

Hola and welcome to SCP!

We are thrilled to welcome you to San Antonio for SCP's Annual Winter Conference. This promises to be an exciting and intellectually stimulating conference, given the high number and quality of submissions, which forced us to be extremely selective in our acceptances. This year, the keynote speakers are Tom Gilovich and Mihaly Csikszentmihalyi who will deliver their addresses on March 1st (Friday) and March 2nd (Saturday), respectively. We also have the pleasure of featuring two SCP award addresses, on Friday, March 1st, by Aradhna Krishna (SCP Fellow) and Ravi Dhar (SCP Distinguished Scientific Contribution), in recognition of their outstanding contributions to consumer psychology.

To enhance high-level discussions of issues of current interest to consumer psychologists, we are also continuing the "Conversation Sessions" initiated last year. The conference will feature four Conversation sessions, specifically Friday sessions on "Consumption, Happiness, and Public Policy" and "Improving and Diversifying our Research Practices" and Saturday sessions on "Evolutionary Consumer Psychology" and "Food Consumption and Policy." Each Conversation session will feature three or four leading researchers in the field who will provide brief presentations on the most pressing questions in the area, followed by what we trust will be a stimulating and thought-provoking Conversation.

We would like to extend our sincere thanks to the many reviewers, authors, presenters, discussants and volunteers who have helped ensure a terrific conference program. We are deeply grateful to SCP president Michel Pham for his encouragement and efforts and to Larry Compeau for his vision and patience throughout this process. We would also like to thank Simona Botti and Leif Nelson for their outstanding job in organizing the SCP Doctoral Consortium, which is in its fifth year and is underwritten by funds from Jane and David Schumann. We also wish to thank Paul Belcastro, Aleksey Cherfas, and Patty Salo Downs for their tireless behind-the-scenes efforts in supporting this year's conference. Tina Lowrey deserves special thanks for sharing her indispensable local knowledge. Finally, we would like to thank our sponsors: the Institute on Asian Consumer Insight (ACI) for sponsoring the Saturday Night Fever Party (the culminating event of the conference), Elsevier for sponsoring the opening reception on Thursday evening, and London Business School and the Haas School of Business for sponsoring the doctoral consortium reception.

We are grateful to have such wonderful contributions from so many people for the benefit of the society. We hope you enjoy SCP 2013!

Tom Meyvis
New York University

Raj Raghunathan
The University of Texas at Austin

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Program Overview

Thursday, 28 February 2013

8:00 am - 6:00 pm	DOCTORAL CONSORTIUM (Iberian Ballrooms A & B, Madero A & B)
11:00 am - 8:00 pm	REGISTRATION (El Cabildo, 4th Floor)
3:00 pm - 5:30 pm	SCP EXECUTIVE COMMITTEE MEETING (San Jose, 3rd Floor)
6:00 pm - 8:00 pm	RECEPTION (Iberian Ballroom, 5th Floor)
6:00 pm - 7:30 pm	WORKING PAPER SESSION 1 (Iberian Ballroom, 5th Floor)

Friday, 01 March 2013

7:00 am - 8:00 pm	SCP 2013 REGISTRATION (El Cabildo, 4th Floor)
7:30 am - 8:15 am	BREAKFAST (Iberian Ballroom, 5th Floor)
8:15 am - 9:30 am	SESSION 1
9:30 am - 9:45 am	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
9:45 am - 11:00 am	SESSION 2
11:00 am - 11:15 am	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
11:15 am - 12:15 pm	PLENARY SESSION 1 (Iberian Ballroom, 5th Floor)
12:30 pm - 2:00 pm	AWARDS AND BUSINESS LUNCHEON (Buckhorn Saloon, 318 E Houston St.)
2:15 pm - 3:30 pm	SESSION 3
3:30 pm - 3:45 pm	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
3:45 pm - 5:00 pm	SESSION 4
4:00 pm - 4:50 pm	JCP AE RESEARCH AND REPORT MEETING (Board Room, 2nd Floor)
5:00 pm - 6:30 pm	JCP ERB MEETING (Veramendi, 4th Floor)
6:00 pm - 7:30 pm	WORKING PAPER SESSION 2 (Iberian Ballroom, 5th Floor)
6:00 pm - 8:00 pm	RECEPTION (Iberian Ballroom, 5th Floor)

Saturday, 02 March 2013

7:00 am - 8:00 am	SCP Advisory Panel Breakfast Meeting (San Miguel, 2nd Floor)
7:30 am - 3:45 pm	SCP 2013 REGISTRATION (El Cabildo, 4th Floor)
7:30 am - 8:15 am	BREAKFAST (Iberian Ballroom, 5th Floor)
8:15 am - 9:30 am	SESSION 5
9:30 am - 9:45 am	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
9:45 am - 11:00 am	SESSION 6
11:00 am - 11:15 am	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
11:15 am - 12:15 pm	PLENARY SESSION 2 (Iberian Ballroom, 5th Floor)
12:30 pm - 2:00 pm	LUNCHEON AND PRESIDENTIAL ADDRESS (Buckhorn Saloon, 318 E Houston St.)
2:15 pm - 3:30 pm	SESSION 7
3:30 pm - 3:45 pm	BREAK (5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers)
3:45 pm - 5:00 pm	SESSION 8
6:00 pm - 12:00 am	“SATURDAY NIGHT FEVER” DINNER and PARTY (Iberian Ballroom, 5th Floor)

Thursday, 28 February 2013

DOCTORAL CONSORTIUM

Sponsored by Jane and David Schumann

8:00 am - 6:00 pm

Iberian Ballrooms A & B, Madero A & B

REGISTRATION

11:00 am - 8:00 pm

El Cabildo, 4th Floor

SCP EXECUTIVE COMMITTEE MEETING

3:00 pm - 5:30 pm

San Jose, 3rd Floor

OPENING RECEPTION

SPONSORED BY ELSEVIER

6:00 pm - 8:00 pm

Iberian Ballroom, 5th Floor

WORKING PAPER SESSION 1

6:00 pm - 7:30 pm

Iberian Ballroom, 5th Floor

Friday, 01 March 2013

SCP 2013 REGISTRATION

7:00 am - 8:00 pm

El Cabildo, 4th Floor

BREAKFAST

7:30 am - 8:15 am

Iberian Ballroom, 5th Floor

SESSION 1

8:15 am - 9:30 am

1.1 *Symposium*: Why Stumble on Happiness When You Can Stride Towards It? Understanding how to Increase Consumer Happiness (Espada)

1.2 *Individual Papers*: Go Figure!: (Self) Signaling Effects on Product Preferences (San Jose)

1.3 *Individual Papers*: Me and My Brand: Consumer Brand Attachment and Evaluation (Madero A)

1.4 *Individual Papers*: Go Get It: Golden Strategies for Goal Pursuit (El Capistrano)

1.5 *Symposium*: For Love and Money: Sex, Relationships, and Financial Decisions (Concepcion)

1.6 *Individual Papers*: Perceiving Time: The Malleability and Consequences of Time Perception (Madero B)

BREAK

9:30 am - 9:45 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 2

9:45 am - 11:00 am

2.1 *Symposium*: Self-identity Motives in Consumer Behavior: When Initial Focus on the Self Ironically Leads to the Opposite of Self-Absorption (Espada)

2.2 *Individual Papers*: It's an Ad, Ad, Ad World: Effects of Advertising Features and Product Presentations (San Jose)

2.3 *Individual Papers*: Back to the Future: The Past and Future in Decision-Making (Madero A)

2.4 *Individual Papers*: Take My Word For It: Social Influence and Decision-Making (El Capistrano)

2.5 *Symposium*: New Perspectives on Nonconforming Behaviors (Concepcion)

2.6 *Conversations*: Consumption, Happiness, and Public Policy (Madero B)

BREAK

11:00 am - 11:15 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

PLENARY SESSION 1

11:15 am - 12:15 pm

Iberian Ballroom, 5th Floor

Keynote Speaker: Tom Gilovich, Cornell University

Getting the Most for Your Money: The Hedonic Return on Experiential and Material Purchases

AWARDS AND BUSINESS LUNCHEON

12:30 pm - 2:00 pm

Buckhorn Saloon and Museum, 318 E Houston St.

