Gips, Boston College, USA

As media multitasking becomes dominant, the need to explore the process of splitting attention across media grows. Through video recordings and eye-tracking methods, the current work establishes switching rates in simultaneous TV and computer use, explores effects of media multitasking on memory, and outlines triggers that encourage or discourage switching.

5.5 The Depths of Pleasure, The Throes of Despair: Exploring the Multifaceted Nature of Hedonic Emotional Experiences

Room: Key 3-2nd floor

Chair: Lawrence Williams, University of Colorado, USA

1. Crime...and Punishment: The Effects of Context on Signal Strength and the Consequences for Condemnation

Kelly Goldsmith, Northwestern University, USA*

Hal Hershfield, New York University, USA

We present nine studies examining if consumers’ likelihood of condemning others for behavioral indiscretions can vary as a function of largely irrelevant contextual factors, and further if this effect on condemnation operates through a shift in the extent to which the behavior is seen as reflective of the self.

2. Emotions Shape Construal Levels: The Case of Guilt and Shame

DaHee Han, McGill University, Canada*

Adam Duhachek, Indiana University, USA

Nidhi Agrawal, University of Washington, USA

Three experiments show that emotions influence subsequent decision-making by systematically altering construal levels. Guilt (shame) led individuals to adopt lower (higher) levels of construal in subsequent decisions. Thus, guilt (shame)-laden individuals tend to prefer products with high feasibility (desirability) features.

3. Beyond Funny Ads: Empirical and Theoretical Insights into Humorous Consumption and Marketing

Caleb Warren, Texas A&M University, USA*

A. Peter McGraw, University of Colorado, USA

The marketing literature has emphasized humor’s importance for advertising, overlooking its role in other consumption-related and marketing contexts, such as placement and pricing decisions. We find that consumers share humorous content because it generates positive affect, but judge marketers’ humorous attempts harshly because they feature negative affect inducing violations.

4. Prolonging the Search for Meaning: How Hedonic Versus Eudaemonic Consumption Experiences Shape Preference for Variety

Erin Percival Carter, University of Colorado, USA*

Lawrence Williams, University of Colorado, USA

We examine consumers' variety-seeking preferences during hedonic (fun-based) versus eudaemonic (meaning-based) consumption episodes. Across four studies, we find that consumers prefer variety for hedonic experiences, but prefer prolonged exposure to eudaemonic experiences. Consumers' beliefs that present experiences will produce lasting future benefits mediate this effect.

5.6 Religion and Ritual

Room: Key 4-2nd floor

Chair: Jamie D. Hyodo, Pennsylvania State University

1. Reminders of God can increase risk-taking

Daniella Kupor, Stanford University, USA

Kristin Laurin, Stanford University, USA

Jonathan Levav, Stanford University, USA*

Religiosity and participation in religious activities have typically been linked with decreased risky behavior. In the current research, we find that reminders of the concept of God can increase risk-taking. Our research provides insight into the divergent effects that distinct components of religion can exert on behavior.

2. WWJD? The Effect of Religious Mindsets on Consumer Responses to Organizational Failures

Jamie D. Hyodo, Pennsylvania State University, USA*

Lisa E. Bolton, Pennsylvania State University, USA

This paper explores the implications of religious mindsets on consumer behavior. Specifically, we demonstrate that religious mindsets promote increased forgiveness following an organizational failure. This forgiveness in turn leads to greater satisfaction and behavioral intentions, but is conditional on a recovery effort that is high in socio-emotional sincerity.

3. Ashes to Ashes or Ashes to Coral?: Alternatives to Traditional Burial Rituals and their Implications for Consumption, Ritual Transformation, and Sustainability

Courtney Baker, University of Wyoming, USA*

Stacey Baker, University of Wyoming, USA

This paper seeks to understand how consumers relinquish traditional rituals and opt for more sustainable alternatives. Sustainable burial options are examined to highlight shifts from traditional funerary services to alternative services. Interview data exhibits seven emergent themes that illuminate ritual value, ritual transformations, and their impact on consumption.

5.7 Firm Transgressions and Consumer Response

Room: Key 9-2nd floor

Chair: Ying Zhu, University of British Columbia - Okanagan

1. Trivializing Compensation and Muddy Linings: When Firm Expenditures to Acknowledge Backfire

Peggy Liu, Duke University, USA*

Cait Lamberton, University of Pittsburgh, USA

Kelly Haws, Vanderbilt University, USA

This research suggests that getting something may not always be better than nothing. Specifically, receiving a smaller-than-expected material benefit with a verbal acknowledgment can create a lower sense of appreciation and satisfaction than receiving a verbal acknowledgment alone: a curious effect we refer to as the “trivialization effect.”

2. The Dark Side of Marketing Tactics: Scarcity Promotions Induce Aggressive Behavior

Kirk Kristofferson, University of British Columbia, Canada*

Brent McFerran, Simon Fraser University, Canada

Andrea Morales, Arizona State University, USA

Darren W. Dahl, University of British Columbia, Canada

Scarcity promotions emphasize limited availability. The current research proposes that such promotions increase feelings of threat (towards others), leading to increased aggressive behavior. Four studies using actual video games demonstrate the number of shots fired, punches thrown and games chosen are higher in response to such promotions.

3. Why Did You Betray Me, My Friend? When Selling Extended Warranty Backfires

Peter Mathias Fischer, University of St. Gallen, Switzerland*

Robin Chark, National University of Singapore, Singapore

This paper identifies a negative effect when a firm sells warranty. When offer to buy a warranty, consumers’ betrayal aversion is activated and their trust in the brand decreases. This effect of betrayal aversion is found to be moderated by the relationship norm between the firm and the consumer.

4. Asymmetric Expectations of Firms Stereotyped as Warm Versus Competent

Linyun Yang, University of North Carolina at Charlotte, USA*

Pankaj Aggarwal, University of Toronto, Canada

This research suggests that large firms are stereotyped as competent and small firms as warm. However, consumers penalize small but not large firms relatively more for committing transgressions inconsistent (vs. consistent) with size-based stereotypes because consumers perceive low warmth behaviors as more unexpected when committed by small versus large firms.

5.8 Licensing

Room: Key 10-2nd floor

Chair: Jinfeng (Jenny) Jiao, University of Iowa, USA

1. Pride and Licensing Effects: When Being Good Gives Us Permission to be a Little Bad

Jinfeng (Jenny) Jiao, University of Iowa, USA*

Cathy Cole, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

Five experiments examine how authentic and hubristic pride affect indulgence. Although we manipulate pride in different ways and use different measures of indulgent choice, we find that authentic pride leads to more indulgence than hubristic pride. We also find that these effects are especially strong when cognitive resources are available.

2. *Minty Fresh! Absolving Dieters of Their Consumption Sins*

Nguyen Pham, Arizona State University, USA*

Maureen Morrin, Temple University, USA

Melissa Bublitz, University of Wisconsin - Oshkosh, USA

May Lwin, Nanyang Technological University, Singapore

We investigate the effect of minty flavors on dieters' food choices. Results show dieters prefer "taboo" food when they contain a minty flavor (study 1). After consuming taboo foods, dieters prefer mint-flavored oral cleansers (study 2). Mint flavoring licenses dieters to re-indulge through a reduction of consumption guilt (study 3).

3. *The Benefits of Behaving Badly: Successful Regulation by Planned Deviation*

Rita Coelho do Vale, Católica Lisbon School of Business and Economics, Catholic University of Portugal, Portugal*

Marcel Zeelenberg, TIBER (Tilburg Institute for Behavioral Economics Research) and Tilburg University, the Netherlands

This research tests the idea that plans that require extended inhibition of desires, may benefit from including planned goal deviations. Two experiments demonstrate that including planned goal-deviation moments during goal striving enhances self-regulatory resources, boosts consumers' motivation and affect experienced, which all contribute to long-term goal attainment.

4. *Removing Individuals' License to Misbehave*

Nicole Robitaille, Queen's University, Canada*

Nina Mazar, University of Toronto, Canada

Andrew Mitchell, University of Toronto, Canada

Numerous studies have found evidence of individuals' moral licensing behaviors - when individuals engage in a good deed, this in turn grants them 'license' to engage in self-interested behaviors. This research is the first to develop and test an intervention designed to counteract these counterproductive licensing behaviors.

5.9 Advertising

Room: Johnson Room A-1st floor

Chair: Chris Summers, The Ohio State University

1. *Learning about the Self through Advertising: The Effect of Behaviorally-Targeted Advertising on Consumer Self-Perceptions and Behavior*

Chris Summers, The Ohio State University*

Robert W. Smith, The Ohio State University

Rebecca Walker Reczek, The Ohio State University

The authors demonstrate that behaviorally-targeted advertising changes consumers' beliefs about themselves. These self-perceptions

not only affect purchase intentions, but also actions related to the trait learned from the behaviorally-targeted ad. Such learning about the self depends on consumers' awareness that the ad is targeted and their liking of targeted ads.

2. Beyond the Asterisk: The Effect of Referent Disclosure on Consumer Response to Incomplete Comparative Advertising

Guang-Xin Xie, University of Massachusetts Boston, U.S.A.*

This research examines the signaling effects of disclosing referents in incomplete comparative advertising claims. Three experiments demonstrate that referent disclosure can reduce claim ambiguity and increase perceived competence of advertised company. The positive effect can be attenuated when consumers become suspicious about whether advertisers adhere to cooperative communication norms.

3. Facebook Engagement Effects on Advertising Effectiveness: Does it Really Work All the Time, Facebook Advertisement?

Songmi Kim, Korea Advanced Institute of Science and Technology (KAIST)*

Wonjoon Kim, Korea Advanced Institute of Science and Technology (KAIST)

This study sought to identify how two forms of Facebook advertisements, targeted advertising and social recommended advertising, have different effects depending on the user's level of engagement. The results show that the high-engagement group reacted positively towards social recommended advertising, while the low-engagement group reacted positively for the targeted advertising.

4. It's Alive! How Kinetic Property in Ads Shapes Novelty Perceptions

Junghan Kim, State University of New York at Buffalo, USA*

Arun Lakshmanan, State University of New York at Buffalo, USA

We propose that speed and direction changes in moving ad elements influence product novelty perceptions. Three studies show that inanimate but moving elements within an advertisement enhance novelty perceptions due to their kinetic property. Further, we show that this effect is driven by perceptions of ad aliveness and product atypicality.

5.10 Prosocial Consumer Behavior

Room: Key 12-2nd floor

Chair: Ioannis Evangelidis, Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands

1. Behavioral versus Goal Modeling: When Exposure to Helping Models Decreases Helping

Ioannis Evangelidis, Rotterdam School of Management, Erasmus University Rotterdam, the Netherlands*

Francesca Righetti, Department of Social Psychology, VU University Amsterdam, the Netherlands

We examine whether observing a helping behavior leads to more (or less) helping depending on the goal underlying that behavior. Participants in our studies became less altruistic upon observing a helping behavior that was assumed to be driven by self-interest. Furthermore, this effect was moderated by independent self-construal.

2. Incentivized Persuaders are Less Effective: Evidence from Fundraising Experiments

Alixandra Barasch, University of Pennsylvania, USA

Jonathan Z. Berman, London Business School, UK

Deborah A. Small, University of Pennsylvania, USA*

In a two-part study, we find that incentivizing individuals to recruit donations affects prosocial outcomes in ways not previously investigated: by crowding out sincerity of expression and thus charity appeals' effectiveness. Incentives impede individuals' ability to communicate genuine concern for a cause, which leads donors to be less generous.

3. Effect of Thinking Style on Donation: Moderating Role of Cause Type

Mehdi Hossain, The University of Texas at Arlington*

Zhiyong Yang, The University of Texas at Arlington

The research shows that donation causes differ in specificity, abstractness, and immediacy. Analytic thinkers are more willing to donate to humanitarian causes than to environmental causes, whereas holistic thinkers are equally willing to donate to both. The mechanism underlying such effects is the level of empathy aroused by different causes.

4. In Pursuit of Good Karma: When Charitable Appeals to Do Right Go Wrong

Katina Kulow, University of South Carolina, USA*

Thomas Kramer, University of South Carolina, USA

This research examines the implications of consumers' strength of belief in karma in the context of prosocial behavior. Although, intuitively, believing in karma should result in greater volunteer intentions, three studies show that this effect appears limited to contexts in which the prosocial behaviors are based on selfless motives.

5.11 Communication and Health Behaviors

Room: Key 11-2nd floor

Chair: Kyra Wiggin, University of Washington, USA

1. My Curiosity Can Resist Anything but Temptation: The Incidental Effects of Curiosity on Inhibiting Self-Control

Kyra Wiggin, University of Washington, USA*

Shailendra Jain, University of Washington, USA

Martin Reimann, University of Arizona, USA

Self-control failure and succumbing to temptation is fueled by feelings of deprivation and increased desires for temptations. We show that curiosity – a feeling knowledge deprivation – fosters a generalized desire for rewards and inability to resist temptations. However, believing that willpower for resisting temptations is an unlimited resource mitigates this effect.

2. Labeling Exercise Fat-burning Increases Post-Exercise Food Consumption in Self-Imposed Exercisers

Navina Fenzl, Technische Universität München, Germany

Katja Bartsch, Technische Universität München, Germany

Joerg Koenigstorfer, Technische Universität München, Germany*

Low-to-moderate physical activity is often labeled 'fat-burning.' We show that fat-burning (vs. endurance) exercise labels increase immediate post-exercise food intake in self-imposed exercisers, that is, individuals with low behavioral regulation, high psychological distress, high fatigue levels, and low positive well-being when exercising, but not in individuals with high behavioral regulation.

3. When Food Advertising Triggers Salivation: The Role of Positive Affectivity on Appetitive Craving and Eating Intentions

David MOORE, University of Michigan, USA*

Sara Konrath, University of Michigan, USA*

People with high scores on positive affectivity responded with stronger levels of salivation, appetitive craving and eating intentions when exposed to vivid advertising appeals for pizza. For restrained dieters, compared to non-dieters, the salivation response to vivid cues was highest for those scoring high in positive affectivity.

5.12 Construal Level

Room: Johnson Room B-1st floor

Chair: Sam Maglio, University of Toronto, Canada

1. Coffee, Tea, and Caffeinated Cognition

Sam Maglio, University of Toronto, Canada*

Eugene Chan, University of Technology, Sydney, Australia

People associate coffee with urgency and tea with relaxation due to their differing levels of caffeine. Accordingly, tea anchors thoughts in the future, boosting creativity and dampening the relevance of product-related details; coffee reverses these effects. This holds when thinking about or consuming the beverages and disappears for decaffeinated drinks.

2. The Effects of Construal Level Over Time

Frank May, University of South Carolina, USA*

Pryiali Rajagopal, University of South Carolina, USA

This research examines the moderating effect of the passage of time on construal level. Prior research treats construal level as a static concept. We find that with the passage of time, prior construal level results can be reversed, as this time allows individuals to think even more abstractly or concretely.

3. Influence of Spatial Reference Frame of Store Direction on Preference of Stores Varying in Social Density and Social Distance

Dipankar Rai, SUNY Binghamton, USA*

Kalpesh Desai, SUNY Binghamton, USA

Results of six studies reveal that allocentric (egocentric) reference frame in which store directions are presented with reference to other landmarks (self) produces abstract (concrete) construal. This, through saliency of desirability (feasibility) factors related to shopping influences preference for more (less) crowded stores and stores visited by dissimilar (similar) shoppers.

4. Thriving in a Sinking System: When Does a Threatening World Promote Everyday Behaviors

Xingbo Li, University of Washington, USA*

Nidhi Agrawal, University of Washington, USA

Previous research has demonstrated the palliative function of system justification, that is, people rationalize the status quo as a means to satisfy their psychological needs. As a consequence, people make suboptimal decisions. Our research suggests that the same motivation to rationalize the status quo can induce changes that are meaningful.

5.13 2015 Asia Pacific ACR Planning Meeting (By Invitation Only)

Room: Blake Room-2nd floor

Co-chairs: Meng Zhang, Chinese University of Hong Kong

Echo Wan, University of Hong Kong

Yoga/Guided Stretching

5:30 pm - 6:15 pm

Paca Room-3rd floor

JCR Editorial Review Board Reception (by invitation only)

4:30 pm - 5:30 pm

Key Ballroom 1&2-2nd floor

JCR Editorial Review Board Business Meeting (by invitation only)

5:30 pm - 6:30 pm

Key Ballroom 1&2-2nd floor

Working Paper Poster Session and Reception

6:30 pm - 8:30 pm

Holiday Ballroom-2nd floor

Word of Mouth

1. I'm Not Telling: How Self-Brand Connected Consumers' Need for Uniqueness Affects Word of Mouth to Different Reference Groups

Christina Saenger, Youngstown State University, USA*

Veronica Thomas, Towson University, USA*

This study examines the effect of consumers' self-brand connection on their intentions to spread word of mouth, and how this effect is moderated by a consumer's need for uniqueness and the reference group receiving the communication. NFU weakens the SBC-WOM relationship, but perhaps only when recipients represent an aspirational group.

2. When the Worst is Not so Bad: Unhelpful Reviews Enhance Positive Impressions

Meyrav Shoham, William Davidson Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology*

Yael Steinhart, Recanati Graduate School of Business, Tel-Aviv University, Israel

Sarit Moldovan, William Davidson Faculty of Industrial Engineering and Management, Technion - Israel Institute of Technology, Israel

The addition of a negatively framed unhelpful user review to a set of positive reviews can enhance product appeal. We argue that such reviews increase the positive reviews' perceived value, bolstering their impact. Three studies demonstrate this effect compared to when

the unhelpful review is framed positively or not included.

3. Friends or Non-Friends? How do WOM Senders' Relations Backfire Message Persuasiveness

Yu-Jen Chen, Lingnan University, Hong Kong*

Amna Kirmani, University of Maryland, USA

We examine the impact of perceived relation among multiple WOM senders on persuasiveness of message simultaneously transmitted by them. We suggest that when the relationship closeness is low (non-friends), compared to high (friends), message is more persuasive because of high perceived credibility.

4. Beyond giving product advice: Exploring credibility mechanisms of technology discourse in electronic Word of Mouth communication.

Benjamin Koeck, PhD Candidate, University of Edinburgh Business School, Scotland, UK*

David Marshall, Professor in Marketing, University of Edinburgh Business School, Scotland, UK

This paper looks at how “Tech-Bloggers” promote and build their reputation within their blogs and SNS as part of eWOM by examining their communication process. Commitment as part of co-shaping and co-customization of channels and messages has been found as a key factor in establishing a presence among their audience.

5. Modelling loyalty intention for mobile-apps: Impact of social diffusion and ease-of-use

Swagato Chatterjee, Indian Institute of Management Bangalore, India*

Arpita Ghatak, Indian Institute of Social Welfare and Business Management Kolkata, India

With very high churning rate, customer loyalty is one of the major concerns for fast moving technology products like mobile-apps. The current study develops and validates an integrated structural model of loyalty intentions of mobile-apps from the theories of TAM, planned behaviour, social diffusion and satisfaction-loyalty links.

6. Does WOM Timing Matter? The Impact of Timing of Message on the Effectiveness of Word-of-Mouth

Cansu Sogut, Boston University, USA*

Barbara Bickart, Boston University, USA

Frederic Brunel, Boston University, USA

We conceptualize two types of sharing based on the timing of a source's message: simultaneous (during consumption) and retrospective (after consumption). We examine why and how timing might influence the persuasive impact of WOM. We demonstrate how the timing of online posting impacts the readers' perceptions about the mentioned brand.

Time and Money

1. Memory Protection Now Versus Memory Refreshment Later: The Effect of Time on Memory Goals

Kara Bentley, University of South Carolina, USA*

Priyali Rajagopal, University of South Carolina, USA

Katina Kulow, University of South Carolina, USA

Research has shown that people avoid repeating special experiences in an attempt to protect their memories of these experiences. We propose that time moderates this effect, such that special experiences are protected in the short term, but are repeated as a means to refresh memories in the long term.

2. The role of fluency on mental accounting

Jen-Chieh Chung, Chaoyang University of Technology, Taiwan*

Wei-Ting Hsu, Chaoyang University of Technology, Taiwan

Chia-Jung Chang, National Taiwan Normal University, Taiwan

Ning-Hsin Hsieh, Chaoyang University of Technology, Taiwan

Study 1 demonstrates that consumers may make additional purchasing decisions more easily when they are under the conditions of high fluency. Study 2 shows that the strength of the fluency is greater than the effect of hedonic avoidance. The mediating role of affect aroused by fluency was also supported.

3. Stock in Motion

Junghan Kim, State University of New York at Buffalo, USA*

Arun Lakshmanan, State University of New York at Buffalo, USA

We propose that dynamic data presentations can bias how consumers perceive risk and value. Specifically, we demonstrate that that a dynamic (vs. static) presentation of a stock price trajectory enhances risk and value perceptions of a stock. This effect might be driven by perceived movement from dynamic presentations.

4. Lay Theories of Time

Vanessa Patrick, University of Houston, USA

Melanie Rudd, University of Houston, USA

Mahdi Ebrahimi, University of Houston, USA*

People have lay theories of time which guides their behaviors and feelings. We found that some people believe that busyness makes their lives more meaningful, busy people achieve more, and they shouldn't volunteer if they are busy. We also found that such theories have negative consequences for behaviors and feelings.

5. Your Time or Your Money? How Fear of Failure Affects Charitable Contributions of Time versus Money

Lale Okyay-Ata, Koc University, Turkey*

Zeynep Gürhan-Canli, Koc University, Turkey

The present research investigates the effect of fear of failure as a self-threat on consumers' charitable giving tendencies. It is shown that whether the salient identity threat component of fear of failure is personal versus social differentially affects the type of charitable contribution made. The underlying mechanism for the effect is discussed.

6. When We See the Forest: Value-for-money Contrast in Cross Category Referencing

Weixing Ford, University of Houston, USA*

Parthasarathy Krishnamurthy, University of Houston, USA

This research explores whether thinking about something from a different and unrelated product category, i.e. cross category

referencing (CCR), can influence consumers' decision-making. A mediation analysis shows that the value for money contrast between the focal product and the cross category referent mediated the observed CCR impact on choice.

7. Two Different Paths to Savings: How Money Views and Self-Construals Influence Saving Behavior

Min Jung Kim, Texas A&M University, USA*

Haipeng (Allan) Chen, Texas A&M University, USA

We propose and find that interdependent (vs. independent) individuals tend to save more when they view money as a means (vs. an end in itself) since both their money view and self-construal lead them to take the vigilance (vs. the eager) strategy in financial decision making.

8. The Impacts of Time vs. Money on the "Investments" Mindset: An Experimental Study

Rajdeep Chakraborti, IBS, India*

Dr. Venugopal Rao, IBS, India*

Consumers often invest time and money in activities in the hope of getting a desired outcome. In this research, we show that, while an uneven spending of time and money make little difference in wins, spending more time reduces the sting of losses relative to spending more money.

9. On Pachelbel and Prices: How Musical Time Signature and Tonal Pattern Impacts Number Predilection

Keith Coulter, Clark University, USA

Rajneesh Suri, Drexel University, USA*

In this paper we examine how characteristics of the music accompanying an advertisement impact consumers' liking of a product price contained in that advertisement. In the context of four studies, we find that consumers prefer prices that correspond to: a) meter or time signature, and b) tonal pitch pattern (melody).

Sociality and Consumption

1. What are Friends for: Shifting Focus of Social Relationship to its Instrumentality as a Response to Future Anxiety

Heeyoung Yoon, Yonsei University, Republic of Korea*

Kyoungmi Lee, Seoul National University, Republic of Korea

This research suggests that future anxiety heightens the perceived instrumental value of social relationships. As individuals feel more anxious about their future, their appreciation for the instrumental support from a relationship intensifies, and they show more positive attitudes towards an experience that provides an opportunity to meet new people.

2. Upward Intergenerational Influences on Parents' Innovativeness and Innovative Behavior in Single-Child and Non-Single-Child Families

Jianping Liang, Sun Yat-sen Business School, Sun Yat-sen University, China*

Hongyan Jiang, School of Management, China University of Mining & Technology, China

June Cotte, Ivey Business School, Western University, Canada

This paper found the upward intergenerational influences, even controlling for the peer and spousal influences. Parents' innovativeness mediated the influences of young adult children, spouses and friends, and had a positive impact on innovation tendency and behavior. However, single- vs. non-single-child families had totally different patterns of upward intergenerational influences.

3. I Get by With a Little Help From my Friends: The Impact of Stress and Spending Self-Control on Social Connectedness

Products

Tracy Rank-Christman, Rutgers University, USA*

Christine Ringler, Rutgers University, USA

Consumers experience fluctuating levels of stress in their daily lives, which may influence their product evaluations. We demonstrate that stress increases attraction toward products symbolic of social connectedness- specifically, for consumers with high levels of spending self-control.

4. Reinventing the Wheel: An Investigation of Social Equity in Bike Share Programs

Kristin Gavin, Villanova University, USA*

Aronte Bennett, Villanova University, USA

Anna Katena, Drexel University

Often subsidized with public funds, it is expected that bike share programs be socially equitable; this expectation has yet to be examined empirically. We suggest social equity indicators that can be used to evaluate bike share programs. The indicators are then applied to assess programs in 3 U.S. cities.

5. Impact of Intrinsic Value of Customer Co-creation in Service Recovery

Joohyung Park, University of South Carolina, USA*

Sejin Ha, University of Tennessee*

Impact of intrinsic value of co-creation of recovery on satisfaction with service recovery was examined. An online scenario-based experiment indicated consumers who found the co-creation experience enjoyable are more satisfied. Also, intrinsic value of co-creation has stronger effects when resulting outcome was not favorable and when compensation was offered.

Sensory and Linguistic Influences

1. Sounds Convey Metaphorical Meaning of Environmentally Friendly Products

Pradnya Joshi, Michigan State University, USA*

Ann Kronrod, Michigan State University, USA

Tina Lowrey, HEC Paris, France

Linking research in sound symbolism and metaphor cognition, the current research suggests that silent consonants in brand names (e.g. Tichapee) convey environmental attributes of brands via associations with metaphorical attributes such as trustworthiness or purity.

2. Challenging The Superiority of Phonological Fluency: The Role of Product Context and Competing Fluency in Brand Name Recognition

Antonia Erz, Copenhagen Business School*

Bo T. Christensen, Copenhagen Business School

The results of three laboratory experiments contribute to our understanding of effects of phonological fluency on correct recognition and recall of novel brand names, being relevant to the areas of information processing, memory, and branding. Employing the full range of fluency, the results offer a fine-grained idea of fluency effects.

3. That Which We Call a Rose by Any Other Name...Would it Smell as Sweet? How Slight Spelling Variations of Brand Names Alter Consumers' Sensory Perceptions

Ann E. McNeel, Baruch College, City University of New York (CUNY), USA*

Stephen J. Gould, Baruch College, City University of New York (CUNY), USA

Introducing the importance of brand name spelling to sensory marketing, this research has found that a unique spelling of a brand name leads consumers to report differences in familiarity with the brand name, affects the sensory evaluation of the product, and has a downstream effect on willingness to pay.

4. Ordering Effect of Alphabets and Numbers in Alphanumeric Brand Names

Saravana Jaikumar, Indian Institute of Management, Ahmedabad, India*

Sanjeev Tripathi, Indian Institute of Management, Ahmedabad, India*

The authors explore the differences in consumer perception of alphanumeric brand names when the alphanumeric part begins with a number as opposed to an alphabet. Three studies provide evidence that while traditional alphabet-first names provide a clear sense of hierarchy, number-first names can yield higher premiums.

5. Effect of Language Style in Virtual Community on Consumer Purchase Intentions

Maggie Wenjing Liu, Tsinghua University*

Yuhong Guan, Tsinghua University*

Yuhuang Zheng, Tsinghua University

This paper examines impact of language style on consumers' purchase intention in virtual community and its underlying process. Through one field study and two experiments, we demonstrate that comparing to formal language style, informal style leads consumers to perceive closer psychological distance, which elicits more trust, subsequently increasing purchase intention.

6. Consumption Related Language Brokering: It's not all Fun and Games

Natalie Ross Adkins, College of Business and Public Administration, Drake University, USA*

In the U.S. marketplace, consumers of immigrant origin often find themselves in the role of language broker for family and friends with limited English skills. The act of interpreting, translating, and mediating interactions within consumption-related contexts has its rewards, but it also carries consequences for the language broker.

Retail

1. Economic Versus Social Influence Tactics in a Retail Setting

Ray Lavoie, University of Manitoba, Canada*
Kelley Main, University of Manitoba, Canada
Wenxia Guo, City University of Hong Kong

This research explores the nature of money by juxtaposing the effectiveness of tipping with social influence tactics. We suggest that consumers can manage the level of service they receive and their relationship with a server. Moreover, the effectiveness of the two influence tactics is moderated by the timing of delivery.

2. Expanding Channel Options Influence on Consumer Control in the Retail Store

Suri Weisfeld-Spolter, Nova Southeastern University, USA
Cindy Rippé, Embry-Riddle Aeronautical University, USA
Yuliya Yurova, Nova Southeastern University, USA
Dena Hale, Southeast Missouri State University, USA
Fiona Sussan, University of Phoenix, USA*

This research examines the effect of rapidly emerging channels leading to an empowerment of consumers who use these channels, with increases to their knowledge and control, on their retail store purchase intention, and compares these multichannel consumers (MCC's) with non- multichannel consumers.

3. Effects of Harmony in Color on Perceived Variety and Consumption Estimates

Aparna Sundar, University of Cincinnati*
Frank Kardes, University of Cincinnati
Karen Machleit, University of Cincinnati
Lauren Flanigan, University of Cincinnati

Past research shows that perceived variety influences form-based organization of assortment. The research presented in this paper demonstrates that harmony in color has the same impact on consumption that a lack of structure or organization has.

4. When and Why You Should Leave Your Romantic Partner at Home When Going Shopping

Maryse Côté-Hamel, Concordia University, Canada*
Onur H. Bodur, Concordia University, Canada*
Bianca Grohmann, Concordia University, Canada*

Our results demonstrate that shopping companions affect the likelihood of making impulsive purchases through impulsive urges. However, their effect varies depending on the type of companions (romantic partner, friends or family members) and is moderated by the number of companions, shopping motives (experiential vs. instrumental) and susceptibility to informational influence.

5. Beyond Shopping Orientations: Toward an Intra-individual, Multidimensional Perspective on Shopping Personality Profiles.

Elaine MacNeil, Shannon School of Business, Cape Breton University*
Peter MacIntyre, Cape Breton University

This research introduces shopping personality profiles as a new conceptualization of intra-individual variation in shopping orientations. Informed by in-depth interview data, we argue that working toward a multidimensional approach to collections of shopping orientations, shopping personality profiles, will improve both understanding of shopping behaviour and retailers' market

segmentation efforts.

Prosocial Consumer Behavior 1

1. When Interdependents do not Donate: The Effect of Fear on Charitable Giving

Satoko Suzuki, Kyoto University, Japan*

Satoshi Akutsu, Hitotsubashi University, Japan

Florian Kohlbacher, German Institute for Japanese Studies (DIJ) Tokyo, Japan & International Business School Suzhou (IBSS),
Xi'an Jiaotong-Liverpool University, PR China

Many studies have found positive correlations between interdependent self-construal and charitable behavior. However, Japanese (high interdependents) donate little. In two experiments, this paper examines the impact of fear on interdependents' charitable giving. The results show that the higher the level of fear, the higher the tendency not to donate.

2. Waste in Consumption—Who Does It?

Ying-Ching Lin, National Sun Yat-sen University, Taiwan*

Chiu-chi Angela Chang, Simmons College, USA*

Siao-Ting Huang, National Dong Hwa University, Taiwan

This research examines what types of consumers are more likely to waste resources and the circumstances in which waste in consumption is more pronounced. The empirical findings show that environmental consciousness, as well as the purchase of green products, is associated with waste in consumption.

3. SocialLab: A Living Laboratory for Social Entrepreneurship and Social Change

Meghan Pierce, La Salle University, USA*

Sebastián Gatica, Pontificia Universidad Católica de Chile, Chile

A case study of SocialLab provides an extended example of how the principles of social entrepreneurship can lead to community development and change through the implementation of a living laboratory where proactive consumers (or prosumers) engage in value co-creation for innovative product design and delivery for impoverished and marginalized consumers.