SESSION 3

2:15 pm - 3:30 pm

3.1 Symposium: Decision Making in Social Contexts: Choosing for Others, Recommending for Others, and Delegating Choice to Others (Espada)

3.2 Individual Papers: Risky Business: Risk and Impatience in Decisions (San Jose)

3.3 Individual Papers: Money Matters: Spending Decisions in Consumer Behavior (Madero A)

3.4 Individual Papers: Sharing or Keeping: Materialism, Selfishness, Sharing, and Equality (El Capistrano)

3.5 Conversations: Improving and Diversifying our Research Practices (Concepcion)

3.6 Special Awards Session: SCP Fellow Award and Distinguished Scientific Contribution Addresses (Madero B)

BREAK

3:30 pm - 3:45 pm

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 4

3:45 pm - 5:00 pm

4.1 Symposium: Content Characteristics and WOM Success (Espada)

4.2 Individual Papers: Thinking About Feeling: Affect and Consumption Behavior (San Jose)

4.3 Individual Papers: Consumers in Relationships: The Forgiving, Grateful, Envious, and Competitive Consumer (Madero A)

4.4 Individual Papers: Nutrition Cognition: Knowledge, Beliefs, and Perceptions of Healthy Foods (El Capistrano)

4.5 Symposium: Identity Structure and the Boundaries of Identity Marketing (Concepcion)

4.6 Individual Papers: To Your Health!: Understanding When and Why People Make Healthy Food Choices (Madero B)

JCP AE RESEARCH AND REPORT MEETING

4:00 pm - 4:50 pm

Board Room, 2nd Floor

JCP ERB MEETING

5:00 pm - 6:30 pm

Veramendi, 4th Floor

WORKING PAPER SESSION 2

6:00 pm - 7:30 pm

Iberian Ballroom, 5th Floor

RECEPTION

6:00 pm - 8:00 pm

Iberian Ballroom, 5th Floor

Saturday, 02 March 2013

SCP Advisory Panel Breakfast Meeting

7:00 am - 8:00 am

San Miguel, 2nd Floor

SCP 2013 REGISTRATION

7:30 am - 3:45 pm

El Cabildo, 4th Floor

BREAKFAST

7:30 am - 8:15 am

Iberian Ballroom, 5th Floor

SESSION 5

8:15 am - 9:30 am

5.1 Symposium: Changing climates and changing behavior: The roles of accessibility, political ideology and personal frames in green choices (Espada)

5.2 Individual Papers: Mixing it Up: Variety Seeking and Assortments (San Jose)

5.3 Individual Papers: Changing Judgments: The Influence of Primes, Baselines, Associations, and Frames on Consumer Judgments (Madero A)

5.4 Individual Papers: Let's talk about Sex: Gender Issues in Consumption (El Capistrano)

5.5 Symposium: Why We Fight: Social and Emotional Motivations for Punishment (Concepcion)

5.6 Individual Papers: Lifestyles of the Rich and Famous: Status and Luxury Consumption (Madero B)

BREAK

9:30 am - 9:45 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 6

9:45 am - 11:00 am

6.1 Symposium: Fooled by Perception: The Impact of Consumer Biases on Food Intake (Espada)

6.2 Individual Papers: The Good, the Bad and the Happy: Consequences of Pro and Anti-Social Behavior (San Jose)

6.3 Individual Papers: Oh, Behave!/: Self-regulation in Consumption Contexts (Madero A)

6.4 Individual Papers: Homo Realisticus: Heuristics and Biases in Decision Making (El Capistrano)

6.5 Symposium: Deciphering Difficult Decisions: Incidental Influences and Process Insights (Concepcion)

6.6 Conversations: Sex & Consumption: The Promises and Pitfalls of Evolutionary Consumer Research (Madero B)

BREAK

11:00 am - 11:15 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

PLENARY SESSION 2

11:15 am - 12:15 pm

Iberian Ballroom, 5th Floor

Keynote Speaker: Mihaly Csikszentmihalyi, Claremont Graduate University

Can We Keep Ourselves from Consuming the World? Some Suggestions from Positive Psychology

LUNCHEON AND PRESIDENTIAL ADDRESS

12:30 pm - 2:00 pm

Buckhorn Saloon and Museum, 318 E Houston St.

SESSION 7

2:15 pm - 3:30 pm

7.1 Symposium: Techniques for increasing enrollment and engagement: Field experiments with health and wellness programs (Espada)

7.2 Individual Papers: Of Good and Nice: Moral and Pro-social Behavior (San Jose)

7.3 Individual Papers: Consumer Choice: When to Decide is to Trade Off and Let Go (Madero A)

7.4 Individual Papers: When the Going Gets Tough: Coping with Negative Consumption Situations (El Capistrano)

7.5 Symposium: Mind The Gap: Psychological Distance and Perceptions of Ethicality (Concepcion)

7.6 Conversations: Food Consumption & Policy (Madero B)

BREAK

3:30 pm - 3:45 pm

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 8

3:45 pm - 5:00 pm

8.1 Symposium: Pay-what-you-want and pay-it-forward: Fairness, Generosity, and Greed. (Espada)

8.2 Individual Papers: The Price is Right: Consequences and Perceptions of Pricing Strategies (San Jose)

8.3 Individual Papers: The Hedonic Consumer: Evaluations and Consequences of Hedonic Experiences (Madero A)

8.4 Individual Papers: Deliberating on Automaticity: System 1 and System 2 Processing (El Capistrano)

8.5 Symposium: Making Sense of the Senses: The Impact of Different Sensory Cues on Consumer Decision Making (Concepcion)

8.6 Individual Papers: Distance Makes the Mind Go Abstract: Psychological Distance and Construal Level (Madero B)

“SATURDAY NIGHT FEVER” DINNER AND PARTY

SPONSORED BY ACI

6:00 pm - 12:00 am

Iberian Ballroom, 5th Floor

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Sponsored by Jane and David Schumann

8:00 am - 6:00 pm

Iberian Ballrooms A & B, Madero A & B

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El Cabildo, 4th Floor

SCP EXECUTIVE COMMITTEE MEETING

3:00 pm - 5:30 pm

San Jose, 3rd Floor

OPENING RECEPTION

SPONSORED BY ELSEVIER

6:00 pm - 8:00 pm

Iberian Ballroom, 5th Floor

WORKING PAPER SESSION 1

6:00 pm - 7:30 pm

Iberian Ballroom, 5th Floor

Working Papers: Working Paper Session 1

Perceptions of Control and the Affect Heuristic

Jesse King, Oregon State University – Cascades, USA*

Joan Giese, Kansas State University, USA*

Jane Sojka, University of Cincinnati, USA

The affect heuristic is based on the premise that people often turn to their feelings as an efficient source of information when forming other judgments. This research explores how control over a risky situation may influence how people apply the affect heuristic and their subsequent judgments of risk and benefit. Across two studies, perceptions of increased control are found to correspond with increased benefit judgments and reduced risk judgments regarding potential hazards. This preliminary evidence suggests that control may influence use of the affect heuristic. However, more research is needed to identify underlying mechanisms and boundary conditions.

The Effect of Belief in a Just World on Visual Appeal: Moderating Roles of Symmetry

Aparna Sundar, University of Pennsylvania, USA*

Keisha Cutright, UsPenn

When consumers are faced with an unfair ordeal such as a theft, loss, an accident, or any other unpredictable event, it often causes them to rethink their view of a “fair” world. This research investigates the appeal of visual stimuli when individuals differ in their beliefs of whether the world is a “fair” or “unfair” place. Across two studies, we measure and manipulate individuals’ beliefs in a just world and assess the appeal of visual stimuli (e.g., simple patterns and facial features).

Physician perceptions of direct-to-consumer pharmaceutical advertisements and the impact on doctor-patient interaction

Maria L. Cronley, Miami University, USA*

Kelly Wood, Missouri State University, USA

While much research has been conducted on consumers’ perceptions of direct-to-consumer pharmaceutical advertisements, less has focused on physician perceptions of these ads, and how they relate to conversations with patients. This exploratory survey examines physicians’ willingness to discuss advertised medications, content and perceived tone of typical conversations about advertised medications, reported prescribing behavior, and physicians’ attitudes toward these advertisements.

Regardless Of The Places, Eastern Consumer is A King: A Perspective of Confucianism

Chang Soo KIM, Hankuk University of Foreign Studies*

The five cardinal principles of Confucianism between relationships (e.g., superior versus subordinate) lead Easterners to do different behavior, according to their positions (e.g., shopper versus seller). Eastern consumers tend to extend a relationship between sellers and themselves in different situation that is not related to the relationship in service. Eastern service providers also are likely to show Confucian behave like the extended relationship regardless of the locations. By contrast, Western consumers and service providers tend less to show the Confucian behaviors. Accordingly, the findings provide some implications.

M&M’s are Tastier in Mini Packs: Effects of Low Calorie Beliefs and Spontaneous Inferences of Taste on Sub-Packaging Preference

Aparna Sundar, University of Cincinnati, USA*

Wei Pan, Duke University, USA

Sara Baskentli, University of Cincinnati, USA

Sub-packaging has the potential to influence how much we eat. We show that lay theories of healthiness, taste, and spontaneous inferences that are caused by sub-packaging influence consumer choice when price and quantity of the snack product are held constant. We document the existence of an inference process as an extension of the “unhealthy = tasty” lay theory. Consumers who believe that low-calorie foods are part of a healthy diet infer less taste associated with sub-packaging and this impacts purchasing decisions.

Place Brand Love

Katie Swanson, Doctoral Student, Manchester Business School, UK*

Research indicates that outcomes of brand love in consumer products categories are loyalty, positive word-of-mouth, and resistance to

negative information. There is limited research in the area of brand love for service brands and a research gap in the specific area of brand love for tourism destination brands. The aim of the doctoral research is to explore the concept of brand love within the context of a place. Pilot study results addressing this aim will be presented at the conference.

Applying Multilevel Modeling to Consumer Neuromarketing Research

Ernest Hoffman, University of Akron, USA*

Terry Daugherty, University of Akron, USA

Neuromarketing methodologies purport to objectively measure advertising effectiveness by means of neurological assessment techniques that provide an intriguing alternative to more subjective approaches used in consumer research. Nevertheless, neuromarketing paradigms pose unique and sophisticated challenges to data analysis and interpretation. Our work tests the notion that multilevel modeling (MLM) is poised to address a number of these challenges. We measure consumer emotional responses to standardized images and brand logos using dense-array electroencephalography (dEEG). MLM is then used to (a) scrutinize the validity of several neuro-metrics and (b) test the fit of various models predicting consumer emotional response.

Consumers' Response to Visual Brand Identity

Barbara Phillips, University of Saskatchewan, Canada*

Edward McQuarrie, Santa Clara University, USA

Glenn Griffin, University of Alabama, USA

Visual Brand identity (VBI) refers to the unique look and feel maintained by a brand over time across its advertisements and other visual expressions. A theoretical and practical problem in advertising is how a consistent VBI can be maintained, even as individual elements (typefaces, colors) are swapped in and out. Psychological theory suggests that a balance must be struck between maintaining consistency, and thus fluent processing, while introducing novelty and incongruity, thus promoting pleasurable arousal. Interviews with art directors, projective exercises with consumers, and an experiment are used to examine these trade-offs.

What's In a Name? Anthropomorphism and Naming

Jennifer Stoner, University of Minnesota, USA*

Barbara Loken, University of Minnesota, USA

This work investigates the role of names and naming in the anthropomorphism of inanimate objects. We propose that it is the action of naming rather than just having a name that causes the ascription of human traits to non-human agents. In four studies, we show that when participants are asked to assign a name to an object, they anthropomorphize the object more than with no name. However, when a name is assigned to that object by the experimenter, the participants do not anthropomorphize the object more than when the object does not have a name.

Construal Level and Value Importance Effects on Brand Dilution in Franchise Partnerships

Sally Williams, University of Minnesota, USA*

Barbara Loken, University of Minnesota, USA

This research examines the effects of value importance and mind-set (psychological distance) on parent brand dilution when a franchise partnership exists between brands with highly inconsistent images (Bally Fitness Center and McDonald's). Participants who placed a higher value on health demonstrated greater dilution of the Bally's brand under an abstract mind-set (distant construal) than under a concrete mind-set (close construal). Participants with lower value on health showed more generalized dilution across brands and attributes. The abstract representations and heightened salience of values in distant construals and the detailed processing and sensitivity to context in close construals might underlie the effects.

The Impact of Sensory Versus Cognitive Attributes on Effectiveness of Metaphors in Advertising

Yixia Sun, The Chinese University of Hong Kong, China*

Robert S. Wyer, The Chinese University of Hong Kong, China*

The use of a metaphor to communicate information about a product is a common advertising strategy. However, the conditions in which the strategy is effective are not clear. This study suggests that its effectiveness depends on not only the type of attribute to be conveyed but also whether the metaphor itself is communicated verbally or visually. We investigated these contingencies in the use of metaphors to convey three types of attributes: visual, other sensory, and cognitive.

Financial Constraint Induces a Preference for Material Versus Experiential Purchases through Long Term Focus

Stephanie Tully, New York University, USA*

Hal Hershfield, New York University, USA

Tom Meyvis, New York University, USA

Research shows that experiences provide greater retrospective happiness than material purchases, but how people choose between such purchases is largely unknown. The present paper suggests that consumers shift towards material over experiential purchases (for discretionary spending) when considering financial constraints due to the belief material purchases provide longer lasting happiness. Correlational evidence demonstrates that in years of higher unemployment, when consumers are likely exerting financial self-control, consumers purchase relatively more material goods. In a lab study, participants imagining being on a budget or having a reduction in income are more likely to choose material over experiential purchases and to list duration as the reason for their choice.