4. The Undercover Altruist – How The Fear For Social Sanction May Discourage Moral Behavior.

Jan Willem Bolderdijk, University of Groningen, The Netherlands*

Gert Cornelissen, Universitat Pompeu Fabra, Spain*

Rather than being celebrated, in certain cases moral behavior is met with social sanctions, when perceived as threatening to the observers' moral self-image. We provide evidence of people anticipating this effect, and avoiding to engage in moral behavior when observed by others.

5. The Avoidance of Moral Obligation

Stephanie Lin, Stanford University, USA*

Rebecca Schaumberg, New York University, USA

We show that people avoid moral obligation by taking a prosocial option out of their choice set, thereby making it unavailable to them. Furthermore, this occurs whether or not they would have chosen the prosocial option had it been available to them, implying that some avoid being "guilt-tripped."

6. When 698 Victims Receive More Donations than 700 Victims: Effects of Number Roundness on Donations

Noah VanBergen, University of Miami, USA*

Jiao Zhang, University of Oregon, USA

This research examines factors influencing the effectiveness of round vs. sharp numbers specifying the number of victims in donation appeals. The authors show that two factors moderate whether sharp (e.g., 698) or round (e.g., 700) numbers lead to higher willingness-to-donate: positive vs. negative message framing and psychological distance.

7. Fostering Advocacy: The Unexpected Role of Source Expertise in Intentions to Persuade Others

Lauren Cheatham, Stanford University, USA*

Zakary Tormala, Stanford University, USA

The present research suggests that when consumers are exposed to arguments with low (versus high) source expertise they are more (less) likely to advocate. In two studies we show that low source expertise paradoxically predicts an increased likelihood to advocate and that this finding is mediated by argument efficacy.

8. Thanks for What I've Got and Thanks for What I've Not: The Effects of Two Types of Gratitude on Prosocial Spending for Close and Distant Others

Hyunjung Lee, University of Texas at Austin, USA*

Andrew Gershoff, University of Texas at Austin, USA

Across three studies, we distinguish two types of gratitude: 'gratitude for what one has' versus 'gratitude for what one does not have.' By investigating the qualitative differences between the two, we empirically show that the former promotes spending for close others while the latter promotes spending for distant others.

9. Putting Environmental Awareness into Consumer Attitudes and Behavior

Umut Kubat, Koç University*

Zeynep Gurhan Canli, Koç University

We investigated the role of identity, specifically global-local identity in different types of energy saving behavior (curtailment or investment). We also examined the mediating roles of subjective and personal norms on the relations between global (local identity) and energy saving types.

10. The Influence of Self-Identity on Consumer Recycling Behavior

Remi Trudel, Boston University, USA

Jennifer Argo, University of Alberta, Canada

Matthew D. Meng, Boston University, USA*

People buy products consistent with their self-identity, but what effect does self-identity have on subsequent recycling behavior when disposing of these products? Across three experiments, we show that consumers are less likely to trash a recyclable item when

disposing of it, if the item expresses part of their self-identity.

Prosocial Consumer Behavior 2

1. Engaging Garbage: An ANT/CCT Study of Municipal Food Scrap Composting

John Schouten, Aalto University, Finland*

Diane Martin, Aalto University, Finland*

Jack Tillotson, Aalto University, Finland*

This ethnographic actor-network and translation-theoretic study explores the creation and implementation of a municipal program for the curbside collection and composting of household food waste. Implications of the study include the need to recognize and manage the agency of non-human actors in efforts to bring about a more sustainable society.

2. Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals

Marilyn Giroux, Concordia University, Canada*

Frank Pons, Université Laval, Canada

Lionel Maltese, Euromed Management, France

The authors investigate what motivates consumers to express sustainable goals. The results demonstrate that pro-environmental attitude directly impacted such low-cost behaviors as turning off lights. However, the authors find that perceived social support, self-identity and perceptions of control positively influence more difficult behaviors, such as buying products with less packaging.

3. Consumer Participation in Cause-Related Marketing

Katharine Howie, University of Mississippi, USA*

Lifeng Yang, University of Mississippi, USA

This paper explores the effects of cause-related marketing campaigns that require participation and effort from the consumer, a campaign element that has received little research attention. We examine the effects of effort on perceived cause importance, perceived personal role in helping the cause, purchase intentions and participation intentions.

4. Familial Practice of Recycling

Marie Schill, University of Reims, France*

Marie-Hélène Fosse-Gomez, University of Lille 2, France*

Recycling has become a matter of great concern, both in everyday life and in sustainability literature. Families, not only individuals, have to take up the often challenging task of changing their mundane practices. Using social practice theory, this research addresses the question of building recycling practice at a familial level.

5. Why Consumers Buy Green Products? A Utility Theory Perspective

Ruizhi Yuan, Nottingham University Business School China*

Martin J Liu, Nottingham University Business School China*

Andrew Smith, Nottingham University Business School, UK

Jun Luo, Nottingham University Business School China

This research investigates the influence of perceived green value (PGV) on consumers' purchase intention with the decision making criteria derived from utility theory. The pilot-test data confirmed the multi-dimensional construct of PGV, and the significant mediating effects of acquisition and transaction utilities on the relationship between PGV and purchase intention.

6. All Actants on Deck! New Insights for Sustainable Consumption Through a Systemic Investigation of Boating Consumption Practices in the Baltic Sea

Hedon Blakaj, Aalto University School of Business, Department of Marketing, Helsinki Finland*

Henri Weijo, Bentley University, Department of Marketing, Boston USA*

Diane Martin, Aalto University School of Business, Department of Marketing, Helsinki Finland*

This working paper argues for a more systemic analyses of sustainable consumption practices, for both clarity of view and opportunity for change. We draw from a multi-method research project that investigates the currently environmentally toxic consumption practices of boat owners in the Baltic Sea area.

7. Seeing Green and Going Green: The Effects of Priming on Environmentally Friendly Behavior

Chrissy Martins, Hagan School of Business, Iona College*

Fredrica Rudell, Hagan School of Business, Iona College

This research examines how priming the color green leads individuals to act "green." Across three studies, we examine how priming individuals with the color green leads to an increase in environmentally friendly behaviors. We discuss potential explanations for these results, as well as suggest routes for future research to examine.

8. Buy Less, Buy Better: Consumer Response to Green Demarketing Strategies

Brandon Reich, University of Oregon, USA*

Catherine Armstrong Soule, University of Oregon, USA*

The research explores consumer response to a new type of demarketing, green demarketing (GD). GD refers to a message strategy whereby a firm encourages consumers to buy less at the category level through purchase of the firm's brand. Positive consumer response may depend on the firm's perceived motive to demarket.

9. "Go Green" for Now or Future? The Effect of Message Framing, Construal Level, and Environmental Concern

Hua Chang, Philadelphia University, USA*

Lingling Zhang, Towson University, USA

Guang-Xin Xie, University of Massachusetts Boston, USA

Building on message framing and construal level theory, this research finds, from two studies, that the congruency between message framing (i.e. gain/loss) and construal level (i.e. now/future) increases message effectiveness in green advertising. Furthermore, salience of the congruency effect varies in line with the level of consumer environmental concern.

Pricing

1. The Effect of Overlapping Price Ranges on Price Perception

Saravana Jaikumar, Indian Institute of Management, Ahmedabad, India*

The author extends the range theory by examining the effect of multiple price ranges with overlapping anchors on consumer price perception. Three studies provide empirical evidence for the hypothesis that the psychological scale and evoked range for a price range are shortened in the presence of overlapping anchors.

2. Get Excited to Pay More! The Role of Arousal in Reference Price Selection

Alexander DePaoli, Stanford University, USA*

Jonathan Levav, Stanford University, USA

We propose that consumers in a state of high affective arousal will be more likely to rely on environmental rather than internal cues to price. Using a novel approach to evaluating consumers' selection of reference prices, we demonstrate that this is true vis-à-vis arousal inhibiting the use of memory-based information.

3. The moderating effect of temporal distance on partitioned vs. combined pricing

Jungsil Choi, Cleveland State University, USA

Dorcia Bolton, Cleveland State University, USA*

Kevin Flynn, Cleveland State University, USA*

This study assesses the effect of the situational factor temporal distance on the attractiveness of partitioned pricing relative to combined pricing. The results suggest that partitioned pricing was more attractive than combined pricing in the distant condition because people engage in more global (vs. local) processing.

4. Implicit Transfer of Price Information Between Product Categories

Anne Odile Peschel, Aarhus University, Denmark*

Joachim Scholderer, Aarhus University, Denmark

Stephan Zielke, Aarhus University, Denmark

We investigate two simple cognitive mechanisms that can explain the transfer of price information between product categories. The mechanisms are contingent on whether an explicit cognitive representation of the reference price for a target category has been activated before incidental price information from another category is encountered.

5. Naïve Theories of Monetary and Nonmonetary Prices for Mobile Applications

John Dinsmore, Wright State University, USA*

Riley Dugan, University of Dayton, USA

Scott Wright, Providence College, USA

The following study investigates how naïve pricing theories for monetary and non monetary prices, within the domain of mobile applications, affects perceived product novelty and trial intentions. We further examine the moderating effects of the value consumers place on money as a means of success.

6. Is All Fair in War-themed Video Games? Promotional Premiums And Achievement-Based Hierarchies

Martin A. Pyle, Ryerson University, Canada*

Ethan Pancer, Saint Mary's University, Canada
Laurence Ashworth, Queens University, Canada

This research explores the fairness implications of promotional campaigns that offer participants rewards to improve their status in achievement-based hierarchies. The catalyst for this examination is a recent Pepsico promotion that offered experience points redeemable in popular video games to help those who purchase to rise in the game's rankings.

Perception and Evaluation 1

1. Art Infusion: Popularity Does Matter

Young Shin Sung, Korea University, Republic of Korea*
Yuhosua Ryoo, Korea University, Republic of Korea*
Yongjun Sung, Korea University, Republic of Korea
Eun Ji Lee, Korea University, Republic of Korea

There's been a growing interest in art infusion phenomena among marketing scholars and practitioners. As part of a research examining the effectiveness of art infusion, this study provides a preliminary understanding of this phenomenon. Overall findings suggest that art popularity plays an important role in determining the positive product evaluation.

2. The Influence of Visual Art and Regulatory (Non) Fit on Product and Advertisement Evaluation

Danielle Mantovani, Federal University of Parana*
Deborah Iuri Tazima, Federal University of Parana
Paulo Prado, Federal University of Parana

We investigate the impact of a visual artwork on product and advertisement attitude in regulatory (non) fit conditions. Results of two experiments indicate that using art in a promotion fit condition is recommended, but for consumers in prevention fit the use of artwork in advertising might cause a negative effect.

3. "Looking Good": The Visual Power of Packaging on Gustatory Perceptions

Sara Baskentli, Baruch College, City University of New York*
Stephen Gould, Baruch College, City University of New York

This study attempts to bring some clarity to cross-modal interactions of visual and gustatory senses, specifically, how taste perceptions are affected from the aesthetics of packaging. Overall, the results indicate that attractive packaging creates an implicit bias in taste perceptions that should ostensibly have nothing do with the package itself.

4. When do Sensory Stimuli Affect Brand Extension Evaluations?

Hosei Hemat, Discipline of Marketing, University of Sydney Business School, University of Sydney, Australia*
Ulku Yuksel, Discipline of Marketing, University of Sydney Business School, University of Sydney, Australia*

Despite the common belief that sensory stimuli matter, little research has explored how such specific shapes can affect consumers' evaluations of brand extension fit. Using experiments, this research shows that specific geometric shapes can affect consumer perceptions for dissimilar brand extensions.

5. *Rich and Square: Effects of Financial Resources on Product Shape Preference*

Yuwei Jiang, Hong Kong Polytechnic University*

Lei Su, Hong Kong Baptist University*

Rui (Juliet) Zhu, Cheung Kong Graduation School of Business*

Three experiments showed that participants who perceived themselves having more financial resources exhibit higher preferences towards angular-shaped products, compared with participants with less perceived financial resources. This effect is mediated by a heightened desire for competence among more resourceful participants, and moderated by product usage occasion.

6. *The U-Shaped Relationship between Hedonic Shopping Motivation and Consumers' Changes in Purchase Decisions*

Mark Yi-Cheon Yim, Canisius College, USA*

The current study tests two competing hypotheses about how hedonic shopping motivation affects consumers' changed purchase decisions. A field study conducted in a superstore illustrates that a U-shaped relationship between hedonic shopping motivation and consumers' purchase switching is significant while a linear relationship is not.

7. *The Mere Presence of a Photo on a Product Label Can Change Taste Perception*

Antonia Mantonakis, Goodman School of Business, Brock University, Canada*

Brittany Cardwell, Victoria University, New Zealand

Randi Beckett, Psychology, Brock University, Canada

Eryn Newman, Victoria University, New Zealand

Maryanne Garry, Victoria University, New Zealand

Do photos on product labels affect the perceived taste of the product? With a photo, consumers were more likely to think a wine was better quality, and report it tasted better. These findings fit with the idea that consumers use conceptual fluency as a metacognitive cue to evaluate taste.

8. *“Don’t Buy” or “Do Not Buy”? : Negation Styles and Product Evaluations*

Sarah Moore, University of Alberta, Canada

Soyoung Kim, University of Alberta, Canada*

Kyle Murray, University of Alberta, Canada

This research investigates how the use of negations—that is, contractions (“isn’t”) versus two-word negations (“is not”)—differentially influences product evaluations in online consumer reviews. Our findings show that in the contraction condition, people evaluate the target product more positively than in the two-word negation condition.

9. *Want More or Need Less: Assortment Size Preferences for Hedonic and Utilitarian Products*

Sarah Whitley, Boston University, USA*

Remi Trudel, Boston University, USA

Didem Kurt, Boston University, USA

The case has been made that consumers always prefer having more options, yet recent research has argued that too many options can be overwhelming. To reconcile the coexistence of these viewpoints, this research explores how assortment size preferences differ due

to the hedonic or utilitarian motivation of the product choice.

10. It Must Be Good Because I Am Drooling: Incidental Salivating Experience Affects Product Liking

Chun-Ming Yang, Ming Chuan University, Taiwan*

Wen-Hsien Huang, National Chung Hsing University, Taiwan

Pei-Wen Fu, National Sun Yat-Sen University, Taiwan*

Two studies provide initial evidences supporting the spillover effect of incidental salivating experience on product evaluation. Salivating, caused either by food tasting or olfactory imagery cues, positively affected product liking. This effect was stronger when consumer's cognitive resources is restricted, but had less influence when people are mindful.

Perception and Evaluation 2

1. Dichotomizing data changes perceptions of covariation

Schiro Julie, University of Colorado, USA*

de Langhe Bart, University of Colorado, USA

Fernbach Philip M., University of Colorado, USA

Technology has made it increasingly easy for managers to collect and visualize data. Few papers examine the effect of graphical representation on covariation assessment. We show that when data is presented in a continuous format, individuals judge covariation by focusing on certain graphical regions over others.

2. The Influence of Sharing versus Self-use on the Preference for Different Types of Promotional Offers

Shih-Chieh Chuang, National Chung Cheng University, TAIWAN*

Yin-Hui Cheng, National Taichung University of Education, TAIWAN*

Chao-Feng Lee, National Chung Cheng University, TAIWAN*

Sun-Pan Chen, National Chung Cheng University, TAIWAN*

Much of the existing work on preference in promotional offers focuses on self-use purchases rather than those made to share with others. Three studies demonstrate that consumers are likely to choose a price discount for self-use, but a significant preference for a bonus pack when purchasing to share with others.

3. Action or Inaction? The Effects of Regulatory Mode on The Likelihood of Action to Get The Second Best When Missing The Best

Lan Xu, Wuhan University*

Wenting Xie, Wuhan University

Nan Cui, Wuhan University

This paper shows that individuals high in locomotion are more likely to take second action than those high in assessment. Furthermore, it examines the mediating effect of anticipated inaction regret on the influence of regulatory mode on the likelihood of action.

4. Bidirectional Context Effects between Taste Perception and Simulation

Kao Si, The Chinese University of Hong Kong, Hong Kong*

Yuwei Jiang, The Hong Kong Polytechnic University, Hong Kong

Results from three experiments show that bidirectional context effects exist between taste perception and mental simulation of taste. Specifically, tasting (mentally simulating the taste of) a salty food item makes consumers judge a subsequent simulated (actually tasted) sweet food item to be sweeter.

5. The Influence of Vertical Product Positions on Consumer Judgment

Jooyoung Park, Peking University HSBC Business School, China*

William Hedgcock, University of Iowa, USA

The present research investigates the influence of vertical product position on consumers' metacognitive experiences and judgments. Three studies showed that people felt right and thus became more certain about their judgments when product locations matched their internal judgments (i.e., more preferred products were located at a higher space).

6. Consumer Evaluations of Hybrid Products: The Role of Active Goals

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

Sehoon Park, Sogang University, South Korea

This research examines whether (1) the active goal relevant to the hybrid product can influence consumers' inferences of a hybrid product generating multiple-category inference; and (2) the active goal can increase the preference for the hybrid product.

7. Do Defaults Work When They're Disclosed? Effectiveness And Perceived Ethicality of Disclosed Defaults

Ruth Pogacar, University of Cincinnati, USA*

Mary Steffel, University of Cincinnati, USA

Elanor Williams, University of California San Diego, USA

Ana Figueras, University of Florida

Defaults nudging people toward desired choices are increasingly common. Critics argue that undisclosed nudges are unethical, but proponents caution disclosure could render defaults ineffective. We show that nudges are effective when disclosed. Additionally, despite seeming less ethical when benefitting business versus society, disclosed defaults are equally effective regardless of beneficiary.

8. A Process Based Approach to Individual Level Durable Goods Replacement Intentions

Aruna Divya T., Indian Institute of Management, Bangalore, India*

Kanchan Mukherjee, Indian Institute of Management, Bangalore, India

A positive usage experience will lead to higher likelihood to accept a replacement offer for durable goods as the mental book value is high. We differ from this perspective and argue that when usage experiences are seen as a justification, the intention to replace reduces.

9. Pralines From a Smaller Gift Box Taste Better.

Michael Dorn, Institute of Marketing and Management, Department of Consumer Behavior, University of Bern, Switzerland*

Claude Messner, Institute of Marketing and Management, Department of Consumer Behavior, University of Bern, Switzerland

This study shows that taste ratings of repeatedly chosen pralines decrease more when the gift box is large compared to small. Within their first choices consumers select the most preferred praline less often from the large assortment. These results are discussed in the light of variety seeking and dysfunctional choice.

10. Surprise! Purchase Type Determines Whether Expectation Disconfirmation is Fun or Upsetting.

Lily Jampol, Cornell University, USA*

Tom Gilovich, Cornell University, USA

We argue through 5 different studies, that surprises can be fun or upsetting depending on the purchase context. Specifically, we argue that purchase 'surprises' (deviations from expectations) are better tolerated, interpreted more positively, and actually preferred by consumers in the context of experiential purchases rather than material purchases.

Perception and Evaluation 3

1. Inspirational Personalization: Abstract and Concrete Levels of Personalization

Tim Boettger, University of St. Gallen, Switzerland*

Oliver Emrich, University of St. Gallen, Switzerland

Leonard Lee, National University of Singapore, Singapore

Thomas Rudolph, University of St. Gallen, Switzerland

Using an extensive field study in furniture retailing, we compare the effectiveness of abstract and concrete messages for active and passive personalization in stimulating consumer response. Results suggest that abstract messages are more effective for active than passive personalization. This effect is qualified by the message's fit to consumers' preferences.

2. Reacting to Marketplace Claims: Consumer Moral Skepticism

Jeff Rotman, Ivey Business School, Western University*

Gail Leizerovici, Ivey Business School, Western University

June Cotte, Ivey Business School, Western University

Why do some consumers buy the more socially conscious product while others do not? This research examines a unique personality trait: consumer moral skepticism (CMS): Through 3 studies and a pretest, we validate and demonstrate its predictive ability for consumer reactions and behavior to marketplace claims.

3. Anchoring Effects in Product Valuation: Inferences and Self-generated Anchors

SangSuk Yoon, Temple University, USA*

Nathan Fong, Temple University, USA*

Angelika Dimoka, Temple University, USA

The anchoring effect provides important evidence of preference construction, but studies that use anchoring to affect product valuations have reported inconsistent results. We seek to reconcile previous results by evaluating the roles of experimental procedures and participants' self-generated anchors. We find that both factors moderate the anchoring effect.

4. Free Does Not Equal Free: The Differential Effects of "Freebie" Methods

Linda Milano, Stony Brook University, USA*

Denise Buhrau, Stony Brook University, USA

Ethan Pew, Stony Brook University, USA

We test the effects of different “freebie” methods (e.g., “free,” 100% off) on valuation and intentions. Offers framed as “free” lead to devaluation due to negative inferences about motives. Offers framed as “100% off” are not devalued because of increased judgmental difficulty, which reduces the impact of inferences about motives.

5. Two Types of Negativity Biases in Comparative Evaluations

Selin Erguncu, Koc University*

Serdar Sayman, Koc University

We examine the effect of attribute framing on product comparisons and find that perceived difference between products changes with framing. We first identify two types of attribute frames (valence and complementary framing), which lead to two different negativity biases: negativity potency and negativity dominance. In line with our theorizing, our experiments show that, in ‘valence framing’, evaluations of two products differ more when attribute is negatively (vs. positively) framed. For ‘complementary framing’, however, we observe the opposite: perceived difference is larger in positive (vs. negative) frame. Our results also indicate that negative information actually goes through two diverse evaluation processes.

6. Savoring and Preferences for Improving Sequences

Charlene K. Chu, UCLA Anderson School of Management*

Suzanne B. Shu, UCLA Anderson School of Management

Stephen A. Spiller, UCLA Anderson School of Management

This research examines the widely proposed, yet previously untested idea that savoring underlies preferences for improving sequences. By weakening preferences for improving sequences using experimental and natural manipulations of savoring, we provide support for a savoring account of preferences for improving sequences.

7. Bigger Than Life: How Power Biases Product Size Perception

Jessica Keech, Temple University, USA*

Maureen Morrin, Temple University, USA

A series of experiments shows that luxury brands are perceived to be physically larger after another luxury product has been recently consumed and when the consumer's need for power is high.

8. Efficiency Bias in Expected Value Assessment

H. Lauren Min, Leeds School of Business, University of Colorado, Boulder*

Bart de Langhe, Leeds School of Business, University of Colorado, Boulder

Stefano Puntoni, Rotterdam School of Management, Erasmus University Rotterdam

Decision-makers often fail to maximize expected value. Although this is typically attributed to psychological reactions to outcomes (e.g., loss aversion) and uncertainty (e.g., probability weighting), we trace this to people’s misunderstanding of the notion of expected value. In three studies we find people conflate expected value with efficiency (gain/loss ratio).

9. Sunk Search Costs and the Perceived Value of Information

Nathan Fong, Temple University, USA*

SangSuk Yoon, Temple University, USA*

How does the cost of acquiring information affect the degree to which a decision maker relies on the associated information? We demonstrate the existence of a sunk search cost effect, by which decision makers put more weight on costly information, even when the costs are transparently arbitrary.

New Products

1. The Interplay of Form Design and Innovativeness on New Product Evaluation

Sangwon Lee, Ball State University*

This paper examines the moderating roles of form design and innovativeness on new product evaluations. Results from the three experiments demonstrate that form design and innovativeness jointly determine the customer assessments of the new products and form design of an innovative product matters more to the experts than novices.

2. Monetary Participation in New Product Development

Benjamin Boeuf, HEC Montreal, Canada*

François Durivage, Université de Montréal, Canada

Crowdfunding refers to the monetary side of consumer participation in new product development. To offer a better understanding of why and how consumers involve into the co-production of products, this research develops a categorization of crowdfunders. Based on the analysis of 26 interviews, three profiles have been drawn.

3. “I Want to Buy It” Does Not Mean “I Want to Use It”: Revisiting The Effect of Status on Early Adoption Intention of New Products And Brands

Kuan-Chou Ko, University of Illinois at Chicago, USA*

Our research purpose is to investigate how high status consumers evaluate new products. This research combines social identity theory and regulatory focus theory to explain why high status (vs. low status) consumers have greater new product purchase than use intentions in some cases, and under which conditions their use intentions are increased.

4. Creating the Unthinkable: Hard to Imagine, Easy to Act

Chenyang (Claire) Tang, Arizona State University, USA*

Adriana Samper, Arizona State University, USA

Keisha M. Cutright, University of Pennsylvania, USA

Kelly B. Herd, Indiana University, USA

We examine creativity in sacred domains (e.g., religion, patriotism). Three studies reveal that while people find it uncomfortable and difficult to imagine being creative in sacred (vs. secular) domains, they actually become more creative, and feel more comfort and ease taking on creative tasks in sacred (vs. secular) domains.

Motivation and Self-Regulation

1. Knowing What You Need When You Need It Most: The Impact of Relative Progress Feedback during the Middle Stage of Goal Pursuit

Mariam Hambarchyan, Stanford University, USA*

Szu-chi Huang, Stanford University, USA

People mis-predicted that relative (vs. objective) progress feedback would be less helpful/valuable during the middle stage of goal pursuit (vs. initial or advanced stages), but conversely found it to be the most motivating in the middle stage. We found supportive evidence in both individual performance goal and prosocial goal contexts.

2. The Influence of Next-Step Reference Point: A Carrot to Help Getting out of Middle-Stuck

Dandan Tong, Chinese University of Hong Kong, China*

People often quit in the middle of a goal pursuit because they become discouraged by their distance from the goal. When they focus on the next step rather than focusing on how much they have done or how much they have to do, their motivation to persist increases.

3. Resistance is Frugal: When Ignoring Nonconscious Goals Affects Psychological Ownership of Investment Decisions

Colleen Kirk, Mount Saint Mary College (New York), USA*

Bernard McSherry, New Jersey City University, USA

Scott Swain, Clemson University, USA

Results of two experiments suggest that feelings of psychological ownership are greater when investment choices are incongruent with nonconsciously-activated goals, and that psychological ownership enhances subsequent word-of-mouth intentions. However, instructing investors to make decisions in the “right way” (versus instructing them to make the “best choices”) attenuates the effect.

4. Pay if You Miss: a Self-Control Mechanism

Yun Jie, University of California Riverside, USA*

Boris Maciejovsky, University of California Riverside, USA

We propose a new self-control mechanism, “pay if you miss”, in which participants enjoy services/goods for free as long as they meet their pre-committed goals. We identify the main drivers of the appeal of the “pay if you miss” model and discuss the underlying psychological mechanisms.

5. Goal Commitment and Consistency in Avoiding Temptations

Svetlana Davis, Queens University, Canada*

This study proposes that under approach and avoidance motivation, commitment to pursue a goal and avoid temptations are relatively the same at different stages of goal attainment. However, when participants experience goal regress, those primed with avoidance/approach motivation are significantly more likely to pursue the goal/temptations.

6. Why believing in either more or less willpower capacity can increase self-control performance: A fluency perspective

Ashley Otto, University of Cincinnati, USA*

Joshua Clarkson, University of Cincinnati, USA

Patrick Egan, Indiana University, USA

Edward Hirt, Indiana University, USA

This work demonstrates the flexibility of willpower beliefs from a fluency perspective. Though individuals who believe in an unlimited (versus limited) willpower are more immune to resource depletion, three experiments outline the process and conditions under which believing in a limited (versus unlimited) willpower results in greater self-regulatory performance.

Luxury and Materialism 1

1. You Can Frustrate "me" But Not "us": The Moderate Effect of Self-Construal on Response to Luxury Brand Exclusion

Xian Liu, Shanghai Jiaotong University, China; University of Minnesota, USA*

Barbara Loken, University of Minnesota, USA

Liangyan Wang, Shanghai Jiaotong University, China

Fei Xu, Shanghai Jiaotong University, China

This research examines how consumers with different self-construals respond to luxury brand exclusion. Results of two studies show that Independents (vs. interdependents) tend to disassociate (vs. associate) with a luxury brand that rejects them, and even transfer preference to its competitor brands; whereas both independents and interdependents continue to associate with a luxury brand which ignores them.

2. Why are Your Luxuries Perceived as Counterfeits?

Zheshuai Yang, NUS Business School, National University of Singapore*

This research examines when and why luxuries will be perceived as counterfeits by others. Based on three studies, I identify two motivations for luxury consumption and demonstrate that luxuries are more likely to be perceived as counterfeits when others infer the consumer having an appearance-expression rather than a competence-expression motivation.

3. Impact of retail color combinations on luxury brand perception: The roles of category knowledge and centrality of visual product aesthetics

Eun-Jung Lee, Kookmin University, South Korea*

JiYoung Cho, Kent State University, USA

3D-simulated renderings were developed as experimental stimuli, reflecting two in-store color combinations for distinct luxury levels (high versus low). The perceived luxury level of in-store color combinations significantly affected brand luxury images, while the effect partially varied by the levels of category knowledge and centrality of visual product aesthetics.

4. Would Materialists Buy a Counterfeit Even When Most People Know it is Not Legit?

Marcelo Vinhal Nepomuceno, ESCP Europe, France*

This study demonstrates that high-materialism individuals are more inclined to acquire a counterfeit when most people cannot identify it as fake versus when half of people would not identify it as fake. However, this finding is obtained with inconspicuous items (e.g. perfumes), but not with conspicuous ones (e.g. bags).

5. Does Exposure to Counterfeits Influence Quality Perceptions and Satisfaction of Carried Luxury Brands? A Cross-Cultural Comparison

Lei Song, LeBow College of Business, Drexel University, USA

Yan Meng, Baruch College, Graduate Center, the City University of New York (CUNY) USA*

Rajneesh Suri, LeBow College of Business, Drexel University

Two studies show that brand evaluation towards consumers' carried luxury brands is negatively affected by exposure to counterfeits of the same products for consumers of independent culture but not interdependent culture. The perceived quality moderated mediates the effect of counterfeits on consumers' brand evaluation, overall satisfaction, and future purchase intention.

6. Conspicuous consumption and perceived risk

Matteo Giorda, ESCP Europe - Paris Campus*

Marcelo Vinhal Nepomuceno, ESCP Europe - Paris Campus

Minas Kastanakis, ESCP Europe - London Campus

This paper investigates the relationship between conspicuous consumption and perceived risk. The study explores whether perceived risk increases when individuals hear negative comments from an unknown source. The findings demonstrate that the Veblen and Bandwagon dimensions of conspicuous consumption relate strongly with social risk, though in quite opposite fashion.

7. The Role of Brand Prominence on Consumer Perceptions of Responsible Luxury

Catherine Janssen, IESEG School of Management, France

Joëlle Vanhamme, EDHEC Business School, France*

Recent literature suggests that consumers do not necessarily perceive luxury and CSR as compatible. This research investigates the effect of brand prominence on consumers' attitudes toward responsible luxury brands and evidences a dual mediation process through consumers' CSR beliefs and perceived congruity between consumers' personality and that of the brand.

8. Resist His Temptation vs. Reject His Generosity: Luxury Gifts in Romantic Relationships

Shibiao Ding, Ghent University, Belgium*

Mario Pandelaere, Ghent University, Belgium

Hendrik Slabbinck, Ghent University, Belgium

Gift-giving in romantic relationships is an important topic in consumer research, but surprisingly, women's attitude towards luxury gifts is still not well understood. We explore two framings of luxury, temptation versus generosity, and highlight the conditions under which those framings result in accepting or rejecting luxury gifts.

Luxury and Materialism 2

1. "Luxury Meets My Implicit Needs": Four Prototypes of Luxury Brand Appeals and Their Differential Effects

Fang Wan, University of Manitoba, Canada

Ray Lavoie, University of Manitoba, Canada*

Pingping Qiu, Monash University, Australia*

Prior work on luxury focuses on status-driven luxury consumption. We extend this line of work, employ content analysis of luxury brands advertisements, and developed four typologies of luxury. We also examined their interaction effects with consumers' implicit self-esteem.

2. The Impact of Materialism on Feeling Financially Inadequate: An Exploratory Study

Dora Bock, Georgia Southern University, USA*

Lindsay Larson, Georgia Southern University, USA*

Jackie Eastman, Georgia Southern University, USA

This study suggests that those individuals with higher levels of materialism express higher levels of financial inadequacy. While the relationship between income and financial inadequacy is negative, materialism maintained a significant positive effect on perceptions of financial inadequacy, suggesting that materialistic people may be more likely to feel financially insecure.

3. Can Materialists Reduce Consumption? The Impact of Self-control and Time Orientation

Marcelo Vinhal Nepomuceno, ESCP Europe, France*

Michel Laroche, Concordia University, Canada

This study investigates whether high-materialism individuals reduce consumption while still endorsing materialistic values. After conducting two studies and a pre-test, this paper demonstrates that participants who score high in the happiness dimension of materialism have their consumption propensity reduced when their self-control and long-term orientation are artificially increased through priming.

4. Consumer Need Recognition: The Influence of Length of Ownership and the Identification of Ideals

Gabriela Tonietto, Washington University in St. Louis, USA*

Stephen Nowlis, Washington University in St. Louis, USA

Consumers often decide whether they need a new product. We demonstrate that identifying ideals increases (decreases) feelings of need when the current product has been owned for a relatively long (short) time or is of relatively poor (high) quality due to the salient large (small) discrepancy between current and ideal.

5. Fragile Products and Their Conscientious Owners

Derek Taylor, College of Business and Economics, University of Guelph, Canada*

Sean Hingston, Schulich School of Business, York University, Canada

Theodore J. Noseworthy, Schulich School of Business, York University, Canada

Evidence from two experiments suggests consumers value fragile products as a means of signaling conscientiousness. However, this relationship only holds when the product has high aesthetic value as this improves its ability to signal. This work ultimately challenges the widely held belief that durability is a universally valued product attribute.

6. Does Mortality Salience Always Lead to Materialism? The Interplay between Terror Management Theory and Just World Hypothesis

Zhi Wang, The Chinese University of Hong Kong*

Feifei Huang, The Chinese University of Hong Kong*

Jiajia Meng, Liaoning University*

Rober S. Wyer, The Chinese University of Hong Kong

We argue that mortality salience leads to materialism only when people perceive their death as injustice and attempt to compensate. If they perceive their death justice compared to others, however, this materialism will not occur. This paper provides a conceptual framework to examine the boundary conditions of terror management theory.

7. Examining Chinese Consumers' Intention to Purchase Luxury Group Package Tours

Norman Peng, University of Westminster*

Annie Chen, University of Westminster

The top 3% of travelers in the world represent 20% of the total tourism expenditure. The purpose of this paper is to examine tourist' intention to participate in luxury group package tours (LGPTs) and its marketing implications to tourism product providers through a modified value-attitude-behavior model.

Judgment and Decision Making 1

1. Object's Attributes & Choice Decisions: A Developmental Investigation

Marie Yeh, Loyola University Maryland*

Robert Jewell, Kent State University, USA

Cesar Zamudio, Kent State University, USA

This study examines how children make tradeoffs among attribute-rich objects and finds that the product attributes children value systematically varies by age and gender with children, ages 5 to 7, and females preferring perceptually salient attributes while children, ages 8 to 12, adults, and males preferring cognitively involving attributes.

2. Topping it Down: Reversing the Unit Bias in Mixed Indulgences

Suresh Ramanathan, Texas A&M University, USA*

Nina Belei, Radboud University, Netherlands*

Scott W. Davis, Texas A&M University, USA*

Two studies examine whether consumers' tendency to eat more of large versus small food portions extend to bundles of vices and virtues and show that the bias is attenuated for perceptually integrated vice-virtue combinations but that it remains robust when the virtue and vice are perceptually separable.

3. Perceived Store Brand's Trustworthiness as Signals During Consumers' Decision-Making: An Experimental Investigation

Isabella Kopton, Zeppelin University, Germany

Susanne Beck, Zeppelin University, Germany*

Inga Wobker, Zeppelin University, Germany

Peter Kenning, Zeppelin University, Germany

Today, consumers are exposed to an increasing amount of products and brands. The brands-as-signals-theory suggests that strong brands can reduce uncertainty arising from this decision complexity. Our results contribute to the understanding of this phenomenon

by showing that store brand's perceived trustworthiness also serves as uncertainty-reducing signal during consumer's decision-making.

4. Detecting and Comparing the Hidden Information and the Hidden Action Problems: Decision Difficulty in Asymmetric Information Markets

Jennifer J. Lee, Binghamton University*

Subimal Chatterjee, Binghamton University

We investigate decision difficulty in markets with asymmetric information where sellers hide information (a product's true quality) or actions (how much quality they provide). We find that, although the hidden action problem is recognized to be less controllable than hidden information, it is found to be an easier decision.

5. Are Avoidable and Unavoidable Dissociative Groups Equally Negative? The Influence of Social Distance from a Dissociative Group on Consumer Choice

Na Wen, City University of Hong Kong, Hong Kong, China*

Wenxia Guo, City University of Hong Kong, Hong Kong, China

Two experiments demonstrate that consumers are less likely to buy a product that is associated with a near-dissociative group (an "unavoidable" group) than one associated with a distant-dissociative group (an "avoidable" group). This effect is driven by a concrete versus abstract mindset elicited by social distance from a dissociative group.

6. Exploring Psychographic Differences between Preference-Based Segments in a Food Choice Situation

Natalia Maehle, Centre for applied research at NHH (SNF), Norway*

Nina Iversen, BI Norwegian Business School/Centre for applied research at NHH (SNF), Norway

Leif Hem, Norwegian School of Economics, Norway

Cornelia C. Otnes, University of Illinois at Urbana-Champaign, USA

Food choice often involves contradictory goals, and therefore consumers tend to express different preferences for various product attributes. Previous research shows that individual characteristics influence these preferences. The current study aims to reveal the preference-based consumer segments in a food choice situation and explore psychographic differences between these segments.

7. Consumer misinformation: the anti-consumption of green products

Pepukayi Chitakunye, University of the Witwatersrand, South Africa

Fanny Saruchera, University of KwaZulu-Natal, South Africa*

Maxwell Phiri, University of KwaZulu-Natal, South Africa

Amandeep Takhar-Lail, University of Bedfordshire, United Kingdom

Evelyn Derera, University of KwaZulu-Natal, South Africa

This study contributes to an understanding of how consumer misinformation can encourage the anti-consumption of some green products. Multiple methods were used to gather data, with the intention of bringing multiple points of view to the emerging misinformation surrounding the consumption of E10 fuel.

8. The Influence of Category Frame on Budgeting

Miaolei Jia, National University of Singapore, Singapore*

Xiuping Li, National University of Singapore, Singapore

The budgets consumers set for consumption domains are important to their decision. In this research we find that if consumers set budgets directly for an overall category, the budget will be smaller than if they budget for subcategories first. The moderator such as category complexity is also tested.

9. The Influence of Confirmatory Reasoning on Extremeness Aversion

Yin-Hui Cheng, National Taichung University of Education, TAIWAN*

Chia-Wen Hsu, National Chung Cheng University, TAIWAN*

Chao-Feng Lee, National Chung Cheng University, TAIWAN*

Lun-Chuan Lin, National Chung Cheng University, TAIWAN*

Attractive confirmation increases self-confidence, provides reassurance and reduces sense of uncertainty. This confirmatory reasoning aimed to reach a consistent and readily justifiable decision. We predict that confirmation can either enhance self-confidence or decrease the sense of uncertainty in decision making. Moreover, low self-confidence and uncertainty would result in extremeness aversion.

Judgment and Decision Making 2

1. The Choice Effect – How a Free Alternative Influences Consumers' Responses to Free-to-Fee Switches

Gerrit Cziehso, TU Dortmund University, Germany*

Tobias Schaefers, TU Dortmund University, Germany

Unexpected forced free-to-fee switches often negatively influence consumers' attitudes and usage. Our study reveals that additionally offering a reduced ("light") alternative for free attenuates these negative consequences. Among highly involved consumers, this choice even increases the intention to use the fee-based alternative.

2. The Influence of Reward Progress Rates, Program Magnitudes, and Step Sizes of Reward Programs on Consumer Choice

Sehoon Park, Sogang University, South Korea

Moon-Yong Kim, Hankuk University of Foreign Studies, South Korea*

Jane Park, University of South Carolina, USA

We examine whether (1) the effect of program magnitude on choice between utilitarian and hedonic rewards varies depending on the presence or absence of unambiguous step sizes; and (2) the interactive effects of program magnitude and the presence or absence of step sizes on choice differ according to the reward progress.

3. Understanding the Decision Making Processes of Indecisive Consumers

Hillary Mellema, Kent State University, USA*

Jennifer Wiggins Johnson, Kent State University, USA

Indecisiveness is a chronic, domain-general difficulty making decisions. The goal of this research is to understand the consumption choice processes of indecisive individuals. Preliminary results reveal that indecisive individuals spend more time evaluating alternatives, are more distressed by time limitations, and are overly concerned with how others perceive their choices.

4. Less Choosing, More Doing! Desire For Choice is Eliminated by Procedural Control in the Consumption Process

Linda Hagen, Ross School of Business, University of Michigan, USA*

Abundant literature reports a preference for large over small assortments. This paper reveals that this preference for more choice is driven by a desire for control, and as a result, granting consumers procedural control (through co-production) eliminates the lure of large assortments. This interactive effect is mediated by perceived control.

5. From Stress to Fun - How Life Transitions Predict the Likelihood of Choosing Novel Food Brands and Changing Preferences

Martina E. Reitmeier, TUM School of Management, Technische Universitaet Muenchen*

Claudia M. Haase, School of Education and Social Policy, Northwestern University

Jutta Roosen, TUM School of Management, Technische Universitaet Muenchen

Older consumers are often neglected as target group because they are considered brand loyal. Findings from an online survey of older consumers show that life transitions predict a higher likelihood to choose novel brands (using a real product-choice paradigm), especially if these transitions are considered positive.

6. Does Decision Making Have a Genetic Basis? A Twins Study Analysis

Gad Saad, John Molson School of Business, Concordia University

Richard Sejean, John Molson School of Business, Concordia University

Gil Greengross, John Molson School of Business, Concordia University*

Lynn Cherkas, King's College London

Two studies examined whether decision making styles possess a genetic component. Using a twin study paradigm, we show that identical twins tend to have smaller intra-twin variability when making decisions, compared to dizygotic twins. The results suggest biological factors may play an important role in consumer and decision making research.

7. Treasure Hunting in a Mess! The Positive Un-categorization Effect on Choice Evaluation

Leilei Gao, The Chinese University of Hong Kong, China

Tao Tao, The Chinese University of Hong Kong, China*

This research identifies the treasure hunting effect induced by un-categorized choice sets. In two studies, we demonstrate that un-categorized choice sets would increase the enjoyment of shopping experience, which in turn increase choice evaluation. Further, ideal point availability moderates the valence of this un-categorization effect.

8. To Deliberate or Not? The Role of Regret Salience and Deliberation on Valuation

Dionysius Ang, INSEAD, France*

Enrico Diecidue, INSEAD, France

In the face of highly consequential decisions with difficult trade-offs, common sense suggests that careful deliberation is essential. Our studies show that while deliberation reduces self-reported regret, it also causes overvaluation of the preferred option. Thus, by deliberating, consumers might be paying a price for reduced feelings of regret.

9. The Effect of Caffeine Consumption on Performance in Group Decision-Making

King Fung Chan, The Ohio State University*
Amit Surendra Singh, The Ohio State University
H. Rao Unnava, The Ohio State University
Vasu Unnava, The Ohio State University

While caffeine is shown to increase an individual's systematic processing, prior research has not considered how it affects group decision-making. This issue is particularly relevant given that coffee is often served at meetings and discussions. We find that caffeine prompts more positive evaluations of, and greater agreement with, group members.

Identity and Self-Concept 1

1. Constructing Identity through the 'Selfie': the Case of Instagram

Amandeep Takhar, University of Bedfordshire, UK*
Pepukayi Chitakunye, University of the Witwatersrand, South Africa

This study contributes to an understanding of how social networking websites such as Instagram impact on identity construction processes. Insights were drawn from multiple data sets generated from university students within the United Kingdom, who used pictures of themselves (selfie's) to convey and construct an identity that reflected their identities.

2. Schadenfreude in Sport: The Emotional Consequences of Affiliating Oneself With a Sport Team

Elizabeth Delia, Department of Sport Management, Florida State University, United States*

Numerous scholars have examined BIRGing in regard to sport, however they have not endeavored to understand the influence of such behaviors on individuals' well-being. The purpose of this study is to understand how fans' emotions are influenced by the success of a sport team that they publicly affiliate themselves with.

3. Differential Reliance on Superstitions Across Two Distinct Implicit Self Theories

Jungyun Kang, Sungkyunkwan University, Korea*
Ji Kyung Park, University of Delaware, USA
Hakkyun Kim, Sungkyunkwan University, Korea

This research shows that entity theorists are more likely to assume a causal link between superstitious cues and outcomes, compared to incremental theorists. We find that such different tendencies in attributing outcomes to superstitions are due to the perceived controllability of situations, which differs between entity and incremental theorists.

4. If You May Remember It, I Can Forget It: Social Identity Preservation by Motivated Forgetting

Li Huang, University of South Carolina, USA*
Priyali Rajagopal, University of South Carolina, USA

How are consumer memories about consumption episodes affected when these experiences are shared with others? We suggest that consumers preserve their social identities either by remembering identity-linked memories or by transacting such memories to a collective memory system (sharing with close others), thereby resulting in motivated forgetting.

5. Throw It All Away? The Effects of Activated Self-Change Concept on Product Disposal

Yuwei Jiang, Hong Kong Polytechnic University

Leilei Gao, The Chinese University of Hong Kong*

We show that consumers are more likely to dispose their current possessions when the concept of self-change is made salient. This is because thinking about self-changes elicits a action tendency, which in turn results in more product disposal. This effect is eliminated when the disposal decision is made for others.

6. Knowing Your Place: How Status Presentation Affects Participation Intentions in an Online Community

Sara Bahnson, University of Oregon, USA*

Lan Jiang, City University of Hong Kong, China

Darren Dahl, University of British Columbia, Canada

This research explores how status presentation (points vs. titles) affects participation intentions in an online community. Titles generate greater participation intentions than points, mediated by community connectedness. Role clarity drives the impact of community connectedness on participation intentions. Degree of community virtuality and level of user engagement moderate the effect.

7. Just For Fun? Constructing Self Through Selfies

Eric Li, University of British Columbia - Okanagan Campus, Canada*

Sayantani Mukherjee, Central Washington University, USA*

Thuc-Doan Nguyen, California State University Long Beach, USA*

This research examines the interrelationship between self-construction and the culture of Selfie. We show that through Selfies, consumers construct an ideal self, extended self, authentic self, and reaffirm sense of self. Selfies are a new form of self-identification and expression that reflects the growing democratization of self-construction in social media.

8. The Applicability of Self-Nature Connection Measures in Consumer Research

Christian Martin, University of Lausanne*

Sandor Czellar, University of Lausanne

Environmental psychologists have developed explicit and implicit measures to assess self-nature identity. Our work-in-progress aims to integrate and extend extant measures, with the goal of assessing their value for consumer research. An aspect of it focuses on an implicit measure, the Self-Nature IAT, and we report our first results.

Identity and Self-Concept 2

1. Impact of Consumption Related Bragging of Others on Consumers' Self-Presentation and Self-Perception

Tejvir Sekhon, Boston University, USA*

Barbara Bickart, Boston University, USA

Remi Trudel, Boston University, USA

As consumption related bragging is becoming more pervasive, it is important to understand its effects. We show that consumers

exposed to high status (as compared to low status) consumption experience posts of others mention higher status brands they own in a given product category and subsequently infer that this product category is more important to them.

2. Self-Brand Image Congruence Measurement: A New Method

Piya Ngamcharoenmongkol, NIDA Business School, Thailand*

Margaret Hogg, Lancaster University Management School, UK*

This exploratory research examines the congruencies between different aspects of self-image and different brand image perceptions. A newly developed method using a direct with a non-dimension-based approach (Marker Placement tasks using Dartboards) is proposed and used to measure the degree of self-brand image congruence directly, holistically, and graphically.

3. How Self-Construal and Social Presence Influence Information Processing

Utku Akkoc, University of Alberta, Canada*

Jennifer Argo, University of Alberta, Canada

We test and show how the social context moderates the effects of self-construal on information processing. By demonstrating how non-interactive social presence influences the type of processing by individuals with independent and interdependent self-construal, our research advances the literature that examines the effects of self-construal on information processing.

4. When Moral Identity Gets Threatened: Shifting Between Personal and Social Identities

A. Deniz Oktem, Koc University*

Amna Kirmani, University of Maryland

The authors show that the type of experienced moral identity threat can vary with respect to abstract versus concrete thinking and when threat occurs as a result of comparison with others. Two experiments indicate that different levels of moral identity threat influences preferences for honest and sincere brands.

5. Customers' Responses to Service Failures: The Interactive Effects of Self-Congruence and Coping Strategy

Tyson Ang, Southern Illinois University*

Shuqin Wei, Texas A&M University - Central Texas

We investigate the interactive role of self-congruence and customer coping in service failure encounters. We found that, when using problem-focused coping, customers having actual self-congruence with the service perceive lower levels of service failure severity. However, customers with actual or ideal self-congruence perceive failure severity similarly when using emotion-focused coping.

6. Does your Birthday Determine your Favorite Brand? A Preliminary Examination of Birthright Brands and their Links to Generational Cohorts

Caley Cantrell, Virginia Commonwealth University*

Brian P. Brown, Virginia Commonwealth University*

Mayoor Mohan, Virginia Commonwealth University

Retro-brand and other related descriptors fail to capture the unique connection between some brands and certain age groups. Based on cohort and branding literature, we introduce birthright brands – brands that develop their appeal during a formative life stage transition. These brands are likely to offer unique benefits to consumers.

7. "Against the Grain": A Study of Social Identity Reconstruction in Online 'Gluten-Free Living' Communities

Ana Babic, HEC Paris, France*

Kristine de Valck, HEC Paris, France

Tina Lowrey, HEC Paris, France

This research investigates the social identity of consumers who deviate from the norm. By means of a netnography, we analyze consumer narratives and discussions across different platforms arising from consumption practices associated with the gluten-free lifestyle. We find that consumers spotlight their deviance to signal expertise and recategorize in-group membership.

Sex, Gender, and Beauty

1. Disclosing the Underlying Mechanisms of the Gender Gaps in Entrepreneurial Outcomes: the Role of Implicit Bias and Double Binds

Na Xiao, Ball State University*

This research proposes implicit bias and double binds as the psychological and cultural factors, which helps to explain the gender gap in Entrepreneurial Outcomes. Two empirical studies are designed and will be conducted to test the proposed theories.

2. Exploring Possible Causes For a Gender Difference in The Effect of Heaviness on Consumer Evaluation

Jaewoo Park, Chiba University of Commerce, Japan*

Hiroaki Ishii, Chiba University of Commerce, Japan*

Taku Togawa, Chiba University of Commerce, Japan*

This study explores possible causes of why heaviness enhances men's evaluations, but not women's. We hypothesize that heaviness is metaphorically linked to the concept of power, and that experiencing heaviness activates the power concept more prominently in men than in women. The results of the Stroop test were as expected.

3. Skin Lightening Practices and Local, Regional and Global Structures of Beauty

Melissa Akaka, University of Denver, USA*

Dan Baack, University of Denver, USA

Susan Mudambi, Temple University, USA

Angeline Nariswari, University of Hawaii, USA

This research explores co-creation of meaning and value across cultures. We compare beauty practices across Taiwan and Indonesia. Our initial findings suggest that consumers' perceptions of "whiteness" are influenced by embedded local, regional and global structures. Because of this, skin lightning practices create unique meanings of beauty within each culture.

4. The Implications Of Mother Nature: Experimentally Induced Gender Brand Personality Predicts Green Brand Image

Matthias Spörrle, University of Applied Management, Germany*

Magdalena Bekk, University of Cologne, Germany*

Christoph Hohenberger, Technical University of Munich - School of Management, Germany

What influences consumers' judgments of a brand in terms of its green image? Experimental data show that people perceive brands with female attributes as having a more pro-environmental image compared to brands with male attributes offering the same products.

5. Does Believability Matter? An Exploration of Women's Responses to a Weight Loss Concept

Jennifer Young, University of Auckland, New Zealand*

Denise Conroy, University of Auckland, New Zealand

Sara Jaeger, New Zealand Institute for Plant and Food Research

Using a constructivist perspective, we explored how women, attempting to lose weight, made sense of an appetite control food concept. The in-depth interviews reveal that participants hold uncertain believability responses but definitely will try. Insight is provided into how they balance conflict between their expectations and more emotional wishful thinking.

6. An Eye Tracking Study of Actual and Lay Theories of Gender Differences in Form and Function Trade-off

Jianping Liang, Sun Yat-sen Business School, Sun Yat-sen University, China*

Chen Yang, Sun Yat-sen Business School, Sun Yat-sen University, China

Using advanced eye-tracking equipment, we found that shopping in private makes males to pay more attention to both product form and function than females. Interestingly, shopping for friends makes males (female) focus more on form (function) for friends of females (males) than friends of males (females).

7. Norm Effects on Gender in Social Marketing Campaigns Promoting Savings Behavior

Hye Jin Yoon, Southern Methodist University, USA*

Carrie La Ferle, Southern Methodist University, USA

Research examining the influence of social norms on gender is scarce. Two experimental studies found males and females to respond differently to various types of norm information in social marketing campaigns on saving money. The findings provide implications for theoretical as well as practical contributions.

8. You Drive a Porsche: Women (Men) Think You Must Be Tall (Short), Intelligent and Ambitious

Gad Saad, Concordia University, Canada

Tripat Gill, Wilfrid Laurier University, Canada*

We show that high-status products (e.g., Porsche) are an effective signal of desirable traits in men (e.g., intelligence, ambition). Interestingly, these products have opposing inferences about owner's height: women perceive a male owning a high-status car to be relatively taller (shorter) than if the same male owned a low-status car.

9. I am not Eligible to Control my Boyfriend's Fashion? The Power of Fashionability

Jinwon Kang, Korea University, Republic of Korea*

Young Shin Sung, Korea University, Republic of Korea*

Jungsuk Kang, Korea University, Republic of Korea

Bohye Park, Korea University, Republic of Korea

Hayeon Park, Korea University, Republic of Korea

The purpose of this study is to examine whether (also how) single female's perceived legitimacy and fashionability affect the control

over their romantic partners through interfering their partners' fashion items (i.e., fashion control). The result indicated that perceived levels of the two had an interaction effect on the fashion control.

10. Feeling Affiliated vs. Feeling Relegated: The Impact of Gender and Interpersonal Touch on Emotions and Product Evaluations

Iana Castro, San Diego State, USA*

Andrea Morales, Arizona State University, USA

Stephen Nowlis, Washington University, USA

This research explores how gender differences influence emotions and preferences for products evaluated after being touched by a stranger and shows that consumer responses to interpersonal touch depend on the gender of the person touching, the gender of the person being touched, and the type of touch (intentional vs. unintentional).

11. Pretty Girl Rock: the Influence of Attractiveness, Genres, and Gender Stereotypes in Popular Music

Lauren Trabold, Manhattan College, USA*

Stephen Gould, Baruch College, USA

Physical attractiveness plays a large role in perceptions of others. In the current research, we examine the influence of attractiveness in the music industry. Specifically, we study how a singer's appearance influences consumer perceptions of their talent, the genre of music they should sing, and consumer purchase intentions.

Firm Evaluation

1. Strategic Alliances in CRM: When and With Whom to Ally? The Effects of CRM Alliances on Consumer and Financial Markets

Chien-Wei (Wilson) Lin, Hartwick College, USA*

Qi Wang, SUNY Binghamton, USA

Three studies investigate the impact of two types of strategic alliances in CRM: within- and cross-industry CRM alliances. Findings discover differential impacts of two types of CRM alliances on consumer and financial markets, and reveal the conditions under which within-industry alliances are more effective than cross-industry alliances and vice versa.

2. The Effect of Anticipated Firm Interaction on Consumer Evaluations of the Firm

Sumitra Auschaitrakul, McGill University, Canada*

Ashesh Mukherjee, McGill University, Canada

We show that consumers with prior negative evaluations adjust their final evaluations upward when anticipated firm interaction is high. The mechanism underlying for positivity effect is perceived threat. In contrast, past research has shown a negativity effect when consumers expected to discuss with others whose views contradict to their view.

3. The Effect of Ethical Corporate Behaviours on Consumer Support for Nonprofits: The Role of Gratitude and Social Justice Values

Chunyan Xie, Stord/Haugesund University College, Norway*

Richard P. Bagozzi, University of Michigan, USA

We add to CSR research by revealing the emotional pathway between corporate ethical actions and consumer response toward nonprofits. Results showed that felt gratitude mediates the impact of perceived corporate ethical actions on consumer support for nonprofits. Social justice values that consumers hold further moderate the elicitation of felt gratitude.

4. The Effect of Corporate Ethical Transgression on Consumer Support for Nonprofits: The Role of Negative Moral Emotions and Individual Differences

Chunyan Xie, Stord/Haugesund University College, Norway*

Richard P. Bagozzi, University of Michigan, USA

We add to research on pro-social decision making by providing a new psychological mechanism underlying consumer support for nonprofits upon exposure to corporate unethical actions. Results showed that contempt, anger, and disgust mediate the relationship between corporate unethical actions and consumer support. Further, consumer characteristics moderate consumer emotional responses.

5. Does Corporate Nationality Matter for Consumer's Sense-Making of CSR? The Roles of Consumer Attribution, Cultural Orientation, and CSR Duration

Jungsil Choi, Cleveland State University, USA*

Young Chang, University of Wisconsin - Whitewater, USA

Myoung Gyun Jang, Sogang University, South Korea

This work deals with how consumers develop their attribution of the firm's CSR motives in terms of firm nationality and how the attribution and subsequent attitudes toward the firm are moderated by cultural orientation (collectivism and individualism).

6. Effects of Social Distance on Consumers' Responses to Company Transgression

Danielle Mantovani, Federal University of Parana*

José Carlos Korelo, Federal University of Parana

Jenny Gonzáles Ibarra, Federal University of Parana

Paulo Prado, Federal University of Parana

Based on theory of psychological distance, the authors examined how social distance and the severity of transgression influence the relationship between a transgressing company and other (close and distant) consumers. The authors showed that close (vs. distant) consumers could behave more (vs. less) similarly to the victim of the transgression.

7. Consumer Political Identity and Moral Judgments of Corporate Social Responsibility

Adina Schoeneman, State University of New York, Brockport*

Joon Yong Seo, State University of New York, Brockport

James Cordeiro, State University of New York, Brockport

We investigate whether and how consumers' political identities drive their judgments of a firm's social responsibility. We demonstrate that corporate social responsibility appeals that align with the underlying moral foundations of a consumer's political identity have a positive impact on the consumers' ethical judgments of and attitudes towards the firm.

Experiential and Environmental Factors 1

1. I'm Happy to Listen to You. But Tell Me about Your Experiences, Not Your Objects

Wilson Bastos, Catholic University of Portugal, Portugal*

We often tell people about our material and experiential purchases; but we also commonly find ourselves in the position of listeners. This work demonstrates that listening about others' experiences versus objects is a better source of happiness, an effect mediated by the listener's feeling of social connection with the teller.

2. Attendees' Intention to Revisit Tourism Trade Shows: The effect of environmental stimuli, visitors' emotions, and product knowledge

Norman Peng, University of Westminster*

Annie Chen, University of Westminster

Jehn-yih Wong, Ming Chuan University

Tzu-hui Li, Ming Chuan University

This paper examines the factors that influence 296 trade visitors' emotion and revisit intention through a modified Mehrabian-Russell model. It also tests product knowledge's moderating effect. Findings reveal service quality, interaction with other visitors, information rate, and atmospherics affect visitors' emotions and then revisit intentions. Moreover, product knowledge moderates environmental stimuli's influences on visitors.

3. Your Fake Smile Hurts My Heart: The Effect of Employee Authenticity and Manipulative Intent on Customer Perceived Value and Satisfaction

Juyon Lee, Seoul National University, Korea*

Jongsei Yi, Seoul National University, Korea*

Kiwan Park, Seoul National University, Korea

Youjae Yi, Seoul National University, Korea

Employee authenticity enhances customer perceptions of economic value, whereas employee manipulative intent can damage relational and economic value. Customer satisfaction depends equally on relational and economic value. These findings suggest that relationships do matter, highlighting the importance of relational value and authenticity in interactions with customers.

4. Why "Reward Both" (vs. "Reward Me") Referral Schemes Are More Likely to Succeed for Experiential vs. Material Purchases

Hyunkyung (Sean) Jang, University of Texas at Austin, USA*

Raj Raghunathan, University of Texas at Austin, USA

Julie Irwin, University of Texas at Austin, USA

Purchase type (material vs. experiential) moderates effects of reward schemes (Reward Me: reward only recommenders; Reward Both: rewards recommender and recipient) on the referral likelihood. For material purchases, referral likelihood does not differ between the two schemes; for experiential purchase, referral likelihood is greater under Reward Both (vs. Reward Me).

5. Shopocalypse! A Religion Movement Fighting Consumption

Renata Andreoni Barboza, FGV-EAESP, Brazil*

Carolina Pereira Rezende, UNINOVE, Brazil*

Analyzing The Church of Stop Shopping as a new kind of consumer resistance movement our aim is to show how consumers are moving towards via their religion acts of resistance, fighting the consumer culture and the marketer's practices in a fun and different way.

6. Consumer Behavior in Crowding Situation

Norchène Ben Dahmane Mouelhi, Assistant Professor, Tunisia

Hamida Skandrani, Professor, Tunisia

Faten Malek, Assistant Professor, France*

Ons Belaid, IHEC

This article deals with the effect of crowding on consumers' behavior. The authors try to determine with a qualitative study the variables causing the sensation of crowding (Antecedents), and to understand the reactions of consumers in retail crowding. Our study aims to a better understanding of customer responses to crowded density in a retail store. It tries to identify how people in a high contact culture react to different levels of crowd density in a clothing sales store. A qualitative study using a semi-structured interview guide was conducted with 40 women, aged between 18 and 65 years old, had been interviewed in different ready-to-wear stores. Data analysis revealed that crowd density yields to negative attitudinal and behavioral responses (malaise, loss of control ...). Besides, the study findings prove evidence to the inverse U shaped relationship between human density and individual's satisfaction. Extremely crowded and extremely un-crowded conditions generate the undesirable states of over and under arousal (Eroglu et al., 2005) even in a high contact culture.

7. Contagion Effects Between Product And Service – When Does The Magic Appear, And When Does it Stop?

Natalie Truong, Norwegian School of Economics, Norway*

The current research examines contagion effect between complimentary product and service. In particular, the author proposes that self-threat and the subsequent self-protection strategy is the underlying mechanism of the effect. Further, this research seeks to investigate potential boundary conditions as well as the moderating effect of physical proximity.

8. The Peculiarly Persistent Pleasantness of Bizarre Experiences

Robert Latimer, New York University, USA*

Six studies examine retrospective enjoyment of mundane and bizarre experiences. Mundane experiences were less enjoyable in retrospect than they were initially, while bizarre experiences remained equally enjoyable or improved in retrospect. The pattern remains robust across several types of experiences and for positive and negative experiences.

Experiential and Environmental Factors 2

1. Sampling of Consumption Experiences

Muyu (Sarah) Wei, University of Alberta, Canada*

Gerald Häubl, University of Alberta, Canada

This research examines how the opportunity to freely sample consumption experiences affects consumer search for, and choice of, experiential alternatives. Converging evidence from both the field and the lab suggests that, compared to merely acquiring descriptive information, sampling undermines commitment to a single preferred alternative and diminishes ultimate consumption enjoyment.

2. Following the Best Team or Being the Best Fan? Implications of Maximizing Tendency for Fan Identification and Sport Marketing Strategy

Ian Norris, Berea College*

Dan Wann, Murray State University

Ryan Zapalac, Sam Houston State University

Maximizing may promote being the best fan, not following the best team. In Study 1, maximizers identified more strongly with their favorite NFL teams when they were historically unsuccessful. In Study 2, they identified more strongly with their college basketball team after reading a negative preview of the upcoming season.

3. Rock of Aging: Compensatory Technology and the Sustainability of Fun

Travis Simkins, University of Wyoming, USA*

Kent Drummond, University of Wyoming, USA

For the fans who attend them, rock concerts are fun. But bands age, sustaining the fun can be challenging. Our research shows that compensatory technology, coupled with nostalgia, enable bands and fans to “Rock On”.