There is such a Thing as a Free Lunch: Introducing the Consumption Practice of Market Failure Utilization

Andreas Plank, University of Innsbruck, Austria*

Nicola Stokburger-Sauer, University of Innsbruck, Austria

This paper introduces the consumption practice of market failure utilization and investigates its manifestation dumpster diving. Based on findings from two qualitative studies we conceptualize market failure utilization as consumer behavior that emerges due to system immanent defects in the neoliberal version of market economy. We show that these defects offer individuals consumption opportunities and resources for identity construction. We discuss implications for consumer culture theory and critical consumer research.

The unseen exchange: An investigation into the social ingredient of customer satisfaction

Pabitra Chatterjee, Grenoble Ecole de Management*

Though much consumption is shared by groups, e.g., family, colleagues, unexpectedly little is known about the effect of fellow consumers on customer satisfaction. This may be rectified by considering the consumer's experience as a whole. Using episodic interviews and thematic coding, this research finds consumers exchange different types of social support during a typical consumption experience (restaurant meal with friends); and suggests that the fulfillment of social and utilitarian needs have both complementary and moderating relations in determining overall gratification.

Advertising the Unexpected: Does Increased Attention Improve Attribute Recall?

Nobuyuki Fukawa, Missouri University of Science and Technology, USA*

Ronald W. Niedrich, Louisiana State University, USA

To increase attention and subsequent memory for advertisements, researchers have increasingly suggested the use of unexpected stimuli. Although the recommendation has merit, we argue increased attention does not necessarily enhance memory. In this research, we propose that although unexpected information receives greater attention, it also requires more cognitive resources to encode, maintain, and retrieve than does expected information. Consistent with our proposition, we found that although unexpected attributes received greater attention at encoding, the negative effects of attribute number and cognitive load on attribute recall were significantly stronger for unexpected attributes than for expected attributes.

Look, Puppies! Distraction in DTC Advertising

Jesse King, Oregon State University – Cascades, USA*

Leslie Koppenhafer, University of Oregon, USA*

David Boush, University of Oregon, USA

The Federal Drug administration (FDA) requires pharmaceutical firms running direct to consumer (DTC) advertising to disclose information about the most important risks in a "Major Statement." However, the visual information shown onscreen during the Major Statement is not currently regulated. In many DTC advertisements, the presentation of the Major Statement is accompanied by distracting visual elements that may prevent consumers from understanding important risk information. The present research examines a currently running DTC advertisement and finds preliminary evidence that these visual distractions do affect risk judgments.

The Effect of Multi-Sensory Semantic Congruence between Color and Music on Product Evaluation

Chang Yeop Shin, Hongik University, Korea*

Nara Youn, Hongik University, Korea*

Yun Lee, Virginia State University, USA*

In this study, we document the amplifying effect of multisensory semantic congruence between color and music. In the context of e-book site and cosmetic store environment evaluation, the semantic congruency between color and music led to more favorable brand attitudes. Customer evaluation was more favorable when the semantic meaning elicited from color matches with the semantic meaning induced

from music than when it does not match. Processing fluency mediated the synergistic effect of semantic congruency between music and color and led to enhanced product evaluation.

Not at all attitudes are created equally: A comparison of attitudes formed in response to narrative and informational messages

Anne Hamby, Virginia Tech, USA*

Kim Daniloski, University of Scranton

David Brinberg, Virginia Tech, USA

Recent work on persuasion acknowledges the impact of narratives. We employ a response latency approach to examine the accessibility of attitudes formed in response to differences in format (narrative, informational) and message valence (positive, negative). Results suggest that attitudes formed in response to positive narratives are the most accessible, while those formed in response to negative, informational messages are least accessible.

Activating Inclusion of the Brand in the Self through Consumer-Brand Relationships

Suzanne Rath, University of Guelph, Canada*

Tanya Mark, University of Guelph, Canada

Consumer-brand relationship literature alludes to the accomplishment of goals; however, no research has demonstrated the connection between consumer-brand relationships and goal-directed behaviors. Additionally, the specific underlying mechanism of this connection remains elusive. Drawing from the Self Expansion Model (Aron & Aron, 1986), this research examines the mechanism underlying consumer-brand relationships' abilities to activate an unconscious goal to include the brand in the self and gain the brand's social resources resulting in a cognitive merging of the brand and the self. This research contributes to consumer psychological literature and it provides information for marketers to enhance consumer-brand relationship management strategies.

Consumer Participation and Price Perceptions: How Bad News is Still Good News for Marketers

Lisa E. Bolton, Pennsylvania State University, USA

Ashley Stadler Blank, Pennsylvania State University, USA*

Two experiments investigate how consumer participation in firm activities affects perceptions of price fairness and subsequently, how participation interacts with experience valence to impact customer satisfaction. Experiment 1 examines the impact of different types of participation and experiment 2 delves more deeply into the process by investigating different methods by which firms may facilitate participation. Results demonstrate that the type of consumer participation, as well as how firms facilitate such participation, drives price fairness perceptions and satisfaction outcomes. Specifically, consumer participation offers both drawbacks and advantages to the firm (undermining price fairness perceptions but increasing satisfaction with a negative experience).

The Impact of Comparisons with Others on Creativity

Ke Tu, University of Alberta, Canada*

Jennifer Argo, University of Alberta, Canada

We attempt to investigate the impact of others on the outcome of creativity in co-creation. Using social comparison theory as a theoretical framework, we investigate the effects of comparisons on creativity outcomes when consumers compare with others involved in the same or different tasks and whether or not they expect their creativity will be evaluated. We propose that when evaluation is expected from them, the type of tasks (same vs. different) that others are involved in would lead to social comparisons that occur at two different levels (i.e., outcome-oriented comparison, individual-ability-oriented comparison), and hence, influence the outcome of creativity differently.

Talking to a stranger helps

Inés López, Miguel Hernández University, Spain

Salvador Ruiz, University of Murcia, Spain*

Luk Warlop, Katholieke University Leuven, Belgium

Consumers' tendency to share their consumption experiences with others is especially salient in the event of a negative episode. In this paper, we argue that the type of addressee consumers share the consumption episode with and whether he/she is interested in the product or not are key factors to understand consumers' satisfaction response. Our findings reveal that satisfaction is higher when the addressee is in the market, while anger mediates the effect of addressee and market on satisfaction. Additionally, results also show that the desire for revenge acts as a moderator in the relationship between anger and satisfaction.

Balance Theory in eWOM: Even if You Red-Flag this Product, I Like it, as I Dislike You.

Michael Dorn, University of Bern, Switzerland*

Claude Messner, University of Bern, Switzerland

Social information in web-product reviews, e.g. the user picture of the reviewer, can induce an attitude towards the reviewer. Drawing on balance theory we predict that this induced attitude moderates the influence of the review on the evaluation of the product. Utilizing either positive or negative user pictures and presenting either positive or negative reviews resulted in the predicted moderation. Consumers rated a negatively reviewed product more favorable when the reviewer used a negative user picture, compared to a positive user picture. The present research discusses this application of balance theory to eWOM in reference to perspective taking accounts.