4. The Nordic Street Food Evolution: One Food Truck at a Time

Marcus Klasson, Lund University, Sweden*

How do markets change? Adding insights to market formation theory, initial findings from a participant ethnography in the Nordic street food movement suggest that market systems evolves incrementally in a co-produced coalition with consumers, firms/brands, media and state.

5. The Unspectacular Irish Pub: The Themed Retail Environment as a Mise-en-Scene

Aron Darmody, Suffolk University, Boston, USA*

I introduce the notion of the mise-en-scene as a means to analyze subtle, allusive and non-spectacular themed retail environments. Through a three-year ethnographic study of five Irish themed pubs I show how a mise-en-scene is created by 1) “Using What we Have”; 2) “Whispered Stories;” 3) Leveraging Consumer Cultural Resources.

6. Putting the Fun in Functionality: Appropriation, Ownership, and Pride

Colleen Kirk, Mount Saint Mary College (New York), USA*

Scott Swain, Clemson University, USA

James Gaskin, Brigham Young University, USA

We propose that authentic pride mediates the relationship between consumer technology appropriation and psychological ownership, while hubristic pride strengthens the effect of psychological ownership on economic valuation and word-of-mouth. We further examine consumption context (public versus private) and situation strength (strong versus weak behavioral constraints) as moderators.

7. Looking Forward to Looking Back: How Future Replicability Affects Perceived Temporal Distance to a Past Event

Kao Si, The Chinese University of Hong Kong, Hong Kong*

Xianchi Dai, The Chinese University of Hong Kong, Hong Kong

We propose and demonstrate that the less feasible a past event can be replicated (doing it again) in the future, the more distant people feel to that past event. Three experiments examined this proposition and its underlying mechanism.

Emotions and Affect

1. Emotional Work, Rationality, and the Co-Construction of Hope in the Field of Consumer Investment

Andrew Smith, York University, Canada*

Building on previous intra-psychic and socio-cultural perspectives on hope, this research investigates how hope is co-created and tempered in a context – financial investment – in which emotion is disparaged. This study explores the ways in which hope is collectively shaped, and it contributes to literature on the social construction of emotion.

2. Purchasing Happiness: The Effect of Authentic Consumer Behaviour

Justin McManus, Schulich School of Business*

Theodore Noseworthy, Schulich School of Business

Across three experiments, we test whether authentic purchases impact the experience recommendation – the idea that purchasing life experiences results in a greater degree of happiness than material possession. Our findings demonstrate that material purchases can bring equivalent amounts of happiness when they are undertaken in an authentic manner.

3. The Effect of Affective State on Consumers' Pro-social Choices: Does Good Mood Make People More Environmentally Friendly?

Xin (Cindy) Wang, University of Oregon, USA*

Lan Jiang, City University of Hong Kong

The current research posits that environmentally responsible behaviors (ERBs) and non-environmentally related behaviors (NERBs) differ fundamentally and argues that choices between NERBs and ERBs are influenced by a consumer's affective state. Our study showed that people under positive (vs. negative) affect exhibited a stronger willingness to perform ERBs (vs. NERBs).

4. Spirituality on Creative Cognition: The Roles of Feelings of Freedom and Unconscious Thought

Eunyoung Chun, Hongik University*

Nara Youn, Hongik University*

This research empirically examines how spirituality affects creativity and unveils the underlying cognitive mechanism. The results from three experiments verify that spirituality enhances creativity and this effect is mediated by feelings of freedom. Spirituality boosts creativity by inducing feelings of freedom especially when people are engaged with unconscious thought.

5. Perspective Taking and Affective Responses: The Effect of Sympathy and Empathy on Post-Tragedy Attitude

Canice M. C. Kwan, The Chinese University of Hong Kong*

Robert S. Wyer, The Chinese University of Hong Kong

This paper probes into three perspectives of understanding a tragedy – the victims, the other party involved and a disinterested

observer. We investigated their effect on affective reactions, showing that taking the perspective of either victims or involved observers elicits intense empathy, but only the latter one leads to high sympathy.

6. Positive Affect at The Intersection of Two Cognitive Processes Magnifies The Second Process

Nguyen Pham, Arizona State University, USA*

Naomi Mandel, Arizona State University, USA

This research investigates the role of positive affect (pride vs. happiness) at the intersection of two cognitive processes. We demonstrate that when a goal of local or global processing is accessible, positive affect will increase the likelihood that individuals adopt the accessible goal in subsequent behaviors.

7. Are Emotions More Persuasive Than Facts? A Qualitative Study in the Context of Pro-Environmental Communication

Dorothea Schaffner, Lucerne University of Applied Sciences and Arts, Switzerland*

Sascha Demarmels, Lucerne University of Applied Sciences and Arts, Switzerland

This study uses a qualitative approach exploring consumers' responses to emotional and normative pro-environmental communication in comparison with informational campaigns. Results indicate that informational strategies seem to be effective when they tap on procedural knowledge while the effectiveness of emotional strategies seems to depend on people's attitudes towards the environment.

8. Fuelling Anger: How Craving Can Cause You to Lash Out

Aaron Snyder, Stanford University, USA*

Baba Shiv, Stanford University, USA

Anger is a unique negative emotion in the sense that it is driven by approach, not avoidance. Approach tendencies—such as motivation to pursue rewards—often bleed across domains. Our work provides initial evidence that craving is easily transformed into a magnified expression of anger.

9. Disgust and Defense: How Emotions towards Morally Dirty Money Influence Spending Behavior

Bingyan Hu, Fudan University, China*

Liyin Jin, Fudan University, China

Understanding how consumers spending morally tainted money is important because their choices ultimately influence their happiness and well-being. This research find that morally disgust will lead people less willing to use morally dirty money to buy products which are highly attached with themselves, i.e., to buy a backpack seen as the accompaniment of one's life. .

10. How Causal Locus Affects Consumers' Emotions When Co-Production Results are Unsatisfactory?

Larissa Becker, Faculdade Meridional/Federal University of Rio Grande do Sul (UFRGS), Brazil

Natalia Pacheco, PhD Candidate at at Federal University of Rio Grande do Sul (UFRGS), Brazil

Vinicius Brei, Professor of Marketing (Chair Tramontina Eletrik) at Federal University of Rio Grande do Sul (UFRGS), Brazil*

Consumer participation in the production process has many positive consequences, but what happens when the co-produced service turns out to be unsatisfactory? This working paper shows that co-production may reduce the self-serving bias by making consumers feel responsible for negative outcomes even when the failure causal locus is uncertain.

Embodiment

1. I Need Your Accompany: Low Temperature Promotes Preference toward Anthropomorphized Products

Chun-Ming Yang, Ming Chuan University, Taiwan*

Wen-Hsien Huang, National Chung Hsing University, Taiwan

Pei-Wen Fu, National Sun Yat-Sen University, Taiwan*

Two studies find that low temperature cause people to prefer anthropomorphized products, especially when the possession-self link is high. Moreover, we also find that need for affiliation mediate this relationship. This research contributes to the literature by bridging anthropomorphism and embodied cognition literature, and provides new practical and theoretical insights.

2. Don't I Know You? Self-disclosure Increases as Nearness in Proximity Becomes Salient

Paul Connell, SUNY Stony Brook, USA

Stacey Finkelstein, Baruch College, USA

Lauren Mayor, Baruch College, CUNY Graduate Center, USA*

We propose that increased salience of physical proximity activates concepts related to close interpersonal relationships and increases disclosure of sensitive information. This effect is driven by cues for physical distance which impact disclosure rates because cues for distance act as a conceptual metaphor that activate constructs related to interpersonal relationships.

3. Follow Their Nose: Scented Product Development Using Consumer Preferences and Web Data

Hua Meng, Kent State University, USA*

César Zamudio, Kent State University, USA

Robert Jewell, Kent State University, USA

This study examines scented product development by proposing a scented product typology, and by empirically assessing whether firms' scented product assortments match consumers' expectations and preferences. We find that extant scented product assortments are heterogeneous and that consumers' scented product assortment expectations match firms' assortments, but consumer preferences do not.

4. Tilt Your Head and You'll See Why: The Influence of Deliberating Bodily Movements on Consumer Resolution of Conflicting Information

Hakkyun Kim, Sungkyunkwan University, Korea

Jongsei Yi, Seoul National University, Korea*

Jungyun Kang, Sungkyunkwan University, Korea*

Experiments show that participants with their head tilted become more favorable toward companies with conflicting ad messages or companies engaging in a controversial business practice. A mediational analysis confirms that tilting one's head induces deliberation and cognitive flexibility, thereby rendering one supportive of firms making contradictory arguments and running sweatshops.

5. Trixy Eyes: Eye-Contact on Packaging Increases Trust and Choice

Aner Tal, Cornell University, USA*

Aviva Musicus, Yale University, USA

Brian Wansink, Cornell University, USA

Eye contact established by cereal spokes-characters increases feelings of trust and connection to the brand, as well as ultimate choice of the brand over competitors. We demonstrate this across two studies where graphic manipulation of a character to create eye contact increases liking, trust, and choice.

6. Time-Space Association: How Spatial Constraint Affects Temporal Perception and Decision

Canice M. C. Kwan, The Chinese University of Hong Kong*

Kao Si, The Chinese University of Hong Kong

Xianchi Dai, The Chinese University of Hong Kong

This paper investigates the effect of spatial constraint on perceived time pressure. We show that a decrease in ambient or visual space evokes a sense of time urgency/pressure, which in turn increases task completion speed. Across three studies, we find support for this proposition.

7. Sit or Stand to Save: Posture and Retail Price Perceptions

Lei Song, Drexel University, USA*

Keith Coulter, Clark University, USA

Rajneesh Suri, Drexel University, USA

Though different technologies are increasingly adding to bottom lines for firms, little is known about differences in consumers' expectation of savings when they sit or stand while making purchase decisions. Three studies show that consumers' expectation of savings depends upon their posture when evaluating offers at different storefronts.

Digital Media 1

1. Digital Literacy, Flow Experiences, and Elderly Gamers' Mobile Application Usage Behavior

Annie Chen, University of Westminster*

Norman Peng, University of Westminster

The purpose of this research is to explore what factors contribute to elderly consumers' internet connection-abled mobile devices game playing behavior. "Digital literacy" is incorporated into a modified flow model as a moderating factor. 102 elderly mobile users filled out the survey. Findings' implications to literature and practices are discussed.

2. The Weibo of Desire: Accelerating Consumerism in the Social Media Era

Jingyi Duan, University of Rhode Island*

This study explores the role of Weibo, the Chinese Twitter, in constructing consumers' desires and promoting consumerism. Content analysis is applied to over 250 consumption related Weibo postings. Findings show that through idealizing and fantasizing, consumers construct and project their desires by social media which significantly boosts consumerism.

3. Online Frustration: A Threat to Efficient Communication

David Crete, University of Quebec, Trois-Rivieres*

Can all organizations ensure that their Web site is frustration free? The purpose of this paper is to explore antecedents and effects of online frustration. A multimethod approach is presented. The current investigation showed that frustration has an impact. A frustrated consumer is prone to judge the site more severely.

4. Auditory Feedback and the Online Shopping Experience

Ryann Reynolds-McInay, Temple University, USA*

The present research proposes that the presence of auditory feedback increases satisfaction with the shopping experience, confidence in the retailer, and the likelihood to return to the retailer and make a purchase in the online shopping context. The effect is moderated by the amount of feedback and pitch.

5. Online Advertising: The Effect of Website Type on Attitude towards the Ad

Sumitra Auschaitrakul, McGill University, Canada*

Ashesh Mukherjee, McGill University, Canada

We show that consumers reported lower (higher) advertising attitude when seeing ads displayed on social website, compared to commercial website. The mechanism underlying for this negative reaction is perceived incongruence. This research makes a contribution by investigating the effect of website type on attitude towards the ad.

6. Determinants of Mobile Consumer Engagement: Moderating Role of Mobile Literacy

Sung-hee Paik, School of Business, Yonsei University*

Moonkyu Lee, School of Business, Yonsei University

We provide guidelines to promote adoption of mobile information and mobile consumer engagement behavior. We found that the impact of facilitators and inhibitors on intention to adopt mobile information were different for a low versus high product involvement in mobile advertising. Also, we consider moderating effect of mobile literacy.

Digital Media 2

1. To Share or Not to Share? Antecedents of Brand Content Sharing in Social Media

Adriana M. Boveda-Lambie, Saunders College of Business, Rochester Institute of Technology, USA*

Tracy Tuten, College of Business, East Carolina University, USA

Victor Perotti, Saunders College of Business, Rochester Institute of Technology, USA

We look at source and content of a brand's tweets as antecedents of a customer's decision to share that tweet among his/her followers. Our data shows that both source and content interact to effect the customer's decision with differences across source. Implications and future research is discussed.

2. Power and Status in Consumer Communities: Some Insights From A Netnographic Study Of Luxury Timepiece Collectors

Navdeep Athwal, Warwick Business School, University of Warwick, UK*

David Arnott, Warwick Business School, University of Warwick, UK*

This research explores a novel function of collecting behaviour, revealing that collecting high-end timepieces plays an important role in signalling power, status, and rank in this internationally renowned, hybrid (online and offline), luxury timepiece enthusiast community.

3. A Model of Source Similarity Impact on Purchase Intention for Online Reviews

Charles Gengler, American University of Sharjah*

Daniel Howard, Southern Methodist University, USA

Liwei He, Baruch College, USA*

Online reviews are a major form of consumer-to-consumer communication. We develop and demonstrate a model of how perceived similarity with a consumer posting a review online will drive the persuasiveness of that review. The model is tested using the names of reviewers as stimulus to manipulate similarity.

4. All Social Media Is Not Created Equal

Marlene Towns, Georgetown University, USA*

Jay Legaspi, Georgetown University, USA*

Tess Bradford, Bank of America

Given marketers' frequent use of a single social media strategy across platforms, the current findings demonstrate a need for separate strategies based on platform used and how and why consumers use each platform (particularly Facebook and Twitter). Individual difference measures and motives are examined for their effects on platform choice.

5. Consumer Online Information Sharing: Consumer Psychographics and Relational Benefits

Kyungwon Lee, Rutgers University, USA*

The purpose is to propose a comprehensive understanding of antecedents and consequences of consumer online information sharing. This research contributes to consumer behavior literature by (a) providing an eclectic perspective by introducing consumer psychographics towards technology in understanding online information sharing; (b) addressing the effects of relational benefits as consequences to online information sharing.

6. How Pinning Nordstorm Means Buying Macys: The Relationship of Social Media, Self-Concept, and Consumption Behavior

Lauren Grewal, University of Pittsburgh, USA*

Andrew Stephen, University of Pittsburgh, USA

Nicole Verrochi Coleman, University of Pittsburgh, USA

Social media provides an easy, accessible, outlet for self-expression. Two studies compare lay beliefs and actual behavior of individuals portraying themselves in social media, and demonstrates that the more "ideally" we portray ourselves, the less likely we are to endorse luxury goods—in opposition to both expectations and prior research.

Dark Side Consumption

1. Do Response Time Measures of Gambling-Related Cognitions Predict Gambling Behaviour?

Yi Sunghwan, University of Guelph, Canada*

Stewart Melissa, Dalhousie University, Canada
Pamela Collins, Dalhousie University, Canada
Sherry H. Stewart, Dalhousie University, Canada

Implicit measures of cognition are most useful for predicting addictive consumption behaviors that are hard to resist. In this study, we assessed the extent to which response time measures of reward and relief outcome expectancies associated with gambling predict gambling behavior.

2. Exploring Consumptive Behavior Under Perceived Threat: The Case of Doomsday Preppers

Abdullah A. Aldousari, Rutgers University, USA*

The recent natural and man-made disasters made a growing proportion of the populace reevaluate their preparedness for future emergencies. This group of people is collectively known as preppers. Different themes emerged from the data that map on to the theoretical lenses of Belief in Just-World and Terror Management theories.

3. Taking a Gamble on Life: Consumer Risk Seeking for Experiences

Sarah Roche, University of Texas at San Antonio, USA*

Sommer Kapitan, University of Texas at San Antonio, USA*

David H. Silvera, University of Texas at San Antonio, USA

Previous literature has found general risk aversion for positive outcomes. But the current work examines how consumers are risk seeking for experiential purchases, and the ideas of Prospect Theory seem to only apply to material objects. This effect is explained through a focus on time versus money across purchase types.

4. Discrimination against the Rich

Boyoun (Grace) Chae, Temple University, USA*

Rui (Juliet) Zhu, Cheung Kong Graduate School of Business, China

Katherine White, University of British Columbia, Canada

Darren Dahl, University of British Columbia, Canada

Do people punish rich individuals more harshly than middle class individuals? Across four complete studies, we investigate whether and how people discriminate against the rich by punishing a small-time offender more severely when that offender is perceived to be wealthy rather than non-wealthy.

5. Malicious Desire towards the Envied Product: Effect of Outcome-focused Mindset on Malicious Envy

Sunghee Jun, Seoul National University, Korea*

Y. Jin Youn, Northwestern University, USA

Kiwan Park, Seoul National University, Korea

The present research examines that consumers want to possess not only benignly-envied products but also maliciously-envied products. Furthermore, when people focus on outcome, malicious envy might result in higher 'envy premium' (with regard to both WTP and choice) than benign envy in certain situations.

6. Five-Finger-Discount for the Rejected: The Interactive Effect of Social Exclusion and Product Type on Shoplifting Behavior

Christopher Ling, University of South Carolina, USA*

Thomas Kramer, University of South Carolina, USA

We introduce shoplifting as a coping mechanism to social exclusion to the consumer behavior literature, and examine its facilitating and attenuating contexts. Results show that excluded consumers who have stolen before, are more likely to shoplift hedonic (vs. utilitarian) products, whereas product type does not impact shoplifting for included consumers.

7. Sex Tourism in Transnational contexts.

Nacima Ourahmoune, Neoma Business School*

The material and discursive conditions in which affective sexual practices occur in transnational touristic contexts call for an understanding of tourism as a process of extraction and transference of eroticized capital. Unlike previous studies the findings focus on how participants in transnational liaisons negotiate power, sex, solidarity, and monetary exchanges.

8. Coping With Genetic Risks: Effects of Individual Differences in Decision Making for Genetic Testing

Makbule Eda Anlamlier, University of Illinois at Chicago, USA*

Tarcan Kumkale, Koc University, Turkey

Genetic testing, as being promising health product, informs about vulnerabilities regarding certain illnesses including cancer before emergence, but individuals may refrain from learning their risks. Despite negative effects of high anxiety, cancer anxiety is detected as a motivational factor on taking genetic test, whereas health information avoidance impedes its influence.

9. The Unwritten Rules About Breaking the Rules: "Cheating" and the Emergence of Competing Practices in Consumer Collectives

Nicholas Pendarvis, University of South Carolina, USA*

David Crockett, University of South Carolina, USA

This research explores the emergence of competing practices the context of a popular online gaming community. The contested role of User-created/ modified game accessories in community status competition is explored using both practice theory and netnographic data collection techniques. The social consequences for the emergent competitive practices are discussed.

10. Attraction and Repulsion to Violent Media: The Role of Justice and Empathy in the Appeal of Violent Media Depictions

Ethan Pancer, Saint Mary's University, Canada*

Martin Pyle, Ryerson University, Canada

Laurence Ashworth, Queen's University, Canada

People often choose to consume violent media, but research suggests that violence does little to enhance media enjoyment, and often decreases enjoyment. In this research, we investigate the impact of empathy and perceptions of justice to determine conditions under which violent media might appeal to consumers.

Cross-Cultural and Sub-Cultural Influences 1

1. The Stereotype Content Model Applied to Country-of-Origin Stereotypes: Model Validation and Prediction of Purchase

Intentions

Adamantios Diamantopoulos, University of Vienna, Austria

Arnd Florack, University of Vienna, Austria*

Benjamin Serfas, University of Vienna, Austria

The present study validates the Stereotype Content Model as a measurement model in a country-of-origin research context by means of structural equation modeling. Further, we applied the Stereotype Content Model to predict consumers' brand evaluations and purchase intentions by perceived warmth and competence of the country the brand originates from.

2. Does Helping Help You Feel Good? The Answer Depends on Cultural Orientation

Hyewon Cho, University of Illinois at Urbana-Champaign, USA*

Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

Building on culturally distinct conceptualizations of helping (obligation vs. choice), this research focuses on the emotional consequences of helping others. We demonstrate that whether helping provides an emotional boost depends on cultural orientation, which determines whether people attribute helping to personal choice and, thus, to one's personal character.

3. U.S. Multicultural Marketing: Towards an Ethnic Identity Scale

J.P. James, Rutgers University, USA*

Segmentation by ethnic identity presents an emic and subjective method to examine U.S. multicultural consumer behavior relative to targeted marketing communications. This study proposes a scale of ethnic identity - inspired by Hofstede's Dimension of Culture but draws on Self-Identity Theory, tested against the Theories of Intercultural Accommodation and Social Class.

4. Acculturation Experiences of Turkish Immigrants in Netherlands

Hatice Kizgin, PhD student, the Netherlands*

Andrew Robson, Newcastle Business School, Northumbria University

Ahmad Jamal, Cardiff Business School, Cardiff University

Nigel Coates, Newcastle Business School, Northumbria University

Immigrants' consumer behaviour and their generational acculturation trends have increasing importance for marketers. There is value in assessing mature immigrant communities outside the USA where such research is established. This study extends this work into the Non-Western Turkish community in the Netherlands, assessing cultural and consumer values and behaviours.

5. We are Where We Live: The Country-Image Congruency Effect on Brand Attitude

Pang Jun, Department of Marketing School of Business, Renmin University of China

Sheng Bi, Department of Marketing School of Business, Renmin University of China*

This research demonstrates a country-image congruency effect on brand attitude. We show that the congruency between brand image and country-of-origin image increases conceptual processing fluency, which leads to favorable brand attitude. In addition, this effect is more likely to occur for consumers with a holistic than an analytic thinking style.

6. Mental Traveling Along Social and Temporal Distance: The Influence of Cultural Orientation on Construal Level

Zhi Wang, Chinese University of Hong Kong, China*

Robert S. Wyer, Chinese University of Hong Kong, China

This paper provides an integrated framework in examining the interactive effects of general cultural orientations (e.g., individualism/collectivism and short/long-term orientation) and psychological distance (e.g., social and temporal distance) on construal level. The present research reconciles the mixed findings of previous research on the effects of cultural orientation on construal level.

Cross-Cultural and Sub-Cultural Influences 2

1. Urban Reconfiguration, Heterogeneous Community Collaboration and the Co-Construction of Shopping Experiences.

Flavia Cardoso, Universidad de San Andres - ESCP Europe*

Florence Pinot, ESCP Europe - CERALE

Olivier Badot, ESCP Europe

The concentration of diverse minority groups in urban areas is becoming frequent yet the phenomenon of heterogeneous community interaction has been given relatively little attention as research has privileged the homogeneity of groups (Thomas et al, 2013). This work analyses how heterogeneous groups interact and co-produce shopping experiences.

2. B-girls and B-boys: Cultural Production and the Hip-Hop Dance Subculture

Jia Zheng, George Mason University, USA*

Laurie Meamber, George Mason University, USA*

The research examines the hip-hop dance subculture with implications for extending our knowledge of cultural production within arts communities of production/consumption. Findings suggest that cultural production within this artistic community is conflicted and fragmentary, and that commodification is embraced to allow the subculture and art to flourish.

3. Understanding the Consumer Culture of Self-Help: Fun, Play and Prayers

Kaleel Rahman, RMIT University, Australia*

In this research, using a mixed-method qualitative approach, we investigate the consumer culture of self-help. Although self-help has been studied from a number of disciplinary perspectives, the area has been largely neglected by consumer researchers. Our research reveals four distinct types of self-help values: destination, gratification, therapeutic and spirituality.

4. Subcultural Escapades: Radical Self-Expression, Therapeutic Praxis, and Controlled Chaos

Emre Ulusoy, Youngstown State University, USA*

Subcultural members discharge their resentment and frustrations through radical, extreme, and chaotic modes yet in a relatively controlled and secure environment relying on the codes, norms, and rituals embraced by subcultural members. As they seek solace in membership in subcultures, they also seek to reinvent the passion, creativity, and fun.

5. The Effect of Situational Factors on Cross-Cultural Consumer Risk-Taking

Hosei Hemat, Discipline of Marketing, University of Sydney Business School, University of Sydney, Australia*

Ulku Yuksel, Discipline of Marketing, University of Sydney Business School, University of Sydney, Australia*

Using experiments, we investigate cultural differences in consumer risk-taking to identify previously unknown cultural paradoxes and boundary conditions. We adopt a context dependent view of the effect of culture on risk-taking exploring different risk types and decision-maker perspectives as moderators.

6. Communicating Responsible Behaviour in Tourism through Online Videos: A Cross-Cultural Perspective

Wided Batat, University of Lyon 2*

Sonja Prentovic, University of Lyon 2*

This research aims to discuss the approaches of tourism professionals to communication on responsible behaviour through sustainable tourism video contents shared on social media indicating cross-cultural differences in three European countries: UK, France and Serbia. The visual method analysis revealed two main approaches: (1) environmental and (2) socio-cultural responsible behaviour.

Consumer Wellbeing 1

1. Can Being Healthy Be Sexy? - An Exploration of 'Health Edutainment' and Its Impact On Attitudes and Behaviors

Tyrha M Lindsey, Rutgers University, USA*

Christine Ringler, Rutgers University, USA

As rates of obesity, hypertension and heart disease continue to rise, how do you make preventive health issues sexy so people will take notice and act? We gathered data from 155 millennials to examine the effects of “health edu-tainment” on intentions to get more health information.

2. The Healthy = Expensive Intuition: Why Perceptions that Healthy Eating Costs More Can Be So Costly

Kelly Haws, Vanderbilt University, USA

Kevin Sample, University of Georgia, USA*

Rebecca Walker Reczek, The Ohio State University, USA

A variety of considerations impact food decision making. We examine consumer intuitions about the relationship between healthiness and the price of food items, demonstrating the nature, strength, and implications of the healthy = expensive intuition in a series of studies.

3. Guilt versus Shame Appeals: The Role of Regulatory Focus and Efficacy in the Understanding the Effectiveness of Distracted Driving Messages

Kathrynn Pounders, University of Texas at Austin, USA

Seungae Lee, University of Texas at Austin, USA*

Arnold DongWoo Chung, University of Texas at Austin, USA*

The purpose of this study is to integrate regulatory focus theory and efficacy to better understand the effectiveness of guilt and shame appeals in distracted driving advertising campaigns. The study predicts that the fit between emotional appeals and regulatory foci will increase persuasion and it occurs through different efficacy salience.

4. The Influence of Belief-Consistent Nutrition Information on Food Consumption

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology*

Young Eun Huh, Hong Kong University of Science and Technology

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

This research examines the effect of nutrition information that is consistent with consumers' category-based beliefs. Consumption decisions, for either healthy or unhealthy foods, are not materially influenced by belief-consistent nutrition information (Study 1). However, after having chosen either a healthy or an unhealthy item, a subsequent decision regarding indulgent food is indeed affected by the prior presence of belief-consistent nutrition information (Study 2). Specifically, people who had made a healthy [unhealthy] choice in the presence of calorie information were less [more] likely to want to indulge afterwards.

5. Effects of Product Location and Trait Self-Control on Healthy Snack Choices: When High Self-Control Individuals Buy More Healthy Snacks.

Kunalai Ploydanai, Wageningen University, the Netherlands*

Erica van Herpen, Wageningen University, the Netherlands

Hans van Trijp, Wageningen University, the Netherlands

This study examines the interplay of product location and trait self-control on healthy snack choices. Results show that when consumers make more product choices before reaching the snack category, this increases ego-depletion and enhances the number of healthy food items chosen by high self-control consumers.

6. A Weighty Problem: An exploration of the role identity and status play in weight loss effort, success and failure

Denise Conroy, The University of Auckland New Zealand*

Christina Lee, Monash University Kuala Lumpur

Rachel Wolfgramm, The University of Auckland New Zealand*

Obesity is now a pandemic which clearly needs to be arrested to ensure a more sustainable future for all nations.

We explore the role identity and status play in weight loss effort, success, and failure; and suggest new ways of promoting sustained weight loss and maintenance.

7. Baby Hacking: The Trend of Surveillant Seduction in Child Consumer Socialisation

Shona Bettany, University of Westminster, UK*

Ben Kerrane, Manchester Business School, UK

This paper seeks to understand, and theorise the development of the self as seeking surveillance through engagement with hacking technologies using the case of a range of new, highly commodified mass market technologies aimed at new, and aspiring parents.

8. The Impact of Parental Divorce on Consumers' Moral Judgment Processes

Mengmeng Liu, Temple University, USA*

Maureen Morrin, Temple University, USA*

Divorce is commonly associated with having several negative psychological effects on offspring's well-being. The present research proposes that adult consumers who grew up in divorced (versus intact) households render harsher moral judgments against companies and brands who engage in unethical behaviors, compared with consumers who grew up in intact families.

Consumer Wellbeing 2

1. What's My Age Again? Subjective Versus Physical Age Feedback Moderates Consumer Health-Related Behavior

Daniel Brannon, Arizona State University, USA*

Chadwick J. Miller, Arizona State University, USA

Adriana Samper, Arizona State University, USA

How do changes in a consumer's subjective age influence their health-related behaviors? Giving people feedback that they are subjectively young, as opposed to old, increases their likelihood of engaging in healthy behaviors. Interestingly, this effect does not exist when given feedback that they are physically young, as opposed to old.

2. Using Contested Heritage to Reproduce Ideology in Cyprus: The Museum of Barbarism and Vulnerable Consumers

Yalkin Cagri, Kadir Has University, Turkey*

Veer Ekant, University of Canterbury, New Zealand

Sites of violence may be used to sustain conflict and reproduce ideology. This study focuses on a dark heritage site, Museum of Barbarism, in the divided island Cyprus and how captive young consumers become vulnerable through visiting the museum. Results suggest that vulnerability is a by-product of sustaining dominant ideology through state apparatuses such as schools and museums by creating and sustaining myths around events that took place.

3. Taste the Waste – Biography of Food Items

Johanna Gollnhofer, University of St. Gallen, Switzerland*

The activity of dumpster diving prolongs the life span of food items. By developing biographies of objects and tying those to biographies of humans, the paper contributes by revealing important insights into the shifting value and meanings of marketplace resources, and the roles certain institutions and social norms can play in those biographies.

4. Health, Wealth, or Beauty? How Consequence Type Influences Temporal Proximity and Vulnerability to Negative Health Outcomes

Mitchel Murdock, University of South Carolina, USA*

Priyali Rajagopal, University of South Carolina, USA

Two studies illustrate that highlighting the social and financial consequences of negative health behaviors (e.g. smoking, not flossing) in addition to health consequences increases the perceived temporal proximity of negative health outcomes and amplifies perceived vulnerability.

5. Self-Licensing or Satisfying Health Goals? Effect of Exercising on Food Choices

Richard Yalch, University of Washington, USA*

Kyra Wiggin, University of Washington, USA*

Health-related goals cause individuals to resist temptation but self-licensing justifies individuals indulging themselves with unhealthy foods. When given a choice between a healthy or tasty snack before or after exercising, more individuals resisted temptation after than before. Expecting to exercise provides self-licensing whereas exercising makes health goals more salient.

6. Clarifying Convergent Validity Issues in Prevention Focus Scales: The Relation of Constraint to Prevention Focus

Scott Motyka, Babson College, USA*

Raymond Knight, Brandeis University, USA

Dhruv Grewal, Babson College, USA

Joseph Cunningham, Brandeis University, USA

This paper helps explain convergent validity issues in two major scales of prevention focus (RFQ, Lockwood). We demonstrate that these differences are partially explained by their differential relationship to components of Tellegen's personality model (traditionalism, control, harm avoidance). We suggest re-conceptualization of prevention focus into expectation- and behavior-related prevention focus.

7. Ethical Plates are Smaller Plates

Hajar Fatemi, McGill University, Canada*

Laurette Dube, McGill University, Canada

Contrary to existing belief that healthy food is less filling, we propose that presenting food as an ethical product will make it to be perceived as both healthier and more filling. In particular, our results show that individuals perceive to need fewer servings of a product with CSR attribute to make them feel full compared to food with no CSR attribute.