Optimizing Targeting Effectiveness: the Reversed U-Shape Relationship between Target Market and Consumer Attitude

Shuoyang Zhang, University of St. Thomas, USA*

Ishani Banerji, Indiana University, USA*

Eliot Smith, Indiana University, USA

In the current research we propose a reverted U-shape effect of targeting strategy. Our findings show that compared with mass marketing and personal targeting, the optimal consumer attitude is achieved when product recommendations are provided to a small group of similar people. This implies that extreme personalization can actually backfire.

Don't Tell Me What to Do! Consumer Reviews Are Valued Less for Experiential Purchases

Hengchen Dai, University of Pennsylvania, USA*

Cindy Chan, University of Pennsylvania, USA

Cassie Mogilner, University of Pennsylvania, USA

Consumer reviews can be found for almost any purchase, but do shoppers consider these reviews useful for all types of purchases? This research reveals that when contemplating a future experiential (vs. material) purchase, shoppers discount the usefulness of consumer reviews and intend to spend less time reading them. However, shoppers of experiential and material purchases equally value information provided by companies. The tendency to undervalue consumer reviews for experiential (vs. material) purchases is driven by the belief that other consumers' evaluations of experiential (vs. material) purchases are less representative of one's own evaluation.

When Two Become One: Examining the Effect of Brand Identity Fusion in Consumer-Brand Relationships

Jhih-Syuan Lin, University of Georgia, USA*

Yongjun Sung, Southern Methodist University, USA

William Swann, Jr., University of Texas at Austin, USA

While existing literature describes strong brand relationships along several dimensions, this research sheds light on the identity perspective of consumer-brand relationships through the lens of brand identity fusion. Specifically, this research provides theoretical and empirical support for the discriminant validity of brand identity fusion and shows that, compared with brand identification, fusion is more predictive in explaining consumers' endorsement of pro-relationship behaviors. Considering that brand identity fusion is applicable for understanding connections between consumers and the brand relationship partner in consumer-brand relationships, directions for future research are discussed.

Please Don't Interrupt Me Now! The Role of Need for Cognitive Closure in Interrupted Consumers' Decision Processes

Cuauhtemoc Luna-Nevarez, New Mexico State University, USA*

Mihai Niculescu, New Mexico State University, USA

Collin Payne, New Mexico State University, USA

This research investigates the effect of interruptions on on-line vs. memory-based consumer judgments and the role of need for cognitive closure as a moderator of this effect. Our findings from one experiment suggest that the timing of an interruption may differently impact the evaluation of individual products and product bundles. We also found a significant moderating effect of need for cognitive closure. Overall, our research contributes to the understanding of the cognitive effect of interruptions on consumer behavior by providing a new theoretical framework based on the impression formation theory.

The Effects of Loneliness on Product/Service Failure Attribution

Jenny Jiao, University of Iowa, USA*

Jing Wang, University of Iowa, USA

Almost everyone feels lonely at certain moments, loneliness is a powerful feeling (Ernst & Cacioppo, 2000). Loneliness influences

people's health and general well-being (Cacioppo et al., 2002; Eisenberger, Lieberman, & Williams, 2003; MacDonald & Leary, 2005). Loneliness is an important topic in consumer psychology but still has been relatively understudied. Will lonely consumers blame themselves or the product/service more when they are facing a product/service related failure? For example, when a lonely person fails to find a partner from an online dating website, will he blame himself or blame the online dating website? This paper examines the role of loneliness and consumer's attribution on a product/service related failure. Two studies show that lonely (versus no-lonely people) are more likely to assign the failure reasons to themselves rather than the product/service. Our study contributes to the understanding of loneliness and attribution theory, which has great practical implications toward helping lonely consumers to cope with failure-an outcome that is beneficial to both consumers and public policy.

The Contrasting Effects of Perceived Control: Implications for Sequential Decision-Making

Maggie Y. Chu, The Chinese University of Hong Kong, Hong Kong*

Robert S. Wyer, The Chinese University of Hong Kong, Hong Kong

Lisa C. Wan, The Chinese University of Hong Kong, Hong Kong

Extant evidence on the effects of perceived control is contradictory. One's perception of control can offset the effect of a negative experience. Meanwhile, it may aggravate negative reactions when the outcome of exercising control is undesirable. This research attempts to resolve such controversy by analyzing the impact of perceived control in the context of sequential decision-making. In particular, we examine how the perception of control over one decision influences reactions to later ones and how the control at each point in the sequence of decisions influences evaluative judgments.

Discriminating Between Regret and Cognitive Dissonance: What Do Consumers Experience When a Purchase Goes Awry?

Neel Das, Appalachian State University, U.S.A.*

Jim Stoddard, Appalachian State University, U.S.A.

Unal Boya, Appalachian State University, U.S.A.

This working paper attempts to investigate whether cognitive dissonance and regret are essentially the same emotion that are given different names or whether they are two distinct emotions with their own respective characteristics. No empirical research has verified the distinction between the two emotions. A study was developed to test for discriminant validity between the two constructs. The overall model showed a poor fit. Breaking the model into its component parts indicated that cognitive dissonance, as originally operationalized, was problematic. Currently we are attempting to procure a good model fit to test the new model.

Psychological Influences of Celebrities in the Vaccine-Autism Debate

Natalie Mitchell, University of Texas at Austin, USA*

Michael Mackert, University of Texas at Austin, USA

In this working study, the potential implications of celebrity culture and its psychological impact -envy and social comparison - on consumers are explored. We propose consumer mimicry occurs because of celebrity admiration and consumers' psychological influences. Consumption could be goods bought or behavior adopted. Mimicry is studied through consumers' consideration and possible adoption of similar personal health beliefs of celebrities who promote them in the media. Specifically, mimicry will be examined based

on the vaccine-autism alleged causal link. Using in-depth interviews will determine the impact of celebrities who are either pro- or anti-vaccination on consumers' decision to vaccinate their children.

Effects of Social Ostracism on Conspicuous Consumption and Helping

Jaehoon Lee, University of Houston-Clear Lake, USA*

L. J. Shrum, University of Texas at San Antonio, USA

Huachao (H. C.) Gao, University of Texas at San Antonio, USA*

Wan-Ting (Olivia) Lin, University of Texas at San Antonio, USA*

Ostracism has been shown to produce a variety of responses and to threaten both relational needs (belonging, self-esteem) and efficacy needs (control, meaningful existence). Two experiments examined the effects of ostracism on consumer preferences for conspicuous consumption and helping behaviors. Preliminary findings suggest that ostracism may increase not only conspicuous consumption but also helping behavior. The findings also suggest that these effects may be eliminated when fundamental needs are bolstered.

What information do consumers focus on when doing online shopping: an eye movement study

Xi Lei, Tsinghua University, China*

Longzhu Liu, Tsinghua University, China

Shali Wu, Tsinghua University, China

Ping Zhao, Tsinghua University, China

This preliminary study explores what information consumers will focus on when doing online shopping. We use E-prime2.0 to present visual stimulus and RED4 to collect the corresponding eye movement data. The results show that when the information of goods in the same product category looks similar, participants will be more concerned about the contextual information than focal information. Within contextual information, participants are more affected by normative social influence than informational social influence. In addition, the study also shows product familiarity moderates the effect of information type.

Falling back on numbers: Numerical information as a source of control.

Christophe Lembrechts, Ghent University, Belgium*

Mario Pandelaere, Ghent University, Belgium

In three studies, we demonstrate that when personal control is threatened, consumers may have a stronger preference for numerical information than when no control threat is present. In addition, we demonstrate that consumers who recently lost control rely more on numerical information in their decisions. In a first study, we offer preliminary evidence for the relationship between lack of control and preference for numerical information. In addition, consumers prefer a product that is superior on numerical attributes when control is threatened (study 2). In study 3, we replicate this pattern of results using a different control manipulation.