8. Ethical Mindsets and Moral Transgression Classification: When Cleansing Licenses Consumer Indulgence

Tracy Rank-Christman, Rutgers University, USA*

Maureen Morrin, Temple University, USA

May O. Lwin, Nanyang Technological University, Singapore

Nguyen Pham, Arizona State University, USA

This research explores boundary conditions for the impact cleansing has on indulgent consumer choices. We show that cleansing's ability to license indulgence is contingent upon both the type of moral transgression as well as the consumer's ethical mindset.

Consumer Traits 1

1. When Highly Curious Consumers Have High Self-Esteem: Maximizing the Effects of Augmented Reality in Brand Communication

Mark Yi-Cheon Yim, Canisius College, USA*

Hongmin Ahn, West Virginia University, USA

This study aims to identify personality traits that affect the effects of augmented reality in brand communication. The study demonstrates that both curiosity and self-esteem influence the persuasiveness of augmented reality in brand communication, suggesting they are critical individual differences to consider in predicting consumers' responses to augmented reality.

2. Two facets of narcissism and compulsive buying

Sunghwan Yi, University of Guelph, Canada*

Roisin O'Connor, Concordia University, Canada

Although overt narcissism in compulsive buyers has been recognized in previous research, the role of covert narcissism has not been explored. We simultaneously investigated the association between covert narcissism vis-à-vis overt narcissism and compulsive buying. Furthermore, we explore mediational processes of the overt versus covert narcissism and compulsive buying.

3. Teasing out Need for Affiliation and Need for Control in Preference for Anthropomorphized Products

Shirley Y. Y. Cheng, Hong Kong Baptist University*

Sau Lai Lee, Hong Kong Baptist University*

Prior research showed that social exclusion increases preference for anthropomorphized products. Yet, the exact motivation is unclear because social exclusion can heighten both affiliation need and control need. Using a new manipulation, we add to the literature by showing need for affiliation alone can drive preference for anthropomorphized products.

4. The Protestant Work Ethic and Its Role in Outcome Prediction Based on Cost of Means

Yimin Cheng, Hong Kong University of Science and Technology*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Rom Schrift, University of Pennsylvania, USA

The Protestant Work Ethic (PWE) is one of the few concepts that spans most social sciences but has been ignored by consumer researchers. Four studies found high (vs. low) PWE consumers prefer costlier options across different types of cost, because they use costs in means to predict benefits in outcomes.

5. The Dominance of Moral Character in Endorser Perception: Perceiver Effects of Dispositional Tendency, Moral Intuitions, and Self-Location

Joseph W. Chang, Vancouver Island University, Canada

Jiayun (Gavin) Wu, Savannah State University, USA*

Yung-Chien Lou, National Chengchi University, Taiwan

Moral character dominates warmth on endorser, advertising, and brand evaluations. Specifically, advertising endorsed by warm-immoral (vs. moral-cold) celebrities is less favored and instigate more negative impact on the endorsed brand. Moreover, perceivers' innate moral intuitions and self-location moderate the impact of advertising endorsed by immoral celebrities on brand evaluations.

6. Consumer Patternicity: Investigating the Influence of Abstract Mindsets on Personal Need for Structure

Alexander Davidson, Concordia University, Canada*

Michel Laroche, Concordia University, Canada

Patternicity is a tendency to recognize patterns, even when none exist. Abstract as opposed to concrete mindsets are found to reveal false perceptions about a product's performance pattern as their personal need for structure increases. This research is the first to explore patternicity through the lens of consumer decision-making.

7. When Do Political Ideologies Affect Brand Extension Evaluation? The Role of Mindsets

Cristobal Barra, University of South Carolina, USA*

Alokparna (Sonia) Monga, Rutgers University, USA

We find that political ideologies affect brand extension evaluations. In a holistic mindset, liberals respond more favorably to dissimilar

brand extensions than conservatives. However, in an analytic mindset, there are no differences between liberals and conservatives. These effects dissipate when political ideologies are less central to one's self-concept.

Consumer Traits 2

1. Do You See the Imitation? Examining the Impact of Psychological Distance on Shopping Ease

Katie Kelting, University of Arkansas, USA

Christopher Berry, University of Arkansas, USA*

Copy-cat private-label brands (CCPLBs) are criticized for confusing consumers. However, drawing from processing fluency and construal level theory, we find that when a category contains CCPLBs, consumers who shop the category with an abstract (versus concrete) mental construal experience shopping ease.

2. Rejection Boosts Brand Desire: The Moderating Role of Self Esteem and Brand Status in the Effect of Brand Rejection

Fang Wan, University of Manitoba, Canada

Pingping Qiu, Monash University, Australia*

Daniel Sun, University of British Columbia, Canada*

Amitava Chattopadhyay, INSEAD, Singapore

Exclusiveness is one of the hallmarks of luxury brand as the appeal "not everyone can have it" implicitly rejects certain consumer segments. In this paper, we found that brand rejection can heighten brand desire only for high self esteem consumers and when the brand is high status (vs. low status).

3. "What Is It? How Does It Work?" Why and How Consider the Curiosity as a Main Concept for Research on Interactive Consumer Decision Aids. Application with a Virtual Fitting Room.

Marie Beck, IAE School of Management, University of Lille North France.*

Dominique Cri , IAE School of Management, University of Lille North France.

This research highlights the relevance of the curiosity concept in Interactive Consumer Decision Aids research. Results show that specific curiosity about the product is increased by the presence of a Virtual Fitting Room and by the diversive curiosity. The latter effect is mediated by the specific curiosity about the VFR.

4. Do Different Motives Underlying Gift-giving Behavior Influence Self-indulgence Differently?

Ning Chen, European School of Management and Technology, Germany*

Francine Espinoza Petersen, European School of Management and Technology, Germany

This research suggests that different gift-giving motivations influence a gift-giver's self-indulgence differently. Gift-givers with an altruistic motivation tend to be more self-indulgent than gift-givers with a self-interested or a compliance-with-social-norm motive. We find that this effect is mediated by happiness and moderated by the perceived appropriateness of self-indulgence.

5. Developing Versus Maximizing Expertise: The Impact of Implicit Theories on Consumers' Knowledge Preferences

Joshua J. Clarkson, University of Cincinnati, USA

Ruth Pogacar, University of Cincinnati, USA*

Mary C. Murphy, Indiana University, USA

Three experiments document the differential knowledge preferences of incremental and entity theorists. Specifically, incremental theorists prefer knowledge breadth to develop their learning potential, whereas entity theorists prefer knowledge depth to maximize their performance potential. Implications for marketing strategies, including segmentation and positioning based on implicit theories, are discussed.

6. The Positive Effect of Guilt: Construal Level, Fit, and Fluency

Yun Lee, Virginia State University, USA*

This research investigates the relationship between guilt and construal level. The findings indicate that guilt-laden individuals are more likely to construe information at abstract, high levels (experiments 1 and 2). Further, such fit between guilty feelings and high-level construals leads to more favorable brand attitudes (experiments 3) via enhanced processing fluency.

7. To Wait or Not? Why Creating Curiosity May Increase Patience

Claudiu Dimofte, San Diego State University, USA*

Kyra Wiggin, University of Washington, USA*

Richard Yalch, University of Washington, USA*

Waiting is difficult and curious individuals are generally thought to be inherently impatient. Two experiments suggest that curiosity causes individuals to focus on reward benefits more than delay costs. Individuals whose curiosity was unsatisfied evidenced greater patience than non-curious or curiosity-satisfied individuals when reward was delayed.

Celebrity

1. Forgiving Celebrities with Ethical Transgressions: The Role of Parasocial Relationships, Ethical Motivation and Regulatory Focus Mindset

Seung Hwan (Mark) Lee, Colorado State University, USA*

Travis Simkins, University of Wyoming, USA

Sean Luster, Colorado State University, USA

People with a strong (vs. weak) parasocial relationship with a celebrity were more forgiving after a protective-intent motivated transgression. Promotion-focused individuals with a strong parasocial relationship in AI condition were more forgiving than prevention-focused individuals. In negative parasocial relationships, promotion-focused (vs. prevention) individuals were more forgiving towards a PI-motivated transgression.

2. Parasocial Memory: Consumers' Symbolic Narratives and Cultural Distinctions of Celebrities' Intimate Familiarity

Dave Centeno, Department of Marketing, City University of Hong Kong; & CEA Virata School of Business, University of the Philippines*

Jeff Jianfeng Wang, City University of Hong Kong

This research explores on celebrity 'parasocial memory' among Filipino consumer groups and describes how the concept operates through their symbolic narratives. It delineates celebrities like referent others; themed with identities of friends, family members, and

significant others. Implications on socially-constructed memory, consumer identity, and political marketing celebrity persuasion are discussed.

3. A Two-Way Street: Examining the Impact of Brand Transgressions on Consumers' Perceptions of Celebrity Endorsers

Veronica Thomas, Towson University, USA*

Kendra Fowler, Youngstown State University, USA*

The purpose of this study is to examine the impact that a brand transgression has on consumers' perceptions of the celebrity that is endorsing the brand and how this effect is impacted by a consumer's pre-existing connection to the celebrity.

4. Consumers' Perceptions of Celebrity Values

Eda Gurel-Atay, Independent Scholar, USA*

Lynn Kahle, Lundquist College of Business, University of Oregon, USA

Congruity between celebrity and product values is essential for effective endorsements. However, to select a celebrity who has congruent values with their products, companies need to know which values are associated with which celebrities. This study seeks to understand consumers' perceptions of celebrity values and the implications of these perceptions.

5. Celebrities Go Sustainable! The Effects of Source Credibility and Ethicality Fit on Brand Perception, Attitude, and Purchase Intention

Jiyun Kang, Texas State University, San Marcos*

Woo Jin Choi, University of Seoul*

Although these days sustainable products are more popular, sales remain low. We investigate how to select celebrities who will effectively market these sustainable products. The results show that source trustworthiness and source ethicality fit affect brand credibility and brand ethicality and in turn, positively influence consumer attitudes toward sustainable products.

6. The Ron Burgundy Effect: Exploring Differences Between Actors and Characters on Endorsement Effectiveness

Jennifer Jeffrey, Western University, Canada*

Matthew Thomson, Western University, Canada

Allison R. Johnson, Western University, Canada

Advertisers have revived the practice of using fictional characters as product endorsers. In this research we argue that consumers feel more intimately connected to their favoured characters than they do favoured actors, which results in less updating when presented with new information. Potential benefits of character endorsement are discussed.

Brands and Branding 1

1. Positive Effects of Misfit in Sponsorship Relationships: When Misfit Benefits the Brand

Lifeng Yang, University of Mississippi, USA*

Katie Howie, University of Mississippi, USA

Extant research has shown consensus that brand's sponsorship of events that are incongruent (misfit) with the brand beliefs would

yield to a negative effect on the brand. In this research, a markness model is proposed, arguing that misfit in sponsorship is not inherently bad but can be beneficial.

2. Increasing Brand Equity Through Competition

Benjamin Boeuf, HEC Montreal, Canada*

This paper focuses on a simple yet unstudied technique of leveraging a sponsorship: the mention of competition. This is the first attempt to measure the combined effects of sponsorship and the mention of competition on attitude. How sponsorship may positively link two competitive brands in increasing equity transfer is considered.

3. Integrated Marketing Communications (IMC) as a critical component to building Customer Based Brand Equity

Belinda Dapi, University of KwaZulu-Natal, South Africa*

Pepukayi Chitakunye, University of the Witwatersrand, South Africa

Maxwell Phiri, University of KwaZulu-Natal, South Africa

Amandeep Takhar-Lail, University of Bedfordshire, United Kingdom

This paper contributes to an understanding of customer based brand equity. Drawing insights from a survey of the Coca-Cola brand in South Africa, our results reveal that the majority of study participants did not have the attitudinal attachment, active involvement and sense of community that are necessary for brand resonance.

4. Extending Product Lines to Increase Sales of Original Products

Brittney Dalton, Washington University, USA*

Steve Nowlis, Washington University, USA

Line extensions are often considered a threat to preexisting products in the line, as their introduction may cannibalize sales of the original products. In four studies, we demonstrate that introducing highly innovative items to a line actually increases purchase incidence of the original products, reversing the effect of cannibalization.

5. Should Strong Brands Invest in Ecolabels? An Accessibility-Diagnosticity Account of Perceptions of Brand Sustainability

Dilney Gonçalves, IE University - IE Business School*

Patrícia Rossi, NEOMA Business School*

Márcia Herter, NEOMA Business School

Diego Costa Pinto, ESPM Business School

This research shows that brand strength (“strong” vs. “weak”) change the impact of ecolabels on brand sustainability. The findings indicate that not all brands benefit equally from sustainability efforts. Specifically, weak brands using ecolabels gain in perceptions of sustainability and purchase intentions, whereas ecolabels have no effect on strong brands.

6. Who Should Tell the Story? Source Effects in Brand Biographies

Ali Tezer, Concordia University, Canada*

H. Onur Bodur, Concordia University, Canada

Bianca Grohmann, Concordia University, Canada

This research shows that underdog brand biography, compared to topdog brand biography, increases purchase intentions when the

brand is the source of information. Positive effect of the underdog brand biography disappears when an independent third-party is the source of information. The narrative transportation model of persuasion explains this source effect.

7. Unaided vs. Aided Pick-Any Brand Image Data Elicitation

Lara Stocchi, Loughborough University, United Kingdom*

Tamara Ansons, Warwick Business School, United Kingdom

We compare conventional unaided brand image measurement against an alternative, where consumers are aided in the elicitation process with prompts that facilitate the recollection of episodic information. Initial findings reveal purchase intention was higher after the alternative approach was used for those that reported using the brand in the past.

8. Sponsoring a Rival has Benefits Too: A Longitudinal Study of Changes in Fan Attitudes Toward Favored- and Opposing-Team Sponsor Brands

Clinton S. Weeks, Queensland University of Technology, Australia*

Christopher M. Mahar, Queensland University of Technology, Australia

A longitudinal field experiment examined sports fans' attitudes toward favored- and opposing-team sponsors across time. Measurements at five timepoints showed fans' attitudes were more positive toward their favored-team sponsors, but that attitudes improved across time toward both favored-team sponsors and opposing-team sponsors. This occurred regardless of intensity of fan identification.

Brands and Branding 2

1. Politically Charged: What is the Effect of a Brand Taking a Decisive Political Stance?

Christopher Hydock, Georgetown University, USA*

Anne Wilson, Georgetown University, USA

Beyond expressing their sentiment, consumers often vow to take action following brands' announcements of a political stance. Four studies document the effect of taking a political stance on consumer attitude toward a business, and willingness to sacrifice monetary value. Attitude was mediated by perceived extremeness of a stance and willingness to sacrifice value was moderated by the extent of the sacrifice.

2. The Asymmetric Effects of Communicating Experiential Brand Benefits

Alexander J. Kull, University of South Florida, USA*

Marisabel Romero, University of South Florida, USA*

Three studies show that experiential claims, compared to functional claims, for utilitarian (hedonic) products favorably influence consumers' perceptions of (feelings of connection to) the brand. Preliminary process evidence suggests that these effects are driven by experiential claims for utilitarian (hedonic) products eliciting primarily object-centered (self-centered) consumer engagement with the brand.

3. Brand Sacredness and Its Cultural Underpinnings

Maria Rodas, University of Minnesota, USA*

Carlos Torelli, University of Minnesota, USA

This research contributes to prior literature by experimentally investigating brand sacredness and uncovering its cultural underpinnings. Our findings demonstrate that salience of cultural concepts can increase the sacredness of iconic brands. Furthermore, individuals who value the ideas that traditional culture provides are more likely to ascribe sacredness to brands.

4. Brand Mythology and Communication of a Hero Identity: A Case Study of Player's Cigarette Marketing

Timothy Dewhirst, University of Guelph, Canada*

In the spirit of transformative consumer research that aims to inform policy and improve well-being, this study provides an interpretive analysis of the tobacco industry's consumer research to examine the communication of a hero identity for Player's, which is Canada's leading cigarette brand, and raises a number of ethical issues.

5. I Don't Know You Anymore: Effects of Identity-Based Motivation on Responses to Rebranding

Richie Liu, Washington State University, USA*

Jeff Joireman, Washington State University, USA

David Sprott, Washington State University, USA

Eric Spangenberg, Washington State University, USA

Previous research on consumer responses to rebranding has not drawn much attention in the marketing domain. We extend prior work in this area by considering the identity-based motivation model to further our theoretical understanding of rebranding's (e.g., brand logo change) impact on brand attitudes and purchase intention.

6. Consumers' Self-Persuasion and Brand Transgression

Wonkyong Beth Lee, Western University, Canada*

Yang Ye, Western University, Canada

We examine self-persuasion that consumers may adopt to maintain consumer-brand relationships when facing brand transgressions. If consumers have strong brand relationships, they use self-directed, intentional persuasion such as reinterpreting undesired elements of, and suppressing undesired elements of the brands. Consumers' negative emotions may explain consumers' self-persuasion.

7. Prosocial Co-Creation: How Cause-Related Marketing with Choice Strengthens Consumer-Brand Relationships

Alexander J. Kull, University of South Florida, USA*

Timothy B. Heath, University of South Florida, USA

Letting consumers choose the cause in cause-related marketing strengthens consumer-brand relationships, especially with unrestricted (choose any cause) rather than restricted (select from a list) choice. The effects are mediated by consumer-oriented and brand-oriented paths and can backfire for disliked brands. Increasing the number of cause options neither helps nor hurts.

8. Dissimilar Extensions Effect on Prestige Brand Image

Theodoro Agostinho Peters, Fei Ignatian Educational Foundation University*

The impact of dissimilar extensions on prestige brands via experiment 2x4 – two brands of clothing and four extensions which varies in similarity from intermediate to weak – tests the dilution effect on parent brand image. Results show stronger brand suffers greater

dilution effect, and confirm limits for prestige brands' extensions.

9. Dark Side of Brand Salience in Memory: Spillover to the #1 Brand

Jihye Park, Hankuk University of Foreign Studies*

Rao Unnava, The Ohio State University

Jiyoung Ha, Hankuk University of Foreign Studies

This research examined if brand salience in memory is not always beneficial. The market leader brand is blamed or falsely implicated by scandals caused by other competing brands. Brand similarity or typicality had no bearing on these results.

Advertising 1

1. Exploring the Effects of Original Brand Advertising on Demand for Copycat Products

Liangyan Wang, Antai Management School, Shanghai Jiao Tong University, China*

Jesse R. Catlin, California State University, Sacramento, USA

Ke Xue, Shanghai Jiaotong University

In two experimental studies, we find that advertising appeals for original brands can impact purchase intentions for copycat versions of the advertised product. Additionally, we find evidence that attitudes toward copycat versions of the advertised product mediates this effect.

This research was funded by the NNSF of China Grant (71072059).

2. Effect of Paradoxical Advertising on Negativity Bias

Jihye Park, Hankuk University of Foreign Studies*

We examined a) if a paradoxical ad produces more positive evaluations as compared to the promotional ad, b) if product negativity with social value influences the evaluation of a paradoxical ad vs. promotional ad, and c) if attitude negativity toward the product induces a boomerang effect of a paradoxical ad.

3. Having Fun with Candy Crush: Second-Screen Media Multitasking Offers Gratifications and (Possible) Benefits For Advertising

Xin Lu, UIUC, USA*

Yilin Ren, UIUC, USA*

Shili Xiong, UIUC*

Jiachen Yao, UIUC USA*

Anlan Zheng, UIUC, USA*

Michelle Nelson, UIUC, USA*

Previous research has shown that media multitasking can harm advertising effectiveness when audiences avoid commercials. However, interviews with multitaskers revealed psychological needs to feel productive, connected and entertained. Findings show that engaging with a second screen is habitual. It can reduce mind-wandering and enhance fun; thus, possibly increasing exposure to advertising.

4. When He Takes the Product, I Take the Product: Importance of Mirror Neurons in Television Commercials Context

Sophie Lacoste-Badie, University of Rennes 1, France*

Olivier Droulers, University of Rennes 1, France

The discovery of "mirror neurons" allows hypothesize that food TV commercials in which the character grabs the product and brings it to his mouth to eat (or drink) are more effective. In an experimental study, we show that this type of commercial is better memorized.

5. Simply Watching Sports' Advertisements Makes Me Eat More

Carolina O.C. Werle, Grenoble Ecole de Management, France

Mia Birau, Grenoble Ecole de Management, France*

Simply watching sports' advertisements may increase food consumption, depending on the difficulty of imagining the performed activity. Contrary to intuition, two studies show that exposure to advertisements portraying easy (difficult) to perform sports increases (decreases) subsequent food intake. We propose that imagery and perceptions of goal progress explain these effects.

6. Consumer Neuroscience: Testing Effectual Advertising Using Dense-Array Electroencephalography

Terry Daugherty, University of Akron, USA

Ernest Hoffman, University of Akron, USA

Kathleen Kennedy, Suarez Applied Marketing Research Laboratories, USA*

Megan Nolan, University of Akron*

Consumer neuroscience methodologies are typically positioned as valuable to advertising firms during a pre-campaign evaluation phase, where neurological responses are used to predict ad effectiveness. We propose that an equally valuable application consists of diagnosing advertising post-campaign and support this claim with preliminary results from a dense-array EEG experiment.

7. Negative Information and Self-Referencing: Reviving the Sleeper Effect

Adrienne Foos, University of Manchester, United Kingdom*

Kathleen Keeling, University of Manchester, United Kingdom

Debbie Isobel Keeling, Loughboroug University, United Kingdom

This research examines the potential for negative information and self-referencing to influence persuasion. It is predicted that the order of positive/negative message presentation and self-referencing impact the sleeper effect. The first experiment supports the significance of ordering, and the second suggests the importance of further research of self structures.

Advertising 2

1. The Differential Effectiveness of Scarcity Message in On-line Advertising

Eun Mi Lee, Post Doctorate, USA

Jung Ok Jeon, Professor, South Korea

Qin Li, Full-time Lecturer, China

Hyun Hee Park, BK21 Plus Research Professor, South Korea*

This study aims to explore the relative effectiveness of scarcity message types on consumers' impulse purchases online in Korea and

China. Moreover, it attempts to examine the moderating roles of message framing and the need for cognitive closure, within which the impact of scarcity message type on impulse buying operates.

2. Gaze Direction in Print Ads Modulates Product And Brand Memorization

SAFAA ADIL, University of Rennes 1, France*

OLIVIER DROULERS, University of Rennes 1, France*

Several studies in neuroscience and psychology demonstrate the role of gaze direction in orienting and modulating perceiver's attention. In marketing, little is known about gaze direction effect on consumer attention toward ads. The current research investigates the influence of perceived gaze direction in ad on product and brand memorization.

3. Is Persuasive Power of Typography Real? The Influence of Attitude Toward the Typography on Advertising Evaluation

Olivier Droulers, University of Rennes 1 France*

Jennifer Amar, University of South Brittany France

In consumer psychology, recent academic works suggest that the way typography affects the reader can play an important role. However little is known about the influence of typography on persuasion in an advertising context. In this research we investigate the role of "attitude toward the typography" on advertising evaluation.

4. Prime Me if You Can: The Effect of Motivated Tuning on Susceptibility to Priming Procedures.

Sebastian Sadowski, University of Groningen, The Netherlands*

Bob Fennis, University of Groningen, The Netherlands

Koert van Ittersum, University of Groningen, The Netherlands

This research examines whether a motivated tuning process (attentional tuning as a function of experiencing or anticipating losses or gains) influences the effectiveness of priming. The results demonstrate that experienced vs. anticipated losses (vs. gains) influence consumers' attentional scope and as such moderate the effect of goal-relevant priming procedures.

5. Achievement Mindsets and Comparative Advertising

Efe Camurdan, Koc University, Turkey*

Zeynep Gurhan Canli, Koc University, Turkey

Nilufer Z. Aydinoglu, Koc University, Turkey

Research on comparative advertising has been broad, but research on the distinction between direct and indirect comparative advertising has been limited and yielded mixed findings. In this essay, we show that the activation of different achievement mindsets through priming moderates the effectiveness of direct and indirect advertising claims.

6. The Effectiveness of Advertising Disclaimers on Digitally Enhanced Images for Men and Women: The Role of Emotional Granularity

Erlinde Cornelis, San Diego State University*

Paula Peter, San Diego State, USA*

In three experiments, this research tests the effectiveness of advertising disclaimers concerning digitally enhanced images on self-satisfaction and mood. More specifically, it adds to previous literature by considering the effects of advertising disclaimers on both

genders, and by establishing emotional granularity as an important moderator of advertising disclaimers' effects.

7. Cross-Media Advertising Affects Explicit but Not Implicit Consumer Memory

Lisa Vandeberg, University of Amsterdam, the Netherlands*

Jaap Murre, University of Amsterdam, the Netherlands

Hilde Voorveld, University of Amsterdam, the Netherlands

Edith Smit, University of Amsterdam, the Netherlands

An experiment on the advantage of cross-media over single-medium advertising showed effects on explicit but not implicit measures of consumer memory. This suggest 1) that cross-media advantages are driven by explicit retrieval mechanisms, and 2) that implicit advertising effects may require more drastic manipulations than (cross versus single-medium) context changes.

Saturday, 25 October 2014

Yoga/Guided Stretching

6:00 am - 7:00 am

Paca Room-3rd floor

ZUMBA

7:00 am - 8:00 am

Paca Room-3rd floor

Taught by Antonia Mantonakis and Naomi Mandel, licensed Zumba instructors.

Wear comfortable clothes and tennis shoes!

ACR Registration

7:00 am - 5:00 pm

East Foyer-2nd floor

ACR Continental Breakfast

7:00 am - 8:00 am

South Foyer-2nd floor

ACR Film Festival

8:00 am - 5:00 pm

Ruth Room-1st floor

Films have 10 minutes Q&A after their first screening

6.1 PERSPECTIVES SESSION: Word of Mouth and Consumer Research

Room: Key 5-2nd floor

Co-chairs: Rob Kozinets, York University

Peter Reingen, Arizona State University

Sarah G. Moore, University of Alberta

Word of mouth theory has been important since the 1940s, but has been made even more visible and salient by the rise of social media. In this session, we collectively overview the fundamental principles and research trajectories of consumer research into WOM. We provide three different but overlapping orientations to the topic: the micro-psychological, the meso-structural, and the meso-cultural. We present findings and example research from each orientation and associated research approaches--experimental, social network analytic, and ethnographic. We conclude with discussion about potential areas of opportunity with emphasis on the complementarity and power that arise from combining approaches.

6.2 Consumer Health and Safety

Room: Johnson Room B-1st floor

Chair: Ann Kronrod, Michigan State University, USA

1. Giving by the Bucket, Taking by the Grain: The Gap between Health Communicators and Consumers

Ann Kronrod, Michigan State University, USA*

Amir Grinstein, Ben Gurion University, Israel,

Luc Wathieu, Georgetown University, USA

This work reveals a gap in communicational motivations that is responsible for the relatively low success of many health communication campaigns. Remarkably, while the communicator's assertiveness is motivated by their evaluations of consumers' NEED for advice, receivers are motivated primarily by their WISH to get advice.

2. Give 'Em a Boost: Descriptive Norms Encourage Booster Seat Use with Low Involvement Parents

Jennifer Jeffrey, Ivey Business School, Western University, Canada*

Dante M. Pirouz, Ivey Business School, Western University, Canada

Jodie Whelan, Ivey Business School, Western University, Canada

Although researchers have argued that injunctive norms are more impactful than descriptive norms at encouraging desired behaviours, we argue that descriptive norms can still be a valuable tool. In particular, we demonstrate that descriptive norms are particularly effective at changing behavioural intentions when targeting an uninvolved consumer segment.

3. Weight Loss at the Cost of Safety is OK for Women: An Exploratory Research on Weight Loss Products Using Before and After Appeals

Fang Wan, University of Manitoba, Canada*

Hamed Aghakhani, Dalhousie University, Canada

Kelley Main, University of Manitoba, Canada

Amitava Chattopadhyay, INSEAD, Singapore

The core idea of our paper is that thin female ideal, as a powerful culture norm can suppress persuasion knowledge, making consumers adopt more risk when it comes to evaluations of weight loss products. This pattern is more pronounced when the endorser of weight loss product is female (vs. male).

4. Using social comparisons to motivate health behavior over the lifespan: the impact of experience with health problems

Jane E.J. Ebert, Brandeis University, USA*

Noelle Nelson, The University of Kansas, USA

Public health campaigns often use comparisons with worse-off others to motivate health behavior. We show that such downward comparisons in older adults impact prevention-focus and health behavior (healthy snack choice), moderated by experience of their own and of others' ill health. The effects in mid-life adults were very different.

6.3 What Makes People Happy? Antecedents and Consequences of Happiness

Room: Key 7-2nd floor

Chair: Jordan Etkin, Duke University, USA

1. Does Variety Increase Happiness?

Jordan Etkin, Duke University, USA*

Cassie Mogilner, University of Pennsylvania, USA

Does variety increase happiness? Three experiments demonstrate that variety often makes people happier, but not always. Although doing more varied activities over the course of a day, week, month, and year increases happiness, doing more varied activities over relatively short time intervals, like 30 minutes, reduces happiness.

2. Emодiversity and the Emotional Ecosystem

Jordi Quiodbach, Universitat Pompeu Fabra*

June Gruber, Yale University, USA

Michael Norton, Harvard Business School, USA

Two cross-sectional studies demonstrate that emodiversity (the variety and relative abundance of emotions humans experience) is an independent predictor of mental and physical health, over and above mean level of emotion. Emodiversity is a practically important and previously unidentified metric for assessing the health of the human emotional ecosystem.

3. Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness

Brittney Dalton, Washington University in St. Louis*

Joseph Goodman, Washington University in St. Louis

Selin Malkoc, Washington University in St. Louis

Consumers often choose how to honor a special occasion: Celebrate with an experience (e.g., a party) or commemorate with a material purchase (e.g., watch, ring). This research challenges the prevailing experiential advantage, providing evidence that commemorating

(vs. celebrating) can lead to stronger memories and more positive affect over time.

4. Neglect of Emotional Losses in Compensation Decisions

Christopher Hsee, University of Chicago, USA

Shirley Zhang, University of Chicago, USA*

Sherry Yu, Washington University in St. Louis

Of the losses people suffer, many are emotional losses (fear, anxiety, etc). Eight studies tapping diverse contexts find a general tendency in people making compensation decisions (such as mediators and jurors) to overlook emotional losses in favor of economic losses. The research draws public attention to emotional losses

6.4 It's Not Me, It's Them: How Social Factors Influence Motivations and Consumption for Genuine and Counterfeit Luxury Goods

Room: Key 8-2nd floor

Co-chairs: Jennifer Stoner, University of Minnesota, USA

Yajin Wang, University of Minnesota, USA

1. You're Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products

Yajin Wang, University of Minnesota, USA

Jennifer Stoner, University of Minnesota, USA*

Deborah John, University of Minnesota, USA

Why do consumers purchase counterfeit luxury goods when this behavior is illegal and generally considered to be unethical? We find that the process of moral disengagement explains how consumers rationalize purchasing counterfeits, and that this process is affected by the social feedback that individuals receive when using counterfeit luxury products.

2. Discrepancy Between Social Status and Implicit Self-Esteem Prompts Preference for Counterfeit Luxury

Miao Hu, University of Hawaii, USA*

Angela Lee, Northwestern University, USA

The current research explores how perceived social status and implicit self-esteem influence counterfeit luxury consumption. Results of two studies showed a novel effect that a discrepancy between social status and implicit self-esteem led to higher preference for counterfeit luxury products.

3. Cultural Influence on Conspicuous Consumption and Pro-Social Behavior in Response to Social Exclusion and the Role of Communication Norms

Jaehoon Lee, Southern Illinois University*

L.J. Shrum, HEC Paris, France

Youjae Yi, Seoul National University, Korea

Responses to exclusion differ as a function of culture because of cultural differences in communication norms. Specifically, the norm-congruent communication of exclusion threatens relational needs, resulting in prosocial behavior, whereas the norm-incongruent

communication of exclusion threatens efficacy needs, resulting in conspicuous consumption. Communication norms mediate the moderating effect of culture.

4. Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control

Yajin Wang, University of Minnesota, USA*

Deborah John, University of Minnesota, USA

In four experiments, we provided women with luxury handbags to use, and found that luxury consumption in public leads consumers to feel more self-conscious and more careful about their behavior in front of others. Being in such a mindset depletes one's self-regulatory resources and impairs self-control in subsequent tasks.

6.5 Women, Emotion work and Producing 'Family': The Role of Food and Fun.

Room: Key 3-2nd floor

Co-chairs: Teresa Davis, University of Sydney, Australia

Benedetta Cappellini, Royal Holloway, University of London, UK

1. Love should be fun: Mothering as a practice

Susanna Molander, Stockholm Business School, Stockholm University, Sweden*

This paper illustrates how mothering can be conceptualized as practice and how consumption can be understood as something that this practice requires. It spotlights emotions and how mothering expresses love towards a needing child with the help of consumption – practice performances many times facilitated by bringing in the fun.

2. Making meal times fun: representation of mothers and family meals over time in Magazine Advertising

Margaret Hogg, Lancaster University, UK*

David Marshall, University of Edinburgh, UK*

Teresa Davis, University of Sydney, Australia

Tanja Schneider, Oxford University, UK

Alan Petersen, Monash University, Australia

This paper examines discursive meanings around the (re)presentation of meals and the role of mothers in 'producing' happiness and fun in the family. Advertising over a sixty years in two popular women's magazines in the UK and Australia are used to identify changing family eating and related mothering emotion work.

3. Feeding the children at school: unpacking fun food in packed lunches

Vicki Harman, Royal Holloway, University of London, UK

Benedetta Cappellini, Royal Holloway, University of London, UK*

Through interviewing 30 British mothers, this interpretive study shows new relationships between children's lunchboxes, fun food and leisure. It reveals how mothers have a wider understanding of the transgressive nature of fun through food, which goes beyond the market offer of children's fun food.

4. A Prize in Every Box! From Cracker Jack to Fun da Middles

Charlene Elliott, University of Calgary, Canada*

Fun is a powerful symbolic theme characterizing contemporary food marketing. This paper examines the rise of “fun” in children’s food. It reveals how packaged foods promised creativity and entertainment. The once transgressive notion of “playing with food” has become acceptable, as a result of commercially foods “specially designed” for children.

6.6 Consequences of Choosing For and With Others: The Good, The Bad, and The In-between

Room: Key 4-2nd floor

Chair: Danielle J. Brick, Duke University, USA

1. The ‘Partners-in-Crime’ and the ‘Lone Wolf’: Comparing the Unethical Behaviors of Dyads and Individuals

Hristina Dzhogleva, Boston College, USA*

Cait Poyner Lamberton, University of Pittsburgh, USA

Nicole Verrochi Coleman, University of Pittsburgh, USA

Are people more unethical when they make decisions jointly in a dyad versus alone? People intuit that joint ethical violations lead to social bonding. Thus, dyads behave more unethically than individuals only when social bonding is needed. Interestingly, results suggest that "partnering-in-crime" may not generate social bonding for all individuals.

2. Choosing Variety for Shared Consumption

Jordan Etkin, Duke University, USA*

Consumption experiences are often shared, yet little is known about how consumers make choices for shared consumption. This research identifies a novel factor – relationship length – that shapes such choices. Four studies demonstrate that consumers choose more variety, and prefer more varied shared experiences, when their relationships are short versus long.

3. When choosing for others is more fun (and less depleting) than choosing for the self

Evan Polman, University of Wisconsin - Madison, USA*

Kathleen Vohs, University of Minnesota, USA

We found choosing for others is less depleting than choosing for the self across three measures of depletion: preference for status-quo; motivation to pursue an undesirable activity; and task persistence. Moreover, we found an interaction illustrating that choosing for others is less depleting among self-oriented, than among other-oriented, decision makers.

4. Shared Decision Making and Power in Relationships

Danielle J. Brick, Duke University, USA*

Tanya L. Chartrand, Duke University, USA

Gavan J. Fitzsimons, Duke University, USA

One might think that by making all of the choices in a relationship one would perceive greater power. Instead, we find that shared decision making leads to greater perceptions of power. Our theory posits that shared decision making combines an individual’s influence plus partner’s interest, two necessary components of power.

6.7 Consumer Gifts and Sharing

Room: Key 9-2nd floor

Chair: Jeffrey Parker, Georgia State University, USA

1. Did You Bring Enough for Everybody? How Differences in Anticipated and Actual Reciprocity Lead to Over-contribution in Sharing Contexts

Jeffrey Parker, Georgia State University, USA*

Nita Umashankar, Georgia State University, USA

Martin Schleicher, IAE Business School, AR

This paper examines sharing contexts in which group members contribute to, and draw from, a pool of resources. Three studies on food choices indicate that consumers tend to over-contribute in such contexts due to a failure to consider the amount they will take from others at the time of consumption.

2. Give Me Your Self: Gifts are Liked More When They Match the Giver's Characteristics

Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Laura Straeter, Erasmus University Rotterdam, The Netherlands*

Ilona de Hooge, Erasmus University Rotterdam, The Netherlands

We explore how recipients' appreciation for a gift depends on the match between the gift and giver. Four studies demonstrate that recipients appreciate gifts more when they figuratively match the giver, i.e., that contain references to the giver's core characteristics, because they perceive such gifts as more congruent with the giver's identity.

3. Share Your Life and Get More of Yourself. Experience Sharing in CouchSurfing

Hellwig Katharina, HEC Lausanne, Switzerland*

Morhart Felicitas, HEC Lausanne, Switzerland

Kocher Bruno, HEC Lausanne, Switzerland

Zisiadis George, Entrepreneur & Artist, USA

By means of a multi-sited multi-method ethnography of CouchSurfing.org, this study explores what motivates consumers to share their homes with strangers. Our findings suggest that participation is best understood by focusing on experience sharing and identify four types of experiential capital as sources of self-enhancement.

4. Humanity Assertion and Anticipated Reckoning: Insights from Gift Exchange in a Crisis Context

Jill Klein, University of Melbourne, Australia*

Tina Lowrey, HEC Paris, France*

Cele Otnes, University of Illinois at Urbana-Champaign, USA

Using Identity-Based Motivation (Oyserman, 2007) to examine gift giving in Nazi concentration camps, we analyze a new gift-giving motivation, that of humanity assertion, which reinforces moral identities and basic human dignity. We then introduce the construct of anticipated reckoning: self-regulation through an imagined future self who judges one's current actions.

6.8 Consumer Experiences

Room: Key 10-2nd floor

Chair: Ezgi Merdin, Bogazici University, Turkey

1. Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions

Ezgi Merdin, Bogazici University, Turkey*

Gulen Sarial Abi, Bocconi University, Italy

Zeynep Gurhan Canli, Koc University, Turkey

Kathleen D. Vohs, University of Minnesota, USA

In this research, we first define fake experiences as the replica of the original experience and provide a brief conceptual discussion. Then, through a series of three studies, using attitude functions theory, we provide insight into attitude functions and advertising appeals for this kind of experiences.

2. The Endowment Effect for Experiences

Li Jiang, UCLA*

Sanjay Sood, UCLA

We show the endowment effect for experiences is greater than that for material products. The differences in the endowment effect arise because the seller/buyer perspective interacts with product type to elicit different levels of imagery processing. We then show mental imagery processing moderates the endowment effect for experiences.

3. How Experience Similarity Shapes Product Evaluation

Jordan Etkin, Duke University, USA

Aner Sela, University of Florida, USA*

Consumers often have multiple experiences with the same product, yet little is known about how the similarity of experiences might impact product evaluation. Six studies demonstrate that recalling more similar product experiences makes consumers think they use the product more, and consequently evaluate it more positively.

4. The Impact of Distinctiveness When Judging Experiences as Wholes or Parts

Robert Latimer, New York University, USA*

Priya Raghurir, New York University

Many experiences are made up of component experiences. For example a bag of jelly beans contains many individual beans and an art museum contains many individual pieces. Three studies examine how considering experiences as a whole or as parts changes the importance of distinctive components to both overall evaluations and evaluations of individual components of experiences.

6.9 Embodied Cognition: Light, Warmth, Scent, and Sound

Room: Key 11-2nd floor

Chair: Ping Dong, University of Toronto, Canada

1. Ray of Hope: Hopelessness Increases Electricity Consumption for Lighting

Ping Dong, University of Toronto, Canada*
Xun (Irene) Huang, Sun Yat-sen University, China*
Chen-Bo Zhong, University of Toronto, Canada

Common parlance such as “ray of hope” depicts a possible association between hope and the perception of brightness. We find that hopelessness indeed leads to reduced visual light perception, which motivates consumers to seek greater ambient brightness and can potentially increase electricity consumption. The reverse of the effect also holds.

2. The Warmth of our Regrets: Regulating Regret through Temperature

Seung Hwan (Mark) Lee, Colorado State University, USA*
Andrew W. Perkins, Ivey Business School, Western University
Jeff D. Rotman, Ivey Business School, Western University

Regret is an emotion that may result from errors of commission (action regret) or errors of omission (inaction regret). We suggest that action or inaction regret induces a change in psychological and physical warmth, motivating individuals to ameliorate that change via interaction with objects / ads that are opposite in temperature.

3. The Cool Scent of Power: Effects of Ambient Scent on Preferences and Choice Behavior

Adriana Madzharov, Stevens Institute of Technology, USA*
Lauren Block, Baruch College, USA
Maureen Morrin, Temple University, USA

The present paper examines the effects of ambient scents that differ on perceived temperature on consumer perceptions and buying behavior. We demonstrate that warm vs. cool scents bias social density perceptions and ultimately lead to power-compensatory consumption behavior such as increased purchases of luxury brands and high-status products.

4. Multisensory Brand Search: How the Meaning of Sound Guides Consumers' Visual Attention

Klemens Knoeferle, BI Norwegian Business School, Norway*
Pia Knoeferle, University of Bielefeld, Germany
Carlos Velasco, University of Oxford, United Kingdom
Charles Spence, University of Oxford, United Kingdom

Across three experiments, consumers' brand search was facilitated by spatially non-informative sounds associated with the target brand. Response latencies and eye movements to the target brand were faster in the presence of congruent (vs. no) sound. This crossmodal facilitation effect held even for newly-learned associations between brands and sonic logos.

6.10 Brand Misbehavior

Room: Key 12-2nd floor

Chair: Mansur Khamitov, Ivey Business School, Western University, Canada

1. Investigating Brand Cheating in Consumer-Brand Relationships: Triadic and Dyadic Approaches

Mansur Khamitov, Ivey Business School, Western University, Canada*

Miranda Goode, Ivey Business School, Western University, Canada
Matthew Thomson, Ivey Business School, Western University, Canada

We find compared to dyadic brand relationships, where the brand relationship is an ends rather than a means of propping up an interpersonal relationship, triadic brand relationships that implicate a third party protect against emotional and behavioral cheating by virtue of reinforcing expectations of exclusive behavior within the brand relationship.

2. Brand Traumas: Why Writing about Negative Brand Experiences Boosts Evaluations More than Writing about Positive Experiences?

Giulia Miniero, Università della Svizzera Italiana, Lugano, Switzerland and SDA Bocconi School of Management, Milan, Italy*

Michael Gibbert, Università della Svizzera Italiana, Lugano, Switzerland

The paper investigates the power of the expressive writing paradigm in the context of brand relationships turning points. Two experiments show that consumers benefit by expressively sharing their emotions and thoughts on the relational changes prompted by relationship turning points, thus restoring their original level of appreciation toward the brand.

3. The Effects of Comparative Processing and Mitigating Information on Customer Choice of a Brand with Negative Attributes

Steven Koppitsch, Bowling Green State University, USA*

This paper explores how positive and negative information regarding a brand influences consumer decision-making when comparative processing is encouraged. Results show that when consumers receive mitigating information about a brand's negative features, that information influences choice when the consumer engages in comparative processing, but not when distracted.

4. Saying Yes to the Dress but No to the Glow: Why Consumers Resist Arrogant Brands

Nira Munichor, Hebrew University of Jerusalem*

Yael Steinhart, Tel-Aviv University

In five studies, we demonstrate the multifaceted effects that brand arrogance has on consumers and their brand choices. We identify diminished self-concept as a factor that may increase consumers' vulnerability to brand arrogance, thus encouraging them to resist arrogant brands. Resisting arrogant brands further helps consumers to repair their self-concept.

6.11 Innovation and Creativity

Room: Johnson Room A-1st floor

Chair: Christophe Lembregts, Ghent University, Belgium

1. "Get Lucky, Get Punished": The Effect of Serendipity on the Perception of Innovations.

Christophe Lembregts, Ghent University, Belgium*

Mario Pandelaere, Ghent University, Belgium

Gabriele Paolacci, RSM Erasmus University Rotterdam, The Netherlands

This work shows that, relative to intentionally developed products, people may have more negative evaluations of innovations that are accidentally discovered. Three studies demonstrate that merely framing an innovation as the result of serendipity leads to more

negative evaluations. This effect may be driven by just-world beliefs.

2. Co-Creating Through Collaboration and Competition: Balancing the Tension

Annetta Grant, Queens University, Canada*

Peter A. Dacin, Queens University, Canada

Using a collaboration-competition lens, we examine the intricacies of the co-creation of value in a community. A netnography and depth interviews with community members provide rich insights into what emerges as a very fluid notion of co-created value characterized by members' idiosyncratic balancing of the collaboration-competition duality.

3. The Dual Influence of the Number of Prior Ideas on Solvers' Creative Performance in Open Ideation Contests

Suleiman Aryobsei, University of St.Gallen, Switzerland*

Reto Hofstetter, University of Lugano, Switzerland

Andreas Herrmann, University of St.Gallen, Switzerland

Darren Dahl, University of British Columbia, Canada

We investigate the role of prior ideas in open ideation contests and their influence on individual levels of creative performance. We propose that prior ideas can both stimulate and hinder creative performance depending on the number of prior ideas a solver views before posting his or her own idea.

4. Value creation in the consumption process: the role of consumer creativity

Marie Taillard, ESCP Europe Business School, United Kingdom*

Benjamin Voyer, ESCP Europe Business School, United Kingdom*

Vlad Glaveanu, Aalborg University, Denmark

Alkmini Gritzali, University of Surrey, United Kingdom

We argue that value creation results from consumer creativity, a socio-cultural phenomenon which is inherent in all acts of consumption. We explore consumer creativity using conversation analysis in an online forum and show how consumers integrate resources to create value. Consumer creativity can be encouraged and harnessed by managers.

6.12 Self and Identity

Room: Key 6-2nd floor

Chair: Russell Belk, York University, Canada

1. Alternative Conceptualizations of the Extended Self

Russell Belk, York University, Canada*

Belk's formulation of the extended self is an influential model of the way we incorporate persons, places, and things into identity. This paper compares extended self to four established alternatives: expanded self, extended mind, multiple selves, and actor network theory. They are found to provide unique emphases, assumptions, and applications.

2. "Look!! I'm not the same person !" The role of clothing in consumers escapism

Damien Chaney, Groupe Esc Troyes in Champagne, France*

While literature has extensively studied the relationship between clothing and social identity, this paper explores the role of clothing in escapism where consumers lose their identity. Results show that consumers use clothing to lose their identity, to escape from their everyday life and to enter the ritual experience community.

3. Congruency Between Self as Communicated by Product Ensembles and Self as Perceived by Peers – Do the Two Match?

Renu Emile, O.P.Jindal Global University, India

Sunanda Sangwan, Shantou University Business School, Peoples Republic of China*

4. My Louis Vuitton Bag from eBay is Definitely Genuine: Closing the Self-Discrepancy Gap through Self-Deception with Brands

Sara Dommer, Georgia Tech, USA*

Nicole Coleman, University of Pittsburgh, USA

This research demonstrates not only that brands associated with the ideal self reduce self-discrepancy, but also that this reduction occurs through a self-deceptive process. As a result, consumers can use counterfeit products of ideal brands to reduce their self-discrepancy by deceiving themselves into believing that the counterfeit product is genuine.

6.13 ROUNDTABLE: 10 Years of Consumer Neuroscience: Progress, Challenges, and Promises

Room: Blake Room-2nd floor

Co-chairs: Ming Hsu, University of California Berkeley, USA

Uma Karmarkar, Harvard Business School, USA

Participants:

Moran Cerf, Northwestern University, USA	Hilke Plassmann, INSEAD, France
Adam Craig, University of Kentucky, USA	Baba Shiv, Stanford University, USA
William Hedgcock, University of Iowa, USA	Ale Smidts, Erasmus University Rotterdam, The Netherlands
Ming Hsu, University of California Berkeley, USA	Vinod Venkatraman, Temple University
Uma Karmarkar, Harvard Business School, USA	Stacy Wood, North Carolina State
Milica Mormann, University of Miami, USA	Carolyn Yoon, University of Michigan, USA

Significant gains in knowledge have been achieved in the first decade of consumer neuroscience research. This roundtable aims to draw lessons from the past ten years and building on it to propose broad multi-method empirical approaches that can better advance our understanding of consumer behavior and its underlying processes.

Coffee Break
9:15 am - 9:30 am
East and South Foyer-2nd floor

7.1 PERSPECTIVES SESSION: Assemblage Theory and Consumer Research

Room: Key 5-2nd floor

Co-chairs: Amber Epp, University of Wisconsin

Robin Canniford, University of Melbourne

Eileen Fischer, York University

This perspectives session offers a primer on assemblage theories. Recent consumer research investigates assemblages as both a theoretical foundation and analytic tool. Assemblage theories attend to the complexity of socio-material collectivities made up of heterogeneous consumption resources that interact in contingent and fluid ways. We trace the history/intellectual origins, key tenets, uses (applications from within and outside the field that might inform future research), and limitations of assemblage theories. Participants in this interactive session will gain a general understanding of how researchers might employ assemblage thinking to disrupt established concepts through ongoing discussion, opportunities to ask questions, and group brainstorming.

7.2 From Eating Healthy to Planned Purchases: Insights into the Interplay Effect of Goals and Planning on Consumer Welfare

Room: Key 6-2nd floor

Chair: Yanliu Huang, Drexel University, USA

1. Saying “No” to Cake or “Yes” to Kale: Plans to Exclude or Include Foods to Reach Health Goals

Meredith David, Baylor University, USA*

Kelly Haws, Vanderbilt University, USA

In developing plans for achieving health-related goals, two fundamentally different approaches are often used: inclusion (focusing on healthy foods) and exclusion (focusing on unhealthy foods). Three studies explore the effectiveness of these strategies and demonstrate that individual differences in self-control interact with type of plan to affect goal-related results.

2. It's Just Too Easy: How Planning Affects Perceived Effort, Goal Value, and Motivation

Julia Bayuk, University of Delaware, USA*

Juliano Laran, University of Miami, USA

Planning to achieve a goal can have beneficial and detrimental effects on people's goal-directed motivation. We examine situations when planning leads to an increased versus a decreased perception of effort associated with goal pursuit. We show that when planning increases perceptions of effort, motivation to pursue the goal often increases.

3. Planned but Not Purchased? A Field Study of Drivers and Consequences of Failed Purchases

Verena Huettl, University of Hohenheim, Germany

Aleksandra Kovacheva, University of Pittsburgh, USA*

Jeffrey Inman, University of Pittsburgh, USA

Analyzing shopping trips of over 2000 shoppers, we find that nearly a fifth of planned purchases do not make it into the shopper's cart. We investigate what category, trip, and shopper characteristics predict these “failed” purchases. Moreover, we show that unfulfilled shopping plans impact the shopper’s satisfaction with the retailer.

4. A Metacognitive Perspective on the Motivational Benefits of Planning Across Domains

Yanliu Huang, Drexel University, USA*

Utpal Dholakia, Rice University, USA

Leona Tam, University of Wollongong, Australia

We examine how plans made in one domain influence planning motivation in another unrelated domain. Consumers forming an abstract plan augmented with “why” considerations are more motivated to plan in a second domain compared those making concrete plans.

7.3 Modern Strategies in Retailing: Choice Architecture and Purchase Decisions

Room: Key 3-2nd floor

Co-chairs: Evan Weingarten, Wharton School of Business, USA

Barbara Kahn, Wharton School of Business, USA

1. When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments

Joseph Goodman, Washington University in St. Louis, USA*

Rebecca Walker Naylor, Ohio State University, USA

Consumers use different strategies to form consideration sets when choosing from large assortments. This research investigates how context affects these strategies and finds that consumers are more likely to use include (vs. exclude) strategies when choosing from larger (vs. smaller) assortments and when they are in a maximizing mindset.

2. More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers’ In-Store Purchase Decision Processes

Vanessa Gartmeier, University of Cologne, Germany*

Gunnar Mau, University of Regensburg, Germany

Werner Reinartz, University of Cologne, Germany

This paper finds that psychological distance at the point-of-sale negatively effects purchase abandonments and unplanned buying—variables with monetary importance to retailers. By including process measures obtained from point-of-sale observations we show that this is because consumers’ decision-making processes are more goal-oriented when perceiving a high distance to a product.

3. The Desire to Acquire Wish List Items: The Ironic Effect of Choosing to Delay Aspirational Purchases

Deidre Popovich, Emory University, USA*

Ryan Hamilton, Emory University, USA

Many online retailers enable consumers to postpone a purchase by placing a desired item onto a wish list. We propose that a wish list partitions a unitary purchase decision into a two-stage choice. Data obtained from five experiments lend support for the theory and empirical predictions advanced in this paper.

4. Deciding Now and Later: The Benefit of Delay in Staged Decision-Making

Evan Weingarten, Wharton School of Business, USA*

Barbara Kahn, Wharton School of Business, USA

In offline retailing, the waiting time between viewing an assortment and “trying-on” a selected consideration set is trivial. However, in online retailing there is a delay between viewing an assortment and the home try-on. Whereas consumers believe this delay is negative, lab studies demonstrate the delay can improve purchase likelihood.

7.4 Becoming a Saver: Benefits, Obstacles, and Aids

Room: Key 8-2nd floor

Co-chairs: Eesha Sharma, Dartmouth College, USA

Abigail Sussman, University of Chicago, USA

1. A Penny Saved is a Partner Earned: The Romantic Appeal of Savers

Jenny Olson, University of Michigan, USA

Scott Rick, University of Michigan, USA*

The desire to attract romantic partners often stimulates conspicuous consumption, but we find that people who chronically save are viewed as more attractive (romantically and physically) than people who chronically spend. Savers are viewed as possessing greater general self-control (applicable across domains), and this perception drives the preference for savers.

2. A Dollar Saved is not a Dollar Earned: Financial Deprivation Shifts Focus to Earning Over Saving

Eesha Sharma, Dartmouth College, USA*

Punam Keller, Dartmouth College, USA

Considering that many people, regardless of wealth, do not save, the current work examines how psychological states of financial deprivation affect saving decisions. Five studies suggest that financial deprivation enhances the perceived security gained from earning over saving, which reduces people’s focus on saving opportunities in favor of earning opportunities.

3. When One Error Elicits Another: Unnecessarily Costly Reactions to Personal Fault

Abigail Sussman, University of Chicago, USA*

Rourke O'Brien, Harvard University, USA

Personal responsibility for financial shocks can influence consequential responses to identical financial outcomes. Participants are willing to pay higher interest-rates on debt tied to expenses when they (versus another) are responsible for incurring the expenses. Feelings of guilt underlie this costly financial outcome, making it difficult to build savings.

4. The Effects of an Emergency Reserve on Self-Control Performance

Marissa Sharif, University of California Los Angeles, USA*

Suzanne Shu, University of California Los Angeles, USA

The presence of an emergency reserve in a mental budget can improve self-control by providing appropriate balance between indulgent flexibility and stringent goals. Reserves appear to work by reducing depletion and increasing task motivation. However, this

effect is eliminated if initial budgets are too deprived.

7.5 Consumer Attention: Fresh Perspectives on A Classic Construct

Room: Key 7-2nd floor

Co-chairs: Ryan Rahinel, University of Minnesota, USA

Melanie Rudd, University of Houston, USA

1. Attention Modes and Consumer Decision Making: Merely Attending to the Physical Environment Makes Price More Important

Ryan Rahinel, University of Minnesota, USA*

Rohini Ahluwalia, University of Minnesota, USA

Attention varies along a spectrum from experiencing, where one attends to their physical environment, to mind-wandering where one attends to thoughts, feelings, and daydreams. Five experiments show that an experiencing (vs. mind-wandering) mode leads one to believe that a product's price will change and, subsequently, weight it more in decisions.

2. Expand Your Breath, Expand Your Time: Slow Controlled Breathing Boosts Time Affluence

Melanie Rudd, University of Houston, USA*

Multiple experiments demonstrated that, by heightening participants' focus on the present moment, engaging in a slow (versus fast or no) controlled breathing exercise increased perceived time affluence. Moreover, due to this expanded perception of time, slow controlled breathing made participants more satisfied with life, creative, and inclined to procrastinate.

3. Attention Increases Emotional Intensity

Leaf Van Boven, University of Colorado, USA

Kellen Mrkva, University of Colorado, USA*

Jacob Westfall, University of Colorado, USA

Across three studies, directed attention increased the intensity of emotional reactions to images. Neutral stimuli were most malleable, exhibiting sharp increases in intensity when attended to. Study 2 replicated these effects and found that attention alters long-term processing of stimuli. Study 3 explored implications for person perception, interest, and choice.

4. The Multi-Tasking Shopper: Mobile Eye-Tracking and In-Store Decision Making

Jacob Suher, University of Texas at Austin, USA*

Wes Hutchinson, University of Pennsylvania, USA

We use an in-store mobile eye-tracking dataset to investigate how consumers allocate their attention during a shopping trip. We propose a general model of consumer multi-tasking that extends current work on specific purchase and store navigation by interrelating these two areas in terms of information search and decision planning.

7.6 Fun with Words: How Language Affects Consumer Response to Brands and Marketing Communications

Room: Key 4-2nd floor

Co-chairs: Anne-Sophie I. Lenoir, Erasmus University Rotterdam, The Netherlands

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

1. Buy Now! How Brand Relationships Influence Consumer Responses to Imperative Advertising

Sarah Moore, University of Alberta, Canada*

Yael Zemack-Rugar, Virginia Tech, USA

Gavan J. Fitzsimons, Duke University, USA

Ads containing imperative language (e.g., “Buy now!”) often elicit reactance and negative responses from consumers. We examine when, why, and how brand-relationship type moderates this effect. Consumers dislike imperative ads from committed, but not uncommitted, brand partners because restrictions from committed partners are viewed as meaningful threats to freedom.

2. What Shall I Call Thee? The Impact of Brand Personality on Consumer Response to Formal and Informal Address

Anne-Sophie I. Lenoir, Erasmus University Rotterdam, The Netherlands*

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Stijn M.J. van Osselaer, Cornell University, USA

In almost all languages, marketing communication can feature formal or informal address pronouns (e.g., tu or vous in French). Brand personality affects consumer response to formal and informal address. Informal address elicits more positive reactions when used by warmer brands, whereas formal address works better for more competent brands.

3. “And” Bridges, “With” Bonds: A Lexical Inferencing-based Framework for Influencing Perceptions of Product Combinations

Vanessa Patrick, University of Houston, USA*

Kelly L. Haws, Vanderbilt University, USA

Subtle differences in language can influence consumer preferences. We examine the difference between using the conjunctions “and” versus “with” in product combinations. “With” is superior than “and” for combinations that contain products for which integration is clearly important, and processing style helps explain responses to subtle language cues.

4. The Effect of Phonetic Embodiment on Attitudes towards Brand Names

Ann Kronrod, Michigan State University, USA*

Tina Lowrey, HEC Paris, France

Josh Ackerman, Massachusetts Institute of Technology, USA

Combining research in phonetics and embodiment, we find that when the sounds of a brand name create backwards articulatory movement (e.g. Beko) that resembles food intake, attitudes toward the name are more positive, compared with brand names which create forward articulatory movement (e.g. Goonie) that resembles food rejection.

7.7 Embodied Cognition: Up/Down, Left/Right

Room: Key 9-2nd floor

Chair: Luca Cian, University of Michigan, USA

1. Top or Bottom of the Screen? Vertical Position as a Representation of Rationality and Emotionality

Luca Cian, University of Michigan, USA*
Norbert Schwarz, University of Southern California, USA
Aradhna Krishna, University of Michigan, USA

We propose that concepts such as rationality and emotions has to do with a perceptual representation of verticality. In four studies, we show the association of rational with “up” and of emotional with “down.” Our findings suggest that this metaphorical association is able to affect consumer’s perceptions, interpretations, and attitudes.

2. The “Left-to-Right Effect” of Product Location on Consumer Judgment

Jooyoung Park, Peking University HSBC Business School, China*
William Hedgcock, University of Iowa, USA

We examine how horizontal product positions influence consumers’ product judgments. We find that consumers expect to see lower-quality products on the left and higher-quality products on the right. Also, when product locations are consistent with their expectations, consumers experience the sense of feeling right and become confident in their judgments.

3. Looking up or looking down makes you indulge more: The fit between store shelf cues and consumer dispositional power

Ana Valenzuela, Baruch College, USA*
Apiradee Wongkitrungrueng, ChulalongkornUniversity
Sankar Sen, Baruch College, USA

This paper demonstrates the interplay between height at which a product is placed on a shelf and consumer dispositional power in determining indulgent choice. Two experiments support that high-power consumers choose indulgent options more often if placed on low (vs. high) shelf positions, the opposite is true for low-power consumers.

4. Shorter Physical Distance Makes an Event Seem More Likely to be True

Yanli Jia, Chinese University of Hong Kong, China*
Yunhui Huang, Nanjing University, China*
Robert Wyer, Chinese University of Hong Kong, China

People’s physical proximity to a stimulus has positive effects on their perceptions that the content of the stimuli is valid. Thus, it influences estimates that (a) a movie portrays reality, (b) the content of a lecture is valid, (c) one will win a computerized lottery, and advertising claims are true.

7.8 Online Reviews

Room: Key 10-2nd floor

Chair: Daniel Mochon, Tulane Universty, USA

1. The Individual Dynamics of Online Reviews

Daniel Mochon, Tulane Universty, USA*
Janet Schwartz, Tulane Universty, USA

We examine the individual level dynamics of online reviews, using a unique data set of real consumer app reviews. We find that a

consumer's review is positively related to their rating of the prior app reviewed, while it is negatively related to the quality of the prior app reviewed.

2. Navigating by the Stars: What Do Online User Ratings Reveal About Product Quality?

Bart de Langhe, University of Colorado at Boulder*

Philip Fernbach, University of Colorado at Boulder

Donald Lichtenstein, University of Colorado at Boulder

We show that user ratings are only weakly related to product quality and far less diagnostic than price. Yet, consumers mostly rely on user ratings and much less on price. Consumer trust in user ratings is largely misplaced because these ratings are biased by brand reputation and price.

3. Hiding From the Press: Negative Product Reviews, Feeling Incompetent, and Product Usage

Matthew Philp, Queens University, Canada*

Laurence Ashworth, Queens University, Canada

This work examines the impact of negative product reviews on consumers who already owns that particular product. Three studies find that negative press leads to an increase in the fears of appearing as an incompetent consumer and decreases their usage intentions in the future.

4. Rating with Confidence: How Rating Scales Affect Future WOM Behavior

Yu-Jen Chen, Lingnan University, Hong Kong*

David Gode, University of Maryland, USA

Rating scale adopted by firms affects raters' likelihood of sending subsequent word-of-mouth. We show that subsequent WOM intentions are higher when participants evaluate on a 5-point scale than on a 2-point one. We propose a new construct – “rating certainty” – which reflects raters' certainty belief regarding the score, to explain this.

7.9 Consumer Goals

Room: Key 11-2nd floor

Chair: Aaron Garvey, University of Kentucky, USA

1. How 'Benefit Distribution' Influences Consumer Goal Perseverance in Loyalty Programs

Aaron Garvey, University of Kentucky, USA*

This research introduces benefit distribution, defined as the degree to which receipt of benefits (e.g., loyalty program rewards) is coupled with a goal's end state. Altering benefit distribution influences the effect of progress upon goal perseverance and attitudes toward the offering firm. Psychological mechanisms and theoretical implications are discussed.

2. The Divergent Effects of External Systems of Control on Early Stage Goal Pursuit

Jamel Khenfer, Aix-Marseille University, France*

Aaron Kay, Duke University, USA

Elyette Roux, Aix-Marseille University, France

Eric Tafani, Aix-Marseille University, France

This research demonstrates divergent effects of reminding consumers that their long-term goals occur within external systems of control. We showed that such reminders can increase or decrease motivation in pursuing savings goals depending on the level of specificity with which they are planned.