Smart Shopper Metacognition and Judgment Biases

Kamila Sobol, York University, Canada*

Peter Darke, York University, Canada

The concept of a “smart shopper” is surprisingly understudied in the consumer literature. It is generally assumed that smart shoppers seek deals and make rational consumption choices. In the present paper, we suggest and find preliminary evidence that consumers have naïve theories about what smart shopping entails, and ironically these metacognitive beliefs can sometimes undermine consumers’ ability to make accurate “smart” decision. More specifically, across two studies, we show that priming the concept of a smart shopper can lead to errors in judgment, such as misattribution and sunk cost bias.

In search of Homo economicus: uncovering the self-control mechanisms that underlie rational behavior

Sachin Banker, MIT*

While a great deal of evidence has established that human behavior often deviates from the predictions of the standard rational economic model, less is known about the conditions under which people actually behave in line with rationality. Here we explore how self-control resource availability contributes to the tendency to exhibit transitive preference patterns. We find that in complex product categories, preference consistency relies on self-control but in familiar product categories, preference consistency is actually compromised by the ability to control impulses.

Hard to Ignore: How Compulsive Buyers React to Distracting Stimuli in Shopping Situations

Oliver B. Büttner, University of Vienna, Austria

Matthew A. Paul, University of Vienna, Austria

Arnd Florack, University of Vienna, Austria*

Anna Maria Schulz, University of Vienna, Austria

Helmut Leder, University of Vienna, Austria

This research examined whether compulsive buyers show an attentional bias in shopping situations. We hypothesized that compulsive buyers are more likely than noncompulsive buyers to get distracted by products that are unrelated to their shopping goal. The study applied a 2 (compulsive buying tendency low vs. high) x 2 (shopping vs. nonshopping context) between-subjects design. Visual attention was measured via eye tracking. The results showed that compulsive buyers allocated less attention to a focal product and more attention to distracting products than noncompulsive buyers. This attentional bias emerged only when the task was framed as a shopping situation.

The Structural Value of Memory Networks

James Mead, University of Kentucky, USA*

Emerging research details the role of momentary goal activations in memory as key inputs to the consumer decision-making process. Temporary goal activations, such as various environmental cues e.g., an image, scent, or advertising slogan, may provide a transient boost to the perceived importance or desirability of a goal pursuit, thereby influencing goal directed behavior. Fluctuations in goal activations within consumers’ memories influence a variety of behaviors, including goal pursuit, the valuation of goal facilitating means, and product choice. This research explores consumers’ responses to the activation of certain associative network patterns in memory.

Friday, 01 March 2013

SCP 2013 REGISTRATION

7:00 am - 8:00 pm

El Cabildo, 4th Floor

BREAKFAST

7:30 am - 8:15 am

Iberian Ballroom, 5th Floor

SESSION 1

8:15 am - 9:30 am

1.1 Symposium: Why Stumble on Happiness When You Can Stride Towards It? **Understanding how to Increase Consumer Happiness**

Room: Espada

Chair: Lauren Cheatham, Stanford University, USA

Kelly Goldsmith, Northwestern University

The Pursuit of Happiness: Can It Make You Happy?

Kelly Goldsmith, Northwestern University, USA

David Gal, Northwestern University, USA

Raj Raghunathan, University of Texas at Austin, USA

Lauren Cheatham, Stanford University, USA*

The question of how to promote individual well-being is one that has preoccupied philosophers, psychologists, economists, and consumer researchers. In the current research, we examine if it is possible to increase happiness by explicitly pursuing the goal of happiness. Across one lab and two field studies, we find that one critical factor that predicts whether happiness goals will be effective at increasing happiness is if such goals direct one's focus towards monitoring their affective state (i.e., their current level of happiness) or their behavior. These findings suggest an important caveat to prior work suggesting happiness goals can be counter-productive.

What Experiences Make Us Most Happy, The Ordinary Or The Extraordinary?

Cassie Mogilner, University of Pennsylvania, USA

Amit Bhattacharjee, Dartmouth College, USA*

Prior work has found that experiences lead to greater happiness than material possessions, but which experiences result in the greatest happiness? Prior research has not yet begun to distinguish among different types of experiences. The current research investigates one important distinction: the extent to which an experience is ordinary (common and frequent) versus extraordinary (uncommon and infrequent). Five studies demonstrate that the answer depends on one's perspective on time. Those that view the future as extensive gain the most happiness from extraordinary experiences. Meanwhile, when time is seen as limited, ordinary experiences are increasingly associated to happiness.

The Rewarding Nature of Matchmaking

Lalin Anik, Duke University, USA*

Michael Norton, Harvard Business School, USA

Three experiments examine the psychology underlying people's proclivity to play "matchmaker". We show that matching others with the goal of creating connections leads to a greater happiness boost and is more intrinsically rewarding than other tasks. We also document that need for closure is a critical moderator of the rewarding nature of matchmaking. We discuss how connecting others creates capital at the level of the individual (increased happiness) while simultaneously creating social capital at the level of the group (more densely connected social networks), and value for the market place (better suited targeting and marketing strategies).

Leave Them Smiling: How Small Goals Create More Happiness than Large Goals

Melanie Rudd, Stanford University, USA*

Jennifer Aaker, Stanford University, USA

Michael Norton, Harvard Business School, USA

Prosocial acts have been shown to be psychologically beneficial not only for the recipient of the act, but for the giver of the act as well. But, are some prosocial pursuits better able to increase the personal happiness of the giver than are others? We demonstrate that, contrary to people's intuitions, performing an act of kindness with the more concretely framed prosocial goal of making someone smile (versus the functionally similar, but more abstractly framed, goal of making someone happy) boosts the giver's personal happiness by shrinking the gap between their expectations of goal achievement and reality.

1.2 Individual Papers: Go Figure!: (Self) Signaling Effects on Product Preferences

Room: San Jose

Chair: Guang-Xin Xie, University of Massachusetts Boston, USA

Customized Assembly: How Does Effort Influence the Value of To-be-assembled Products?

Eva Buechel, University of Miami, USA*

Chris Janiszewski, University of Florida, USA

Customized product assembly involves making a series of product composition choices while assembling a product (e.g., Build-a-Bear). The present research shows that when component choices and assembly are an integrated process, an increase in the amount of effort needed to assemble the product leads to an increase in the perceived value of the components used to assemble the product. When component choices and assembly are a segregated process, an increase in the amount of effort needed to assemble the product leads to a decrease in the perceived value of the components used to assemble the product.

It's the Thought that Counts: The Effects of Intentional Reasoning on Consumer Preferences

George Newman, Yale University, USA

Margarita Gorlin, Yale University, USA*

Ravi Dhar, Yale University, USA

In three studies we show that a firm's intention to improve a product (e.g. make it more environmentally friendly) leads consumers to infer that the product is lower in quality and to express lower purchase intent than in a case where the environmental improvement arises accidentally. Consumers make such inferences because they believe that companies that intentionally make environmental enhancements divert resources away from product quality. Delving into the mechanism behind the effect, we rule out alternative explanations and show that a belief in resource diversion drives the effect of firm intention on purchase intent.

The IKEA Effect: Signaling and Restoring Feelings of Competence

Daniel Mochon, Tulane University, USA*

Michael Norton, Harvard Business School, USA

Dan Ariely, Duke University, USA

We examine the process behind the IKEA effect – consumers' willingness to pay more for self-made products – and the factors that influence both consumers' willingness to engage in self-assembly and the utility they derive from it. We propose that assembling products fulfills consumers' desire to signal competence, and that the feelings of competence associated with self-made products increase their valuation. We demonstrate that feelings of competence mediate the increased value of self-made products, that affirming consumers' sense of self decreases the value they derive from their creations, and that threatening that sense of self increases consumers' propensity to make things themselves.

Vive La (Petite) Difference! Numerical Precision and Perceptions of a Company's Competence in Green Advertising

Guang-Xin Xie, University of Massachusetts Boston, USA*

Ann Kronrod, Michigan State University, USA*

Marketing communication about environment-friendly product attributes, such as reduced carbon emissions for an automobile, is oftentimes substantiated with numerical information. In four experiments, we examine the extent to which numerical precision signals the competence of an advertised company. The results suggest that consumers who are less skeptical about advertising tend to perceive the company as more competent when presented with more precise numbers. Highly skeptical consumers were not susceptible to numerical precision, unless they were not knowledgeable about the advertised environmental issue.

1.3 Individual Papers: Me and My Brand: Consumer Brand Attachment and Evaluation

Room: Madero A

Chair: Elina Halonen, University of Turku

Brand Extension or Self Extension? The role of self-image congruence during brand extension evaluation.

Mitchell Hamilton, Loyola Marymount University*

Prior research has shown that brand extensions that are moderately incongruent to the parent brand typically outperform both highly congruent and incongruent extensions. However, these studies do not consider consumer self-image during the brand extension evaluation process. Our results suggest that high self-image congruence consumers favor highly congruent brand extensions.

Positive Brand Inferences from Processing Disfluency

Hae Joo Kim, Wilfrid Laurier University, Canada

Melanie Dempsey, Ryerson University, Canada*

Contrary to classic findings in the fluency literature, the current research investigates whether processing disfluency can generate positive evaluations of a brand. Across two studies, we find that when a brand name is disfluent, individuals perceive the brand to be distant, which enhances the evaluations of attributes that are associated with psychological distance (e.g., competent, competitive) while lowering evaluations of attributes associated with psychological closeness (e.g., friendly, warm). The findings have practical implications for positioning as well as theoretical implications for brand personality and fluency research.

The Impact of Fear on Brand Attachment

Lea Dunn, University of British Columbia, Canada*

Joey Hoegg, University of British Columbia, Canada

Research on the influence of emotions on brand evaluations generally finds an affect transfer effect. As a result, many marketers tend to avoid associating their brands with negative contexts. However, group dynamics research has found that some negative affect and negative experiences can bring people together and increase liking among group members. The current research examines how negative experiences, specifically those that elicit fear, can have a positive impact on brand attachment. We hypothesize that fear leads to higher perceived affiliation with the brand and this affiliation leads to higher brand attachment and longer term effects such as loyalty.

Understanding consumers' self-brand congruence across 11 countries

Elina Halonen, University of Turku, Finland*

Existing consumer research has provided extensive support for the self-brand congruity hypothesis which suggests a larger perceived overlap between the personalities of the consumer and a brand contributes to the perceived appeal of the brand. This study extends the existing literature by examining the relationship across 11 countries in Europe, Asia, North America and Africa. Findings indicate that culture plays a moderating role through the types of self-construals that are prevalent in each cultural context and suggest that the hypothesis works better in certain cultural contexts by being a stronger predictor of both brand appeal and purchase intentions.

1.4 Individual Papers: Go Get It: Golden Strategies for Goal Pursuit

Room: El Capistrano

Chair: Luxi Shen, University of Chicago

Be Smarter and Fitter: The Influence of Perceived Goal Progress on Consumer Perception and Preference for Multifinal versus Unifinal Means

Jooyoung Park, University of Iowa, USA*

William M. Hedgcock, University of Iowa, USA

This research investigates how perceived goal progress influences people's perception and preference for multifinal means (means affording several goals simultaneously) versus unifinal means (means affording a single goal). We found that people consider a means more instrumental to a focal goal when it is framed as a unifinal (vs. multifinal) means. However, when perceiving greater progress, people tend to construe multiple goals in a more inclusive way and prefer a multifinal (vs. unifinal) means to maximize overall value. The findings suggest that perception of means is malleable and that consumer preference can shift depending on goal progress.

Goal Disengagement Via "Vicarious Affect": Why Visualizations of an Ideal Self Demotivate Consumer Behavior

Kamila Sobol, York University, Canada*

Peter Darke, York University, Canada

Although marketers often employ image stimulating materials in their advertisements, the present paper demonstrates that such a strategy may sometimes have negative consequences. Previous research generally emphasized the merits of mental imagery in marketing, confirming that imagery-inducing advertising allows consumers to vicariously enjoy the experience of product usage, which yields positive consequences on subsequent product evaluations and purchase intentions. We propose that imagery-inducing persuasion tactics should be used with caution, as they can sometimes backfire and potentially demotivate consumers from buying the advertised product.

How Do Functional Innovations Affect Goal Pursuit?

Aaron Garvey, University of Kentucky, USA*

Lisa Bolton, Pennsylvania State University, USA

This research proposes that functional innovations intended to support one or more utilitarian goals may ironically undermine those goals and lead to an unexpected hedonic "boomerang." Although consumer adoption and preference for functional innovations (novel products which introduce new opportunities for action) has been studied deeply, little is known of the downstream consequences of consuming these products. A series of six real behavior and scenario studies demonstrate the proposed effect while providing evidence for underlying psychological process. Consumption of a functional innovation is demonstrated to release an intended utilitarian goal and activate hedonic goals that subsequently guide perception and behavior.

The Uniqueness Heuristic: A Preference for Unique Options for a Single Goal

Luxi Shen, University of Chicago, USA*

Ayelet Fishbach, University of Chicago, USA

We found that people choose unique options for a single goal and ordinary options for multiple goals. Thus, they prefer uniqueness for either Goal A or Goal B, but not for Goal A and B combined. In seven studies, we demonstrated this preference reversal in various consumer contexts, ruled out alternative explanations, and explored its underlying explanation.

1.5 Symposium: For Love and Money: Sex, Relationships, and Financial Decisions

Room: Concepcion

Chair: Kristina Durante, The University of Texas, San Antonio, USA

Money and the Monthly Ovulatory Cycle: Hidden Hormonal Influences on Women's Financial Decisions

Kristina M. Durante, The University of Texas, San Antonio, USA*

Vladas Griskevicius, The University of Minnesota, USA

Stephanie M. Cantu, The University of Minnesota, USA

Jeffrey A. Simpson, The University of Minnesota, USA

How does the monthly ovulatory cycle influence women's financial decisions? Drawing on the ovulatory competition hypothesis, we show that women's choices systematically change in the 1-week ovulatory phase of the menstrual cycle. Ovulating women prefer to gamble, choose riskier investments, and keep substantially more money for themselves in the Dictator Game when playing against a woman, but not a man. Ovulating women likewise prefer products that improve their relative standing compared to other women rather than products that provide the most absolute benefits. Because the ovulatory phase biases women's decision making, we also identify a strategy for correcting such biases.