3. The Counterproductive Effects of Fantasies: How Visualizations of Goal Attainment Demotivate Consumer Behavior

Kamila Sobol, Concordia University, Canada*

Peter Darke, York University, Canada

While previous research generally emphasized the merits of mental imagery in marketing, we argue that imagery-inducing persuasion tactics should be used with caution, as they can backfire and potentially demotivate consumers from buying advertised products. Our findings reveal that abstract (versus concrete) goal visualizations demotivate subsequent goal-congruent choices and behaviors.

4. Exploring the Links between Action Crises, Cognitions, and Goal-Related Evaluations in Consumer Contexts

Richard J. Vann, University of Wyoming, USA*

Across four experiments, this research explores the nature of action crisis cognitions. A mindset-like shift toward cost-benefit cognitions seems to co-occur with action crisis situations despite shielding and implemental cognitive tuning. Action crisis downwardly influences goal evaluations of desirability and feasibility which in turn decreases consumer commitment to goals.

7.10 Temporal Issues

Room: Key 12-2nd floor

Chair: Meng Zhang, Chinese University of Hong Kong, China

1. Looking Back or Looking Ahead: Temporal Connectedness and Product Evaluation

Meng Zhang, Chinese University of Hong Kong, China*

Pankaj Aggarwal, University of Toronto, Canada

Building on research showing consumers evaluate products they own more favorably, across three studies we find that consumers' evaluation of a product they will own in the future or had owned in the past depends on the extent to which they feel connected with their future or past self respectively.

2. Emotional Pasts and Rational Futures: Perceiving Change Over Time and Implications for Here-and-Now Thinking

Ed O'Brien, University of Michigan, USA*

There exists a robust divergence in the mind perception of self over time: past selves are perceived as emotional experiencers, whereas future selves are perceived as rational agents (Studies 1a-1b-1c). This asymmetry is specific to self-perception (Study 2) and has important downstream effects on present judgment and behavior (Studies 3-4).

3. Colorful or Black-and-White? The Role of Temporal Distance on How You See the Future

Hyojin Lee, The Ohio State University*

Xiaoyan Deng, The Ohio State University

Kentaro Fujita, The Ohio State University
H. Rao Unnava, The Ohio State University

Drawing from Construal Level Theory (CLT), we propose that visualizations of distant future events are characterized by black-and-white (bw) imagery, whereas visualizations of near future events are characterized by color imagery. In four studies, we experimentally test this main hypothesis and investigate its implications on consumer decisions.

4. Affective Experience over Time: The Role of Event Representation and Counting Direction

Claire Tsai, University of Toronto, Canada*
Min Zhao, University of Toronto, Canada

We identified how event representation (segregation vs. integration) and counting direction systematically alter affective experience over time. We show that segregating an affective episode with integers, unlike integrating it with progress bars, increased enjoyment when the subcomponents were counted downward. Conversely, when the subcomponents were counted upward, this effect reversed.

7.11 Wink, Wink, Nudge, Nudge: The Behavioral Science of Eating

Room: Johnson Room A-1st floor

Chair: Jeffrey Inman, University of Pittsburgh, USA

1. Interference of the End: Why Recency Bias in Memory Determines When a Food is Consumed Again

Carey Morewedge, Boston University, USA*
Emily Garbinsky, Stanford University, USA
Baba Shiv, Stanford University, USA

The results of three experiments reveal that memory for enjoyment of the end rather than the beginning of a gustatory experience determines how soon people desire to repeat that experience because memory for end moments, when one is most satiated, interferes with memory for initial moments.

2. Happier with Less? Increasing the Hedonic Appeal of Smaller Portions with Enhanced Hedonic Sensory Imagery

Yann Cornil, INSEAD, France*
Pierre Chandon, INSEAD, France

Four studies show that vividly imagining the taste, smell, and texture of hedonic foods increases the expected enjoyment of eating small (but not large) portions and leads children and adults to choose smaller portions. This suggests that hedonic sensory imagery of food can become an ally of healthy eating.

3. Making Choices when Sequentially Encountering Healthy and Unhealthy Options: The Role of Sensory Mode of Evaluation

Dipayan Biswas, University of South Florida, USA*
Courtney Szocs, University of South Florida, USA
Jeff Inman, University of Pittsburgh, USA

Four studies demonstrate that the sequence in which healthy and unhealthy foods are encountered and the sensory mode of evaluation influence choice. When visually evaluating products, a sequence of healthy-unhealthy (vs. unhealthy-healthy) foods leads to

preference for the healthy item; the effects reverse when consumers sample (i.e., taste) the products.

4. Consumption Patterns and Weight-Loss

Kelly Haws, Vanderbilt University, USA*

Peggy Liu, Duke University, USA

Joseph Redden, University of Minnesota, USA

Multiple aspects of peoples' diets may play a role in determining their success at losing weight, including what foods they consume and how much variety they consume. Using extensive dietary recalls and actual weight-loss data, we examine the association between different consumption patterns and weight-loss.

7.12 Food Issues: Consumer Biases and Reference Groups

Room: Johnson Room B-1st floor

Chair: Aner Tal, Cornell University, USA

2. Pound per Pound: Do Heavy Burdens Make Heavy People?

Aner Tal, Cornell University, USA

Amir Grinstein, Ben Gurion University, Israel and VU Amsterdam, NL*

Mirella Kleijnen, VU Amsterdam, NL

Joshua Ackerman, Massachusetts Institute of Technology, USA

Brian Wansink, Cornell University, USA

We examine the effects of physical burden on food choices and consumption. We demonstrate that consumers choose and serve more unhealthy foods when carrying heavy burdens. We argue that this is because burden serves as a distraction which reduces attention to the choice process and illustrate this throughout four experiments.

3. Asymmetric Relationship between Reference Group Influence on Pro-Health and Deviant Behaviors of Base of Pyramid Consumers

Yam Limbu, Montclair State University*

Patrali Chatterjee, Montclair State University*

C. Jayachandran, Montclair State University

This research draws from social capital and reference group theories to examine how they influence healthy eating and alcohol abuse of low-income consumers. Data from 711 rural Indian show that asymmetric relationship between structural and cognitive social capital on healthy eating versus alcohol abuse and informational/normative influence moderators.

3. Imagine there's no calories: Simulation underlies the effects of hunger on serving size estimates

Aner Tal, Cornell University, USA*

Brian Wansink, Cornell University, USA

Across four studies we show that consumers' simulation of a consumption experience before purchase may lead to systematic biases in judgment and evaluation. We specifically demonstrate that both deliberate and spontaneous simulations of food experience can influence and bias consumer judgments related to a product's physical dimensions and energy intake.

7.13 ACR 2015 North American Conference Program Committee Meeting (By Invitation Only)

Room: Blake Room-2nd floor

Co-chairs: Carolyn Yoon, University of Michigan, USA

Kristin Diehl, University of Southern California, USA

Coffee Break

10:45 am - 11:00 am

East and South Foyer-2nd floor

Session 8

11:00 am - 12:15 pm

8.1 PERSPECTIVES SESSION: Neuroscience and Consumer Research

Room: Key 5-2nd floor

Co-chairs: Hilke Plassman, INSEAD

Eric Johnson, Columbia University

Drazen Prelec, MIT

The goal of this session is to discuss the progress that has been made in the nascent field of consumer neuroscience. We will first review what has been accomplished in the last decade of decision neuroscience work and outline what the potential of using brain imaging for future judgment and decision-making research is. We will then focus on how consumer researchers can use other methods from the neuroscience toolkit and how they can be used to study choice architecture and inter-temporal choice. We will conclude the session by discussing how neuroscience can be used to study social and moral decision-making – a topic that has recently received increasing attention in consumer research.

8.2 Emotional Sharing in Social Networks: Its Stability Within and Impact on Sharers

Room: Key 6-2nd floor

Co-chairs: Evan Weingarten, Wharton School of Business, USA

Jonah Berger, Wharton School of Business, USA

1. Collective Feelings: The Predictable and Systematic Nature of Human Emotion Expression Over Time

Andrew Stephen, University of Pittsburgh, USA

Nicole Verrochi-Coleman, University of Pittsburgh, USA*

Using 330 days of randomly sampled social media posts we find that certain emotions (guilt, shame, embarrassment) are more stable over time than others (happiness, sadness, anger), which are more stochastic. This suggests that emotions in social media have an information aggregation property; stable patterns emerge at the macro level.

2. Positive with Strangers, Negative with Friends: How Interpersonal Closeness Affect Word-of-Mouth Valence through Self-

Construal

David Dubois, INSEAD, France*

Andrea Bonezzi, New York University, USA

Matteo De Angelis, Luiss University, Italy

Three experiments show that the closer consumers feel to a message recipient, the greater the likelihood that they will share negative relative to positive word-of-mouth. We attribute this effect to high vs. low interpersonal closeness activating interdependent vs. independent self-construal and subsequently affecting information sharing.

3. If the Future Feels Fine: When Are People Likelier to Share the Past or the Future?

Evan Weingarten, Wharton School of Business, USA*

Jonah Berger, Wharton School of Business, USA

Are people more likely to talk about something if it is happening in the future or already happened in the past? Field data and lab studies demonstrate people are likelier to share future experiences due to their heightened emotionality, except when those experiences reflect badly on them.

4. The Public Heart: The Impact of Sharing Emotions on Social Media

Virginia Weber, University of Alberta, Canada*

Sarah G. Moore, University of Alberta, Canada

Rhiannon MacDonnell, Cass Business School, England

Jennifer Argo, University of Alberta, Canada

This research demonstrates that posting brand-related emotions online (e.g., I love Starbucks) changes the intensity of these emotions, depending on the size of the audience. Specifically, posting to larger audiences decreases (increases) emotional intensity for those low (high) in public self-consciousness. Closeness with the audience mediates these results.

8.3 New Directions in Hedonic Adaptation for Consumer Well-Being

Room: Key 7-2nd floor

Chair: Kelly Kiyoon Lee, Washington University in St. Louis, USA

1. Love it Longer: Sentimental Value Slows Hedonic Adaptation

Yang Yang, Carnegie Mellon University, USA*

Jeff Galak, Carnegie Mellon University, USA

We introduce the idea of sentimental value, demonstrate that sentimental value slows hedonic adaptation, and examine the underlying process. Whereas feature-related utility decreases for all products with time, sentimental value does not. Sentimental value acts as a buffer against the influence of the decrement in feature-related utility on hedonic adaptation.

2. Jimmy Choo vs. Nike: Experienced Adaptation for Hedonic vs. Utilitarian Products

Kelly Kiyoon Lee, Washington University in St. Louis, USA*

Cynthia E. Cryder, Washington University in St. Louis, USA

Stephen M. Nowlis, Washington University in St. Louis, USA

Contrary to consumers' lay belief that they adapt uniformly to hedonic and utilitarian products, we find that consumers who have experienced products show greater adaptation to hedonic compared to utilitarian products. This greater adaptation has negative consequences for consumers by leading them to have greater regret for their hedonic purchases.

3. Favorites Fall Faster: Greater Liking leads to Greater Satiation

Alexander DePaoli, Stanford University, USA*

Uzma Khan, Stanford University, USA

Satiation is the process by which consumers "get tired" of hedonic products. We investigate the role of initial liking on the rate of satiation, and we find that consumers satiate at a faster rate to products that they initially like more than to products that they initially like less.

4. When it Could Have Been Worse, it Gets Better? The Effect of Uncertainty on Hedonic Adaptation

Yang Yang, Carnegie Mellon University, USA

Yangjie Gu, Tilburg University, The Netherlands*

Jeff Galak, Carnegie Mellon University, USA

Consumers' overall happiness with a sequence of experiences fades slower when they are unsure if the sequence of upcoming consumption experiences will be uniformly positive or not. This is driven by the mitigating role that happiness with acquisition plays in slowing hedonic adaptation. Four experiments demonstrate and explain this phenomenon.

8.4 The Tricks of Time: The Impact of Time on Consumers' Decisions, and Consumers' Decisions Impact on the Perception of Time

Room: Key 8-2nd floor

Chair: Bella Rozenkrants, Stanford University, USA

1. The End-of-Decade Effect

Hal Hershfield, New York University, USA*

Adam Alter, New York University, USA

Awareness of the passage of time can have profound effects on thoughts, feelings, and actions. We uncover the "end-of-decade effect" and show that when people reach the end of a personal decade, they feel older, search for more meaning, and act out in productive or counter-productive ways.

2. Feeling Older and Giving Back: The Impact of Felt-Age on Pro-social Behaviors

Bella Rozenkrants, Stanford University, USA*

Szu-Chi Huang, Stanford University, USA

Felt age doesn't always align with actual age. We first show that the construct of felt age is easily manipulated. Next, we show that making people feel older (vs. younger) increases their likelihood to partake in pro-social behaviors, and that this is due to an increased focus on others.

3. Picturing Time: How Taking Photos Affects Time Perception and Memory

Alix Barasch, University of Pennsylvania, USA

Kristin Diehl, University of Southern California, USA*

Gal Zauberaman, University of Pennsylvania, USA

While people take pictures to hold onto times in their lives, we show that taking pictures actually speeds up subjective experiences of time, making time seem to fly. Further, taking pictures leads people to feel they remember the experience better; however, taking picture actually decreases how much one remembers long-term.

4. A “Present” for the Future: The Unexpected Value of Rediscover

Ting Zhang, Harvard Business School, USA*

Tami Kim, Harvard Business School, USA

Alison Brooks, Harvard Business School, USA

Francesca Gino, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Although documenting everyday activities seems trivial, three studies using a “time capsule paradigm” reveal that recording ordinary moments in the present generates unexpected benefits in the form of rediscoveries. When given a choice, individuals forgo opportunities to document the present, but prefer to rediscover that present in the future.

8.5 Brands in Consumer Culture

Room: Key 10-2nd floor

Chair: Elizabeth Hirschman, Rutgers University, USA

1. Branding Masculinity: The Cultural Foundations of Brand Meaning

Elizabeth Hirschman, Rutgers University, USA*

Russell Belk, York University, Canada

We propose that branding is best understood as linked to deep cultural meanings. In the present study, depth interviews are conducted with two regional groups of men (Northeast and Southeast) concerning the cultural concept of masculinity. We identify a set of 7 product categories that are culturally allied with masculinity.

2. Empirical evidences of cultural resonance: how Brazilians demonstrators appropriated a Fiat’s campaign

Catia Schott, Federal University of Rio de Janeiro (COPPEAD), Brazil*

Mariana Cupolillo, Federal University of Rio de Janeiro (COPPEAD), Brazil*

Maribel Suarez, Federal University of Rio de Janeiro (COPPEAD), Brazil*

The study investigates facets of brand cultural resonance by the case of Brazilian demonstrators appropriating a FIAT’s campaign. The analysis of cultural texts and in-depth interviews suggests cultural resonance as an element of brand protection in turbulent contexts and highlights brands as a collective shared repertoire in increasingly fragmented societies.

3. Lonely Rebel or Pioneer of the Future? Towards an Understanding of Moral Stakeholder Framing of Activist Brands

Verena E. Stoeckl, University of Innsbruck, Austria*

This study investigates the link between brand-induced activism, stakeholder framing and legitimation processes evolving around the emerging market practice of crowd-funding. The discursive inquiry into online discussions on an activist brand reveals the moral positioning and rhetoric tactics of three discursive coalitions: of moral architects, moral archeologists, and moral disenchanters.

4. A Brand Culture Approach to Brand Literacy: Consumer Co-creation and Emerging Chinese Luxury Brands

Jonathan Schroeder, Rochester Institute of Technology, USA*

Janet Borgerson, Rochester Institute of Technology, USA*

Zhiyan Wu, Shanghai International Business and Economics University, China

This study reveals Chinese consumers' desire to express deep resonance between Chinese values and aesthetics, and favored indigenous brands, such as Shang Xia, a high-end luxury brand. Findings demonstrate how brand literacy works in an emerging market, as an initial step toward a more developed theory of brand literacy.

8.6 It's All Green to Me: How Intrapersonal and Interpersonal Factors Shape Consumers' Financial Decisions

Room: Key 4-2nd floor

Co-chairs: Chiraag Mittal, University of Minnesota, USA

Jenny G. Olson, University of Michigan, USA

1. Psychological Tangibility of Money Influences Loss Aversion and Propensity for Gambling

Avni Shah, Duke University, USA*

Jim Bettman, Duke University, USA

John Payne, Duke University, USA

In this paper we show that reducing the subjective value of money decreases sensitivity to losses. We find that using less tangible forms of money increases the amount of money gambled, the propensity of selecting riskier gambles, and leads individuals to underestimate the amount gambled and overestimate their earnings.

2. Greedy Loss Prevention in Economic Decision-Making

Goedele Krekels, Ghent University, Belgium*

Mario Pandelaere, Ghent University, Belgium

While greed is typically associated with self-promotion, the current paper identifies a novel area for greed research: loss prevention. Three studies show that a prevention focus is an essential part of dispositional greed, which causes individuals to be more loss averse and even overpay to insure against losing.

3. The Planning Paradox: Increased Economic Uncertainty Decreases Retirement Planning

Chiraag Mittal, University of Minnesota, USA*

Vladas Griskevicius, University of Minnesota, USA

How does resource uncertainty influence people's financial planning? Four experiments show that uncertainty has different effects depending on people's childhood environments. Whereas cues of uncertainty did not affect planning among individuals who grew up

with greater family resources, those with lower resources planned significantly less.

4. Managing Debt and Managing Each Other: Debt Management Decisions in Interpersonal Contexts

Jenny G. Olson, University of Michigan, USA*

Scott I. Rick, University of Michigan, USA

Debt management decisions are often shared (e.g., by spouses), but prior debt research has focused on individuals. In an incentive-compatible debt management experiment, dyads behaved less optimally than individuals, showing an enhanced tendency to close small debts despite incentives to focus on large debts. In dyads, financially suboptimal partners “win.”

8.7 Food Issues: Context Effects

Room: Key 9-2nd floor

Chair: David Flores, Tecnológico de Monterrey, Mexico

1. Save Dessert for Last? The Effect of Food Presentation Order on Food Choice and Caloric Intake

David Flores, Tecnológico de Monterrey, Mexico*

Martin Reimann, University of Arizona, USA*

Raquel Castaño, Tecnológico de Monterrey, Mexico

This research investigates whether and how food order affects consumers' food choice and consumption. Four experiments show that when a healthy (indulgent) dessert is the first item in a food sequence, higher (lower) calorie foods are subsequently chosen and overall caloric consumption is higher (lower).

2. The role of Category Average Reference Points and Health Halos in Purchase Intentions of Healthy and Hedonic Food

Jutta Schuch, Georg-August-University Goettingen*

Steffen Jahn, Georg-August-University Goettingen

Yasemin Boztug, Georg-August-University Goettingen

Health claims can cause obsessive calorie intake. Two studies show that category average reference points can impact purchase intentions via healthiness perception. Moreover they can limit the consumption enhancing effect of health claims as they help correct biased calorie expectations. This applies to hedonic and healthy categories.

4. How Exposure to Romantic Stimuli Affects Consumer Preference for Sweet Food

Xiaoqing Yang, University of Wisconsin - Milwaukee, USA

Huifang Mao, University of Central Florida, USA

Lei Jia, University of Wyoming, USA*

Melissa Bublitz, University of Wisconsin-Oshkosh, USA

Drawing from research on food consumption and assimilation and contrast, we examine how exposure to romance stimuli (e.g., a romantic ad) affects consumer preference for sweet foods. Romantic exposure increases choices of sweet foods among romantically uninvolved consumers but results in more choices of less-sweet foods among romantically involved consumers.

8.8 Time and Space

Room: Johnson Room B-1st floor

Chair: Duo Jiang, University of Illinois at Urbana-Champaign, USA

2. The Embodied Psychology of Time Limits: How Unrelated Motion States Shape Intentions to Act by a Deadline

Duo Jiang, University of Illinois at Urbana-Champaign, USA*

Dolores Albarracín, University of Pennsylvania, USA

Across four experiments, we found that participants who imagined or actually enacted movements (e.g. walking/running) indicated a stronger intention to act (e.g. attend a sale or receive a vaccine) by a well-defined deadline than did people in static positions (e.g. standing). As expected, perceived ability mediated the combined effects.

3. Making Choices En Route: How Orientation Through Space Changes Subjective Closeness

Sam Maglio, University of Toronto, Canada*

Evan Polman, University of Wisconsin - Madison, USA*

We found that feelings of closeness are shaped by people's orientation: Holding objective distance constant, people feel psychologically closer to objects when they are moving toward (versus away from) them. Past research adopted a static approach, conceptualizing objects as stationary; we consider the dynamics of people in navigating their environments.

4. Speeding Away from the Here and Now: Velocity and Mental Representation

Ellie Kyung, Dartmouth College, USA*

Three experiments suggest a relationship between velocity and mental representation. People rely on abstract representations when they feel they move with faster velocity (Experiment 1), and perceive objects as moving faster under an abstract mindset (Experiment 2). Perceived time moderates this effect in the context of product choice (Experiment 3).

4. Conceptualizing the Space of Markets: How Spatiality Influences Market Dynamics

Rodrigo Castilhos, Universidade Federal do Rio Grande do Sul, Brazil

Pierre-Yann Dolbec, York University, Canada*

Ela Veresiu, Witten/Herdecke University, Germany*

Drawing from geography and the concepts of place, territory, scale, and network, we theorize space as an active actor in market dynamics. We revisit existing studies, Humphrey's (2010a) and Giesler (2012), to demonstrate how space influences the actors, relationships, and outcomes of the creation and evolution of markets.

8.9 Samples, Perks, and Brand Loyalty

Room: Key 11-2nd floor

Chair: Yanping Tu, University of Chicago, USA

1. Are All Teasers Created Equal? The Effectiveness of Sampling Experiences on Desire for the Target Product.

Yanping Tu, University of Chicago, USA*

Christopher K. Hsee, University of Chicago, USA

Marketers commonly provide consumers with free samples to induce them to purchase the target products. We find the effectiveness of this practice depends on two critical factors: whether the samples are placed outside or inside the target products and whether consumers have a prior expectation to consume the target products.

2. Double-Edged Nature of Free Perks: Consumer Entitlement and Its Consequences in the Marketplace

Alexandra Polyakova, Bocconi University, Italy*

Andrea Ordanini, Bocconi University, Italy

Zachary Estes, Bocconi University, Italy

In this paper we argue that preferential treatment elevates the sense of entitlement among consumers which leads to questionable behaviour across different domains. We study the effect of entitlement on different groups of customers based on their past relationships with a firm and examine why this effect occurs.

3. Samply Healthy: Healthy Samples Encourage Healthy Shopping

Aner Tal, Cornell University, USA*

Brian Wansink, Cornell University, USA

Healthy (unhealthy) samples in a grocery setting may prime choice towards healthier (less healthy) selections at a grocery store. We demonstrate this in both field (study 1) and lab (studies 2-3) settings.

4. The Relationship Between Household Life Cycle and Brand Loyalty

Giang Trinh, Ehrenberg-Bass Institute, University of South Australia, Australia*

Malcolm Wright, School of Communication Journalism and Marketing, Massey University, New Zealand

Philip Stern, University of Exeter Business School, UK

This research shows that changes in brand loyalty follow a U shape pattern. Brand loyalty declines as households shift from the young single stage to the young family stage, remains relatively lower through the older family stage, and then increases at the post family and older single stages

8.10 Consumer Biases

Room: Key 12-2nd floor

Chair: Marisabel Romero, University of South Florida USA

1. A Left-Side Bias? The Influence of Nutrition Label Placement on Product Evaluation

Marisabel Romero, University of South Florida USA*

Dipayan Biswas, University of South Florida USA

Based on the literature related to number line encoding, the results of four studies demonstrate that displaying calorie information on the left side of a product package enhances the product's nutritional value. Furthermore, this effect is magnified for unhealthy products and for those that do not watch nutritional information closely.

2. Uniformity Bias in Attribute Perception and Evaluation

Dan Schley, The Ohio State University, USA*

Bart de Langhe, University of Colorado, USA

The current research investigates Uniformity Bias, the tendency to treat alternatives as uniformly spaced regardless of actual spacing. In five studies we demonstrate that uniformity bias is produced by consumers using both cardinal and ordinal cues when valuing options, where ordinal cues are uniformly spaced (e.g., 1st, 2nd, 3rd).

3. Focusing on the Left Digit: An Encoding or an Estimation Bias?

Tatiana Sokolova, HEC Paris, France*

Manoj Thomas, Cornell University, USA

This research investigates the mechanisms that underlie the left-digit effect. We argue against the biased encoding account and in favor of the rounding-up aversion account. Three studies demonstrate that consumers encode price endings, use them in their estimation strategy choices and become less averse to rounding-up in memory-based price comparisons.

4. Do Round Numbers Influence Consumer Debt Repayment?

Mathew Isaac, Seattle University, USA*

Yantao Wang, Seattle University, USA

Robert Schindler, Rutgers University-Camden, USA

This research explores if consumers are influenced by number endings when considering debt repayment. Using two field studies and a lab experiment, we show that consumers are more likely to repay debts ending in round numbers (i.e., '0' and '5') than other debt amounts (including 9-endings), after controlling for potential confounds.

8.11 Sustainability and Corporate Social Responsibility

Room: Johnson Room A-1st floor

Chair: Outi Lundahl, University of Vaasa, Finland

1. Fashionalising sustainable consumption in lifestyle media

Outi Lundahl, University of Vaasa, Finland*

The article explores how and why media promotes sustainable consumption as a fashion trend. The reasons include the profit-making logic of media and upholding the ideology of consumer culture. The trend seems to remain short lived, however, and even if sustained, it may be harmful as it promotes unnecessary consumption.

2. The CSR Surprise Effect: When Unexpected CSR Activity Enhances Brand Evaluations

Ali Tezer, Concordia University, Canada*

H. Onur Bodur, Concordia University, Canada

Bianca Grohmann, Concordia University, Canada

This research shows that unexpected CSR activities that deviate from consumers' schema regarding brands' CSR activities improve brand evaluations when the CSR fit is high. The positive effect of unexpected CSR activities is cognition-based, and increases brand evaluations of consumers who are not involved with brands' CSR activities.

3. Consumer Perceptions of Green Brands and Actual Corporate Environmental Performance

James Cordeiro, State University of New York, Brockport

Joon Yong Seo, State University of New York, Brockport*

Recent media has spotlighted the gap between corporate green brand reputation and actual environmental performance. Some firms have green brand reputation that is substantially greater than their environmental performance, while others experience the opposite. We examine the determinants of the gap between individual corporate green brand reputation and environmental performance.

4. Can sustainability be luxurious? A Mixed-Method Investigation of Implicit and Explicit Attitudes Towards Sustainable Luxury Consumption

Daisy Beckham, London School of Economics, UK

Benjamin G. Voyer, ESCP Europe, UK*

The present research uses a mixed-method approach to investigate implicit / explicit attitudes towards sustainable luxury. Quantitative results showed participants predominantly associated luxury with unsustainability, clarifying inconsistent results in the literature. Qualitative results depicted a more complex picture, pointing to a contrast between internally and externally-derived labels of sustainable luxury.

8.12 ROUNDTABLE: Is it Still Worth it? Exploring Contemporary Marketplace Diversity Research

Room: Calloway Room-2nd floor

Co-chairs: David Crockett, University of South Carolina, USA

Sylvia Long-Tolbert, Johns Hopkins University, USA

Participants:

Natalie Adkins, Drake University, USA	Guillame Johnson, University of Nottingham Ningbo, China
Stacey Baker, University of Wyoming, USA	Yuvay Meyers, Howard University, USA
Aronte Bennett, Villanova University, USA	Carol Motley, University of Alabama-Birmingham, USA
Samantha Cross, Iowa State University, USA	Gillian Oakenfull, Miami University, USA
Lenita Davis, University of Alabama, USA	Julie Ozanne, University of Melbourne, Australia
Benet DeBerry-Spence, University of Illinois at Chicago, USA	Felicia Miller, Marquette University, USA
Akon Ekpo, Western Michigan University, USA	Breagin Riley, Syracuse
Nakeisha Ferguson, University of St. Thomas, USA	Cristel Russell, American University, USA
Mary Gilly, University of California Irvine, USA	Bige Saatchioglu, Özyeğin University, Turkey
Sonya Grier, American University, USA	Hope Schau, University of Arizona
Robert Harrison, Western Michigan University, USA	Kevin Thomas, University of Texas
Geraldine Henderson, Rutgers University, USA	Jerome Williams, Rutgers University, USA
Diogo Hildebrand, Grenoble Ecole de Management, France	Marie Yeh, Loyola University Maryland, USA
Elif Izberk-Bilgin, University of Michigan-Dearborn, USA	Nicholas Pendarvis, University of South Carolina
J.P. James, Rutgers University, USA	

The contemporary global marketplace facilitates consumers' ability to enact numerous identity positions. The continued importance of marketplace diversity in their lives consumers (and to the firms that serve them) is difficult to overstate. This roundtable assembles interested scholars to discuss steps forward in the study of marketplace diversity.

Business and Awards Luncheon

12:15 pm - 1:45 pm

Holiday Ballroom-2nd floor

Honoring Outgoing JCR Editors Mary Frances Luce, Ann McGill, and Laura Peracchio

This luncheon is sponsored by the Journal of Consumer Research in appreciation and thanks for exemplary service to the field of consumer research.

Session 9

2:00 pm - 3:15 pm

9.1 J-ACR Announcement and Discussion

Room: Key 6-2nd floor

Chair: Joel Huber, Duke University

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This session will discuss ACR's new journal: J-ACR. The session will be led by Joel Huber and will also include the editors of the first four issues:

"Behavioral Economics of Eating," Brian Wansink and Koert Van Ittersum (Jan 2016)

"Consumer Ownership and Sharing," Russell Belk and Linda Price (April 2016)

"Consumer Response to Regulations," David Stewart (July 2016)

"The Science of Hedonic Consumption," Angela Lee and Kathleen Vohs (October 2016)

9.2 WORKSHOP: Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk

Room: Key 5-2nd floor

Co-chairs: Joe Goodman, Washington University in St. Louis

Gabriele Paolacci, Erasmus University

The use of Mechanical Turk (aka, Mturk) by behavioral researchers continues to increase. Despite the evidence on the benefits (and drawbacks) of Mturk, many researchers, reviewers, and editors intuitively distrust the reliability and validity of online labor markets. In this Back to Fun interactive workshop, we will answer and debate questions from the ACR community regarding Mturk, and raise some new questions. We will discuss the current issues that arise from Mturk's use, as well as some of the solutions and replications. Questions can be submitted via Twitter (@aconsres) or Facebook (ACR page) using the hashtag #mturkacr, and via email to mturkacr@gmail.com.

9.3 Incentives for Good Behavior and Good Behavior as Incentives

Room: Key 8-2nd floor

Chair: Alixandra Barasch, University of Pennsylvania, USA

1. The Motivating Force of Carrot versus Stick Incentives on Prosocial Behavior

Alixandra Barasch, University of Pennsylvania, USA*

Deborah A. Small, University of Pennsylvania, USA

While “stick” incentives outperform “carrot” incentives in some domains due to loss aversion, we find the opposite pattern for incentives designed to motivate prosocial behavior. Seven studies demonstrate this effect and show that this effect is driven by the greater potential for carrot incentives to serve as self-signals of generosity.

2. Contingent Match Incentives Increase One-Time and Recurring Donations

Lalin Anik, Duke University, USA*

Michael I. Norton, Harvard Business School, USA

Dan Ariely, Duke University, USA

We propose a new means by which non-profits can induce donors to give today and commit to future giving: contingent match incentives. Across three experiments, we document that making matching contingent on the percentage of others who upgrade to recurring donations increases donors’ likelihood of committing to recurring donations.

3. Prosocial Incentives in the Field

Elizabeth Keenan, University of California San Diego, USA*

Alex Imas, Carnegie Mellon University, USA

Ayelet Gneezy, University of California San Diego, USA

Recent research indicates prosocial incentives may be more effective than standard incentives; however, other work suggests individuals may avoid such situations if possible. We test the effectiveness of prosocial incentives in the field, and show that they increase effort, encourage participation, and are more effective in public versus private settings.

4. How Conventional Products Can Use Cause-Related Marketing Campaigns To Make Up for Not Being Organic

Sarah Muller, University of Hamburg, Germany*

Nina Mazar, University of Toronto, Canada

Anne Fries, University of Hamburg, Germany

Is it more effective for conventional products (e.g., coffee) to donate towards problems caused by them (e.g., water pollution) or towards product-unrelated problems (e.g., illiteracy)? One field and one laboratory experiment show that consumers are more likely to purchase conventional products (rather than organic competitors) when coupled with product-unrelated donations.

9.4 Food Issues: Consumer Response to Information and Nudges

Room: Key 9-2nd floor

Chair: Steven Dallas, New York University, USA

1. When Calorie Information Does and Does Not Impact Consumers’ Food Choices

Steven Dallas, New York University, USA*

Peggy Liu, Duke University, USA

Andrea Bonezzi, New York University, USA

Tanya Chartrand, Duke University, USA

Gavan Fitzsimons, Duke University, USA

We examine when and why calorie information fails to decrease calories ordered. We show that licensing cues cause some consumers to be less sensitive to calorie information. We also show that adding a per-meal calorie guideline ironically leads some consumers to be more interested in higher-calorie foods than lower-calorie foods.

2. When ‘Healthier’ Choices Fail to Improve Health: Precommitment to Categorically Healthier Lunch Orders

Eric VanEpps, Carnegie Mellon University, USA*

Julie Downs, Carnegie Mellon University, USA

George Loewenstein, Carnegie Mellon University, USA

In a field study, we exogenously restrict the timing of online lunch orders in the workplace. We show that although participants are more likely to order from lower-calorie categories and achieve a modest reduction in calories when ordering in advance, this reduction is too small to be clinically significant.

3. Moments of Truth: Nudges at the Point of Consumption in an Office Setting

Zoe Chance, Yale University, USA*

Margaret Gorlin, Yale University, USA

Ravi Dhar, Yale University, USA

Three large field experiments explored nudges towards healthier eating at a technology company providing free food all day for employees. We observed and manipulated several factors that influence salience of food options (proximity to snacks, visual serving size guides, presence of candy wrappers and, and a promotional campaign for vegetables).

4. The Negative Consequences of Preference Imposition on Others for the Self

Utku Akkoc, University of Alberta, Canada*

Robert Fisher, University of Alberta, Canada

We explore how imposing versus accommodating when choosing for another person impacts one’s own consumption preferences and present a theoretical account for the underlying psychological process. We extend the growing literature on self-other decision making by investigating an overlooked aspect of consumption; the personal effects of choosing for others.

9.5 Brands and Identity

Room: Key 10-2nd floor

Chair: Ying Ding, School of Business, Renmin University of China, Beijing, China

1. Will A Broad Identity Increase Preference for More Advanced Products? The Impact of Identity Breadth on Consumer Choice

Ying Ding, School of Business, Renmin University of China, Beijing, China*

Echo Wen Wan, Faculty of Business and Economics, University of Hong Kong, Hong Kong

Jing Xu, Guanghua School of Management, Peking University, Beijing, China

The current research investigates how framing one's social identity at different breadth levels can influence consumers' subjective knowledge and its consequence on subsequent product choice. Moreover, we show that the effect of identity breadth on subjective knowledge is attenuated when objective knowledge of the product domain is called into question.

2. What Will They Think of Me?: Anticipated Impressions and Product Decisions

Laurence Ashworth, Queens University, Canada*

Margaret Matear, Queens University, Canada

Matthew Philp, Queens University, Canada

Consumers frequently use products to manage impressions, yet it is not clear whether these attempts work. The current work showed consumers often overestimate the impact of products on their impression and will sometimes misjudge observers' evaluations of them. These (mistaken) beliefs have a substantial impact on product attitudes and valuation.

3. The Adaptiveness of Unconscious Brand-Attribute Associations

Maria Galli, Universitat Pompeu Fabra, Spain*

Gerald Gorn, Hong Kong Polytechnic University

Steven Sweldens, INSEAD, France

We investigate properties of brand-attribute associations formed unconsciously. We show that changing the valence of attributes that have become unconsciously associated with a brand can impact brand evaluations. Our findings also suggest that people adaptively apply the evaluative implications of unconscious brand associations, updating their evaluations according to situational appropriateness.

4. Superordinate Regional Identities and the Salience of Intergroup Rivalry: Effects of Spontaneous Recategorization on Brand Attitudes

Carlos J. Torelli, University of Minnesota, USA*

Rohini Ahluwalia, University of Minnesota, USA

Jennifer L. Stoner, University of Minnesota, USA

Shirley Y. Y. Cheng, Hong Kong Baptist University

Under the influence of chronically/temporarily salient identity needs, and when exposed to brands associated with a subgroup nested within the same regional identity, consumers can recategorize at the superordinate regional identity and exhibit more favorable attitudes toward former outgroup brands. However, this effect only emerges under low-levels of rivalry salience.

9.6 The Physical and Psychological Presence of Others

Room: Key 11-2nd floor

Chair: Christopher Hsee, University of Chicago, USA

1. Reaction Utility

Christopher Hsee, University of Chicago, USA*

Yang Yang, Carnegie Mellon University, USA

Bowen Ruan, University of Wisconsin - Madison, USA

Fengyan Cai, Shanghai Jiao Tong University, China

We find people like to see reactions to their actions even if the reactions are non-positive and non-informative. For example, in a field experiment, we found coffee shop customers inserted coins in a donation box if it emitted a noise when a coin was inserted than if not.

2. Social Tie Distance's Effect on Regulatory Focus When Buying for Others

Huimin Xu, The Sage Colleges*

Ada Leung, Pennsylvania State University, USA*

Lin Guo, University of New Hampshire*

Existing research often treats self-regulatory focus as a situational variable that can be made temporarily salient by task framing. Our research posits self-regulatory focus as an inherent characteristic of social relationships. Three experiments show that making purchase decisions for a particular social tie elicits a certain self-regulatory focus.

3. Do Older Consumers Change the Marketplace?: Investigating the Person-Environment Relationship in Food Shopping

Robert Zniva, WU Vienna*

Eva Lienbacher, WU Vienna

Peter Schnedlitz, WU Vienna

The study at hand sheds light on the discrepancy between the needs of the elderly as proposed by recent research and the performance of stores tailored to this needs. Using a case study design we show that an older customer base demands adaptations in environmental functions of maintenance and support.

4. Have your cake and make her eat it too: Sabotaging others while maintaining moral self-integrity

Stephanie Lin, Stanford University, USA*

S. Christian Wheeler, Stanford University, USA

Szu-chi Huang, Stanford University, USA

We show that people are motivated to sabotage close others when they experience self-threat, but act on this motivation primarily when they feel that sabotage is morally justifiable. Furthermore, we find that people who are threatened in one domain (e.g. academia) may sabotage close others in another (e.g. dieting).

9.7 Design and Beauty

Room: Key 12-2nd floor

Chair: Aditi Bajaj, Georgia Tech, USA

1. Effects of Design Symmetry on Perceptions of Brand Personality

Aditi Bajaj, Georgia Tech, USA*

Samuel Bond, Georgia Tech, USA

We focus on the influence of symmetry in visual design on consumer inferences regarding brand personality. Grounding our approach in aesthetics and visual perception, we argue that symmetry and asymmetry, respectively, enhance perceptions of brand sophistication

or excitement, and we trace this to the aesthetic interpretation of symmetric imagery.

2. *When Complexity is Symmetric: The Interplay of Two Core Determinants of Visual Aesthetics*

Stefan Mayer, Goethe University, Germany*

Jan R. Landwehr, Goethe University, Germany

Is processing fluency sufficient to understand how consumers form aesthetic preferences? We show for objective symmetry and complexity positive results on aesthetic liking: complexity through a direct (cognitive) effect, symmetry through moderated mediation in enhancing the effect of fluency. Results imply to include different design factors in consumer research conjointly.

3. *Brand Logo Frames: How and When Framing Brand Logos Increases Purchase Likelihood*

Tatiana Fajardo, University of Miami, USA*

Jiao Zhang, University of Oregon, USA

Michael Tsiros, University of Miami, USA

We demonstrate that logo frames may symbolize either protection or confinement and whether a logo frame is associated with protection or confinement will depend on perceptions of purchase risk. When purchase risks are high (low) a frame's symbolic association with protection (confinement) will be salient and increase (decrease) purchase intent.

4. *Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards*

Haiyang Yang, Johns Hopkins University, USA*

Leonard Lee, National University of Singapore, Singapore

We show that beauty is an instantaneously constructed notion and offer a micro-level explanation for how aesthetics change at the macro, societal-level. People non-consciously modify their judgment standards for beauty when exposed to others' aesthetic preferences, consequently altering their subsequent judgments of beauty even in the absence of social pressure.

9.8 Processing Fluency

Room: Johnson Room A-1st floor

Chair: Gaurav Jain, University of Iowa, USA

1. *(The Lack of) Processing Fluency and Attitude Enhancement*

Gaurav Jain, University of Iowa, USA*

Dhananjay Nayakankuppam, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

This paper reports three studies demonstrating a reversal of the usual traditional fluency effects as the attitude towards the less fluent stimulus increases significantly more than that towards the more fluent stimulus. We show that the phenomenon is based on the misattribution of the fluency experience to the decision making process.

2. *Smile: You Haven't Seen This Before! Positivity, False Familiarity, and Consumer Behavior*

Ben Kozary, University of Newcastle, Australia*

This paper presents a meta-analysis of 27 studies, identifying a robust, reliable, and valid small-to-medium effect, whereby positivity triggers false inferences of familiarity. The meta-analysis mines these studies to suggest a process-based explanation for this effect, and also identifies an important boundary condition. Implications for consumer behavior are discussed.

3. Probabilistic Scarcity: Metacognitive Difficulty Increases Attractiveness by Reducing Subjective Probability

Baler Bilgin, Koc University, Turkey

Nükhet Agar, Koc University, Turkey*

We find that processing disfluency (vs. fluency) increases attractiveness by reducing subjective probability. The proposed effect fails to arise when the true source of disfluency is revealed (Study 1), and the directional ambiguity in the interpretation of numerical probabilities is reduced either naturally (Study 2) or experimentally (Study 3).

4. A Change Will Do You Good: Beneficial Effects of Task Difficulty Switching (TDS) on Recall

James Mourey, DePaul University*

Ryan Elder, Brigham Young University, USA

Varying the cognitive complexity of a marketing message and its medium affects recall. Four studies introduce the notion of Task Difficulty Switching (TDS), demonstrate effects of greater recall in a TDS paradigm, and explore the underlying process of increased cognitive flexibility stemming from TDS.

9.9 Consumer Donations

Room: Johnson Room B-1st floor

Chair: Maria Blekher, NYU, Stern School of Business

1. "Talk is cheap": the discrepancy between self and next-of-kin organ donation decisions

Maria Blekher, NYU, Stern School of Business*

Hagai Katz, Guilford Glazer Faculty of Business and management, Ben-Gurion University of the Negev, Israel

Ayelet Gneezy, Rady School of management, University of California, San Diego

This research suggests that to increase organ donations we should focus on family members who are responsible for making the donation decision in real time. Two studies support this prediction demonstrating the gap between individuals' willingness to donate his organs and his willingness to donate organs of his relatives.

2. Good Deeds with Good Deals? The Influence of Price Promotion on Consumers' Intention to Participate in Donations at Checkouts

Lan Xia, Bentley University*

Nada Nasr, Bentley University

We examine the impact of price discount levels on consumers' reaction to donation requests at checkouts. In four studies, we show that comparing to no discount, high discount increases but low discount decreases likelihood to donate. The effects are due to different mediators and are influenced by different moderators.

3. Inspire Me to Donate: The Use of Mixed Emotions in Public Service Announcements

Jianping Liang, Sun Yat-sen Business School, Sun Yat-sen University, China*
 Zengxiang Chen, School of Tourism and Services Management, Nankai University, China
 Jing Lei, Faculty of Business and Economics, University of Melbourne, Australia

In this research we propose an “inspiration-helping” hypothesis, and find that a mixture of positive (e.g., strong) and negative (e.g., sad) emotions can inspire people to donate. We show that using mixed emotions is more effective as a means of persuading people to donate than using exclusively negative emotions.

Coffee Break
3:15 pm - 3:30 pm
East and South Foyer-2nd floor

Session 10
3:30 pm - 4:45 pm

10.1 WORKSHOP: How to Write a Great Review: Reviewing and Advancement Advice from JCR

Room: Key 5-2nd floor

Co-chairs: Rebecca Hamilton, University of Maryland

Rob Kozinets, York University

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Participants:

Jennifer Aaker, Stanford University, USA	Aparna Labroo, Northwestern University
Eduardo B. Andrade, Fundacao Getulio Vargas	Tom Meyvis, New York University
Jennifer Argo, University of Alberta, Canada	Andrea Morales, Arizona State University
Lauren Block, Baruch College, USA	Page Moreau, University of Wisconsin
Lisa E. Bolton, Pennsylvania State University, USA	Julie L. Ozanne, Virginia Tech
Kristin Diehl, University of Southern California, USA	Derek D. Rucker, Northwestern University
Guliz Ger, Bilkent University, Turkey	Jaideep Sengupta, HKUST
Zeynep Gurhan-Canli, Koc University	Sharon Shavitt, University of Illinois
Rebecca Hamilton, University of Maryland, USA	Olivier Toubia, Columbia University
Paul M. Herr, Virginia Tech, USA	Craig Thompson, University of Wisconsin
Chris Janiszewski, University of Florida, USA	Stijn van Osselaer, Cornell University
Praveen Kopalle, Dartmouth College	Stacy Wood, North Carolina State University
Rob Kozinets, York University	

Open to all conference attendees who review for, or are interested in reviewing for JCR. The Editors and Associate Editors of the Journal of Consumer Research (JCR) are conducting a workshop to train new and advanced reviewers and discuss the review process in general. They will explain what makes a great review, discuss the trainee program, and answer any questions.

10.2 The Surprising Upsides of Negativity

Room: Key 6-2nd floor

Co-chairs: Kathleen Vohs, University of Minnesota, USA

Yajin Wang, University of Minnesota, USA

1. The Surprising Effectiveness of the Hostile Mediator

Ting Zhang, Harvard Business School, USA*

Francesca Gino, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Contrary to the tendency of mediators to diffuse negative emotions between adversaries by treating them kindly, we demonstrate the surprising effectiveness of hostile mediators in resolving conflict. Across a series of experiments, adversaries seem less negative in the presence of hostile mediators, generating greater willingness and ability to reach agreements.

2. How Disgust Builds Social Bonds

Eugenia Wu, University of Pittsburgh, USA*

Andrea Morales, Arizona State University, USA

Gavan Fitzsimons, Duke University, USA

Tanya Chartrand, Duke University, USA

Though disgust is linked to a strong distancing reaction, we find that shared feelings of disgust can build social connections between consumers. In four studies, we show that although disgusted consumers do not seek affiliation with others, shared feelings of disgust lead to increased feelings of similarity and closeness nonetheless.

3. Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy

Yajin Wang, University of Minnesota, USA

Kathleen Vohs, University of Minnesota, USA*

Four experiments tested the hypothesis that consumers in a negative mood (sad, angry, or generalized negativity) perform better at effortful goals as a form of implicit emotion regulation. The hypothesis was confirmed, and yet when given a choice consumers nonetheless eschew effortful goal pursuit preferring light, hedonic tasks instead.

4. Growing Up Poor Improves Specific Mental Abilities

Vladas Griskevicius, University of Minnesota, USA*

Chiraag Mittal, University of Minnesota, USA

Jeffrey Simpson, University of Minnesota, USA

Sooyeon Sung, University of Minnesota, USA

Ethan Young, University of Minnesota, USA

Can growing up poor ever be good? We show that deprived childhoods lead to poor inhibition (e.g., overcoming desire), but excellent shifting (e.g., moving between tasks). In contrast to most conclusions, this research demonstrates that resource-deprivation in childhood does not universally impair mental functioning, and can improve important mental abilities.

10.3 The Psychology of Debt: Steering Consumers out of the Red and into the Black

Room: Key 7-2nd floor

Co-chairs: Grant Donnelly, Harvard Business School, USA

Nina Mazar, University of Toronto, Canada

1. Spending Credit like a Windfall Gain

Cynthia Cryder, Washington University, USA*

Laura Xiao, Washington University, USA

We hypothesize that the term “credit” changes psychophysical representations of spending. In a series of experiments, we find that the term credit encourages people to mentally represent spending as a reduction of a gain rather than as a more subjectively painful loss.

2. Debt Repayment Strategy and Consumer Motivation to Get Out of Debt

Keri Kettle, University of Miami, USA*

Remi Trudel, Boston University, USA

Simon Blanchard, Georgetown University, USA

Gerald Haubl, University of Alberta, Canada

We propose that paying down debt accounts sequentially (focusing on one account) rather than simultaneously (spreading repayments out across accounts) enhances consumers’ motivation to repay debt. Using a unique set of credit card data and two experiments, we demonstrate that a sequential repayment strategy motivates repayment by enhancing perceived progress.

3. Balance Reframing: Paying by the Purchase Promotes Higher Repayments

Grant Donnelly, Harvard Business School, USA*

Zoe Chance, Yale University, USA

Michael Norton, Harvard Business School, USA

Credit card companies aggregate all purchases into one larger loss, blunting the ‘pain’ of such losses (Thaler, 1985). Allowing payments to be made toward each individual purchase of the total bill, we find consumers pay significantly more toward their debts relative to an aggregated balance, prioritizing ‘painful’ purchases first.

4. Applying Behavioral Science in the Field: Nudging Consumers to Pay their Credit Card Dues

Nina Mazar, University of Toronto, Canada*

Dan Airely, Duke University, USA

In a large-scale field experiment with a credit card company, we tested variations to the script of an automated past due reminder-call. We found that creating a sense of urgency, targeting debt literacy, and helping customers to form implementation intentions substantially decreased delinquency and the time to become non-delinquent.

10.4 Unexplored Sides of Mental Imagery

Room: Key 8-2nd floor

Co-chairs: Luca Cian, University of Michigan, USA

Aradhna Krishna, University of Michigan, USA

1. A Sign of Things to Come: Increasing Desired Behavior through Dynamic Iconography

Luca Cian, University of Michigan, USA*
Aradhna Krishna, University of Michigan, USA
Ryan Elder, Brigham Young University, USA

We propose that perceived movement (or dynamic imagery) from static visuals prepares the observer for action and impacts behavior. We operationalize our research within the context of traffic icons. Can a subtle difference in traffic icons affect human behavioral response?

2. Dark Is Durable, Light Is Convenient: Color Value Influences Perceived Product Attributes

Henrik Hagtvædt, Boston College, USA*

Seven studies provide evidence that consumers perceive a product to be more durable, but less convenient, if its color is dark rather than light. Both effects arise because darker products are imagined to be heavier.

3. So Close I Can Almost Sense It: The Impact of Differences in Sensory Imagery Distance on Consumer Attitudes and Intentions

Ryan Elder, Brigham Young University, USA*
Morgan Poor, University of San Diego, USA
Lidan Xu, University of Illinois at Urbana-Champaign, USA

Across four studies, we show how images evoked using different sensory modalities affect both the perceived physical and psychological distances between the consumer and the stimulus, ultimately affecting the consumer's attitudes. In general, more proximal (vs. distal) sensory images lead to higher attitudes for physically or psychologically close (distant) experiences.

4. Sense and Mental Imagery: The Persuasive Implications of Visualizing Proximal and Distant Senses

Ann Schlosser, University of Washington, USA*

Mental imagery is often studied in the context of visual imagery. Yet, how might reference to other senses such as sound or touch affect persuasion? I propose that senses can vary in psychological distance. Consequently, the persuasiveness of a sense depends on its match with other dimensions of psychological distance.

10.5 Just Like Being There: The Good and the Bad of Sharing Experiences

Room: Key 3-2nd floor

Chair: Alixandra Barasch, University of Pennsylvania, USA

1. Questioning the "I" in Experience: Experiential Purchases Foster Social Connection

Amit Kumar, Cornell University, USA*
Thomas C. Mann, Cornell University, USA
Thomas D. Gilovich, Cornell University, USA

We demonstrate that experiential purchases foster social connection more than material purchases. People feel more connected to those who have made similar experiential purchases. After reflecting on experiential purchases, people also feel more connected to others in general, are more likely to engage in social activities, and act more prosocially.

2. Experiential Gifts are More Socially Connecting than Material Gifts

Cindy Chan, University of Toronto, Canada*

Cassie Mogilner, University of Pennsylvania, USA

This research investigates what type of gifts best connects people — material gifts or experiential gifts. Experiments examining gift exchanges in real-life relationships reveal that recipients of experiential gifts consequently feel closer to their gift giver than do recipients of material gifts, regardless of whether the gift is consumed together.

3. When Happiness Shared is Happiness Halved: How Taking Photos to Share with Others Affects Experiences and Memories

Alixandra Barasch, University of Pennsylvania, USA*

Kristin Diehl, University of Southern California, USA

Gal Zauberman, University of Pennsylvania, USA

Though millions of photos are shared every day, no prior work examines how the goal of sharing influences experiences and memories. Three lab and field studies show that taking pictures to share with others, relative to taking pictures for oneself, can reduce enjoyment of experiences, photos themselves, and relived memories.

4. Material Words: How Sharing Material and Experiential Purchases with Others Influences Self-Esteem

Sarah G. Moore, University of Alberta, Canada*

Consumers frequently share stories about positive and negative material and experiential purchases. We examine how sharing about these purchases using different language influences self-esteem. We find that sharing about negative experiential and positive material purchases decreases consumers' self-esteem, though this effect is attenuated when consumers use explaining language in sharing.

10.6 New Perspectives on the Dynamics of Status: from Signaling to Consumption

Room: Key 10-2nd floor

Co-chairs: Silvia Bellezza, Harvard Business School, USA

David Dubois, INSEAD, France

1. Conspicuous Consumption of Time: When Busyness and Lack of Leisure Time Become a Status Symbol

Silvia Bellezza, Harvard Business School, USA*

Anat Keinan, Harvard Business School, USA

Neeru Paharia, Georgetown University, USA

We investigate the conspicuous spending of time. In contrast to prior research, we demonstrate that exhibiting a busy work schedule can be interpreted as a signal of status by others. Positive inferences are mediated by perceived scarcity of the busy individual and moderated by differences in opportunity cost of time.

2. When Do Consumers Prefer to Look Like a King vs. Feel Like a King? Power-Induced Preferences for Experiential vs. Material Luxury

David Dubois, INSEAD, France*

Ayalla Ruvio, Michigan State University, USA

Luxury products either take the form of experiences (e.g., a vacation) or objects (e.g., a status car). Two experiments demonstrate power (powerlessness) trigger preference for experiential (material) luxury offerings over material luxury offerings and the moderating role of the stability of consumers' power position is further explored.

3. When Underdog Narratives Backfire: The Effect of Perceived Market Advantage on Brand Status

Neeru Paharia, Georgetown University, USA*

Debora V. Thompson, Georgetown University, USA

Previous research has documented an “underdog effect,” when consumers prefer brands that have fewer resources with which to compete in the marketplace. We consider how the desire for status motivates a “top dog effect,” leading consumers to prefer brands that have more resources and hold a position of advantage.

4. Politics and Status: How Political Ideology Shapes Status Concerns and Preferences

Nailya Ordabayeva, Boston College, Boston, USA*

Daniel Fernandes, Católica-Lisbon School of Business and Economics

We test the effect of political ideology on status consumption. We find that conservatism includes status-seeking through conspicuous consumption, while liberalism induces status-seeking through sustainable consumption. This happens because conservatives wish to signal esteem for authority and power, while liberals wish to signal concern for fairness and harm prevention.

10.8 Consumer Identity

Room: Key 4-2nd floor

Chair: Helene de Burgh-Woodman, University of Notre Dame, Australia

1. Networked Kids and the Formation of Contemporary Consumer Identities

Helene de Burgh-Woodman, University of Notre Dame, Australia*

This paper investigates how terms like consumer, end-user develop resonance for the first generation of “kids” to grow up experiencing multiple marketing channels and networked information sources. Via a discourse analysis of focus group/interview data, the paper extends understandings of how kids negotiate the marketplace and enact complex identity-building practices.

2. Consumer Conformity, Uniqueness and Mobility: Consumer Identity in the Yard

Elizabeth Hirschman, Rutgers University, USA*

Russell Belk, York University, Canada

Ayalla Ruvio, Michigan State University, USA

Using depth interviews with consumers about their yards, we identify several social uses to which home landscaping is applied. In particular, motives of establishing conformity to neighborhood standards, upward mobility and personal uniqueness are discussed.

3. The Changes of Meaning over Life Stages: Craftans as Expression of Moroccan Women's Identities

delphine godefroit-winkel, Lille School of Management Research Center*

marie-hélène fosse-gomez, Univ Lille Nord de France-Skema Business School

We conducted a qualitative study on caftan consumption in Casablanca, Morocco. We show that Moroccan women use their caftan to express different identities through distinct life stages. Our findings suggest an additional level of meanings, distinctive meanings, and extend prior research on the role of meanings in intra-gender relationships.

4. Targeting dis-identification strategies with consumer communications: the case of sexual health risk in men who have covert sex with men (MCSM)

David Rowe, Open University, UK*

Shona Bettany, University of Westminster, UK*

In this paper we address the research question of how to target sexual-health related marketing communications and services to men engaged in covert sexual activity with men (MCSM) through the development of an understanding of the risk assessment process within this diverse and challenging sub-cultural group.

10.9 Self and Brands

Room: Key 11-2nd floor

Chair: Stephanie Geiger Oneto, University of Wyoming

1. When Opposites Attract: Incorporating Trait Complementarity into the Measurement of Self-Brand Personality Alignment

Maria Karampela, University of Edinburgh, United Kingdom*

Angela Tregear, University of Edinburgh, United Kingdom

Jake Ansell, University of Edinburgh, United Kingdom

This study reveals for the first time the existence of a complementarity or 'opposites attract' configuration in self-brand alignment. It also devises an original technique for incorporating complementarity configuration into an alignment measure. Tests reveal the measure compares favourably with existing self-congruence measures in terms of predicting behavioural outcomes.

2. All You Need is Love: Focusing on Brand Attachment Self-Affirms against Social Loss

Joshua Beck, University of Washington, USA*

Sokiente Dagogo-Jack, University of Washington, USA

Social loss is painful, and consumers draw on accessible relationships to reduce this pain. By testing two predictions about the role of brand relationships in the context of loss, authors find brand attachment is self-affirming (buffering) but not socially fulfilling (remedying). Furthermore, when attachment reduces pain, consumers reward attached brands.

3. The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection

Xiaobing Song, Dalian University of Technology, China

Feifei Huang, Chinese University of Hong Kong, China*

Xiuping Li, National University of Singapore, Singapore

We demonstrate that embarrassed consumers resort to branded products to cope with the threat to self-views. Specifically, low (high) self-esteem individuals are likely to take protecting (repairing) coping strategies, and thus, prefer less (more) conspicuous designs. This interaction between self-esteem and embarrassment is moderated by self-brand connection.

4. Why Are Some Brand Co-Creation Activities More Effective Than Others?: The Effects of Brand Knowledge Potential and Self-Brand Connection on Brand Engagement Intentions

Heather Johnson Dretsch, North Carolina State University, USA*

Amna Kirmani, University of Maryland, USA

We explore conditions under which interactive brand co-creation activities affect subsequent brand engagement. Results from three studies using real brand co-creation campaigns provide support for the proposition that when highly connected (i.e., loyal) consumers co-create the brand through activities that enable them to generate personal brand knowledge, brand engagement behaviors increase.

10.10 Decisions and Choice

Room: Key 12-2nd floor

Chair: Nadav Klein, University of Chicago, USA

1. The Topography of Generosity: Nonlinear Evaluations of Prosocial Actions

Nadav Klein, University of Chicago, USA*

Nicholas Epley, University of Chicago, USA

A person's reputation is partly based on their actions towards others. We examine how varying degrees of prosociality affect reputations. Five experiments find consistent nonlinear evaluations of prosociality, whereby participants evaluate fair actions more positively than selfish actions, but do not evaluate generous actions more positively than fair actions.

2. In the mood for doing good? How affective states and benefit types influence consumers' decision making with regards to sustainable products

Verena Gruber, WU Vienna, Austria*

By means of three experimental studies, we show how affective states and appeal types influence individuals' decision-making with regards to sustainable products. While a happy affective state is particularly helpful in stimulating individuals to make other-centered decisions, they are more generous in their willingness-to-pay in a sad affective state.

3. The Better of Two 'Goods': Choice Given a Trade-off between Pro-social and Pro-environmental Performance

Michael Luchs, The College of William & Mary, USA*

Jesse Catlin, California State University, Sacramento, USA

Marcus Phipps, University of Melbourne, Australia

Using mixed methods, this research suggests that consumers perceive the environmental and social dimensions of sustainability as psychologically distinct in several meaningful ways. Specifically, we find that consumers perceive environmental (social) sustainability as more psychologically abstract (concrete) and demonstrate how these differences can be used to predict sustainable product choice.

4. Pride and Prejudice - Promotion or Prevention? Investigating the Role of Domestic Country Biases in Consumers' Product Choices

Peter Mathias Fischer, University of St. Gallen, Switzerland*

Previous research has identified consumer ethnocentrism and national identification as sources of domestic country bias, yet the process leading to this bias remains unclear. Addressing this research gap, one correlational study and two experiments reveal opposing interactions between these constructs and regulatory focus, thereby shedding light into their psychological nature.

10.11 Useful New Consumer Scales

Room: Johnson Room A-1st floor

Chair: Jodie Whelan, York University, Canada

1. The Consumer Regulation Scale: Strategies for Regulating Responses to Consumption Cues

Jodie Whelan, York University, Canada*

Miranda Goode, Ivey Business School, Western University, Canada

June Cotte, Ivey Business School, Western University, Canada

Matthew Thomson, Ivey Business School, Western University, Canada

We develop a scale to measure individual differences in the chronic use of consumer regulation strategies (i.e., strategies that individuals use to control when and how they respond to consumption cues) and demonstrate that these strategies moderate the effect of consumption cues on both traditional and nontraditional consumer behaviors.

2. Perceived Economic Mobility: Measurement, Validity, and Implication for Consumer Wellbeing and Materialism

Sunyee Yoon, University of Wisconsin - Madison, USA*

Nancy Wong, University of Wisconsin - Madison, USA

This research develops a scale to measure Perceived Economic Mobility (PEM), defined as the individual perception about the extent to which society provides fair chances for success through hard work. Six studies provided evidence of validity and demonstrated PEM's role as a predictor and moderator in influencing consumer wellbeing.

3. Transportation Back: Reflecting On The Journey

Anne Hamby, Hofstra University*

Narrative transportation leads to changes in story-related beliefs, but it is less clear how this change occurs. This work suggests an additional process in the context of narrative persuasion. The current work defines this process and role in narrative persuasion, developing a measure of it: reflection on story content, relating the story to oneself/surrounding world, and reflection on emotion.

4. Duped, Scammed and Suckered: The Development of the Sugrophobia Scale

Robert Madrigal, University of Oregon, USA*

Marcus Wardley, University of Oregon, USA

Catherine Armstrong Soule, Western Washington University, USA

The research reports the development and validation of a scale measuring sugrophobia, a trait motivated by a desire to avoid the aversive consequences associated with being duped. The final Sugrophobia Scale includes nine items representing three dimensions (apprehension regarding marketplace transactions, vigilance against duping, and anticipated remorse over possible duping).

JCP Associate Editors' Business Meeting

4:00 pm - 5:00 pm

Pickersgill Room-2nd floor

JCP Editorial Review Board Reception and Meeting

5:00 pm - 7:00 pm

Key Ballroom 1&2-2nd floor

YOGA

5:00 pm - 5:45 pm

Paca Room-3rd floor

Grand Finale at Power Plant Live!

7:00 pm - midnight

Join us for the grand finale of ACR 2014, a rock-extravaganza at Baltimore's premiere Inner Harbor entertainment venue, Power Plant Live. Power Plant Live is a connected collection of bars and restaurants that will meet many tastes, whether you want to raise a glass in a German Biergarten, hang out with your rowdiest friends in an American cowboy bar, or find a quiet nook to chat in the urban Mosaic lounge. On the main stage, we will feature music sure to get the crowd dancing. Tickets include drink tickets and a range of buffet dinner options in multiple seating areas. This should be a seriously fun party!

Sunday, 26 October 2014

JCR Policy Board Meeting (by invitation only)

7:30 am - noon

Pickersgill Room-2nd floor

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