The Financial Consequences of Too Many Men: Sex Ratio Effects on Spending, Saving, and Borrowing

Vladas Griskevicius, The University of Minnesota, USA*

Joshua Ackerman, Massachusetts Institute of Technology, USA

Andrew Edward White, Arizona State University, USA

How does the ratio of men to women influence consumer behavior? Using both historical data and experiments, we show that an abundance of men leads other men to become more impulsive, save less, and borrow more. Sex ratio appears to influence financial behavior by increasing the intensity of same-sex competition for mates. Accordingly, a scarcity of women led men to spend more money on courtship products such as engagement rings and Valentine's Day gifts.

Savers are Sexier than Spenders, Unless You're Craving Excitement

Jenny G. Olson, The University of Michigan, USA*

Scott I. Rick, The University of Michigan, USA

Who is more appealing as a romantic partner: a saver or a spender? Savers have greater financial resources than spenders, but savers may

also be perceived as boring. We manipulate whether potential mates describe themselves as savers or spenders, and find that savers are generally viewed as more attractive. Spenders are viewed as more exciting, however, and dispositional and situational forces that reduce the tolerance for boredom or increase the desire for risk also increase the appeal of spenders.

The Functionality of Risk-Taking: Mating Motivation, Relationship Status, and Sex Differences

Yexin Jessica Li, The University of Kansas, USA*

Steven L. Neuberg, Arizona State University, USA

Jill Sundie, The University of Texas, San Antonio, USA

Douglas T. Kenrick, Arizona State University, USA

Men may engage in financially risky behaviors when seeking mates for several reasons: to signal genetic fitness, compete with other men, or gain resources. Once in a relationship, however, the same financial riskiness may be less desirable. In the current research, we induced a mating motivation or no motivation in single and attached men and women. As predicted, mating motivation led single men to become more risky and attached men to become less risky. Interestingly, mating motivation also led attached women to become more risk-taking. Two additional studies suggest this may be due to a mate-switching strategy.

1.6 Individual Papers: Perceiving Time: The Malleability and Consequences of Time Perception

Room: Madero B

Chair: Nira Munichor, Hebrew University of Jerusalem

Do Tortoises Make Better Friends than Hares? Speed and Social Connection

Melanie Thomas, The Wharton School, University of Pennsylvania, USA*

Cassie Mogilner, The Wharton School, University of Pennsylvania, USA

How does speed impact the way individuals connect with others? The results of five laboratory experiments reveal that focusing on the benefits of speeding up (vs. slowing down) can have a negative effect on social connection, in terms of feelings, time spent interacting, and content of interactions. Implicitly activating fast time makes individuals feel rushed, which increases their inclination to seek efficiency and reduces their inclination to take the time to connect with others. Implicitly activating slow time, however, makes individuals feel more relaxed, which allows them to more fully engage with others.

Enjoying the stuff we consume: It's just a matter of time

Ed O'Brien, University of Michigan, USA*

Time has diverse effects on consumption enjoyment, comprising “duration” (how quickly time seems to pass: Studies 1-2), “location” (when an experience is evaluated: Studies 3-5), and “orientation” (our focus on the past/future: Studies 6-7). First, consumers who feel entitled to material resources also feel entitled to the resource of time, leading to slower temporal perception and less enjoyment of laboratory tasks (Studies 1-2). Second, products framed as the “last” available are enjoyed more than when they are simply “next” in

series (Studies 3-5). Finally, connecting to past selves enhances present emotions, and thus increases enjoyment for fun videos (Studies 6-7).

How Time Flies When We Think “Downwards” versus “Upwards”

Yanli Jia, Chinese University of Hong Kong, China*

Jianmin Jia, Chinese University of Hong Kong, China

Hao Hu, Chinese University of Hong Kong, China

Robert S. Wyer, Chinese University of Hong Kong, China

Stimulating an individual to think downwards of an event (i.e., counting down the event progress) leads this person to attend more to the endpoint of the event, and thereby makes the “ending” more vivid and accessible. Since increased vividness is often taken as a cue to physical proximity in visual perception, the endpoint under this downward style seems nearer and more proximal than that under the upward one, and subsequently shortens people’s time duration perception of the event. Three studies provided empirical support for this possibility.

The Influence of Time-Interval Descriptions on Goal-Pursuit Decisions

Nira Munichor, Hebrew University of Jerusalem, Israel*

Robyn LeBoeuf, University of Florida, USA

Goal pursuit is a popular topic in the field of consumer psychology. However, little research has investigated how a goal’s description might affect consumer decisions to pursue that goal. We specifically examine the description of the time interval allocated to goal pursuit, and we show that people are more likely to pursue most goals when the interval is described by extents (e.g., “in 2 weeks”) instead of dates (e.g., “between today and September 18”). This effect may occur because extent descriptors cause people to construe goal pursuit at a higher level than do date descriptors.

BREAK

9:30 am - 9:45 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 2

9:45 am - 11:00 am

2.1 Symposium: Self-identity Motives in Consumer Behavior: When Initial Focus on the Self Ironically Leads to the Opposite of Self-Absorption

Room: Espada

Chair: Sara Kim, University of Hong Kong, Hong Kong

Ann McGill, University of Chicago

“Calm but Cruel”: How Self-Affirmation Changes Word-of-Mouth Intentions for the Self versus Others

Sara Kim, University of Hong Kong, Hong Kong*

Ann McGill, University of Chicago, USA

We examine how self-affirmation (e.g., reflecting on one’s core values) influences word-of-mouth (WOM). We propose the Consumer Champion Effect that asserts affirmed consumers will be more likely to speak up for others’ product and service failures. We propose that self-affirmation can broaden one’s perspective and in a broader view, consumers will display weaker emotional reactions for one’s own negative consumption experiences, reducing one’s willingness to generate negative WOM for the self but taking a broader perspective of others, affirmed consumers will predict stronger emotional reactions from others’ negative consumption experiences, thereby increasing their willingness to generate WOM for them.

Splitting the decision: Increasing donations by recognizing the differential impact of internal and external considerations

Tatiana Fajardo, University of Miami, USA*

Claudia Townsend, University of Miami, USA

When considering a charitable donation, an individual is faced with two decisions: whether to donate (choice) and how much to donate (amount). We show that factors relevant to the self (e.g. self-identity, self-relevance) influence donation choice but not amount. In contrast, external factors, those less related to the self, (e.g. organizational effectiveness, victims’ need) affect amount donated but not donation choice. Additionally, we show that separating the choice and amount decisions enables separate appeals for each and maximizes both. Our findings are supported by both lab and field studies as well as in another decision-making context.

“Letting Go” of Compensatory Consumption

Soo Kim, Northwestern University, USA*

David Gal, Northwestern University, USA

Individuals often respond to self-threats by consuming. It is thought that consumption can ameliorate the psychological discomfort aroused by self-threats by symbolically compensating for the threatened self or by distracting attention from threats. However, such behaviors can result in harmful consequences, such as overeating, overspending, and guilt. Here, we introduce an alternative means to deal with threat, namely, volitionally forfeiting attempts to regulate self-threats through defensive biases (e.g., denying, avoiding, or manipulating) and thereby accepting the unvarnished self. In three studies, we show that “letting-go” of one’s resistance to self-threat reduces compensatory consumption and increases motivation for self-improvement.

Self-Verification through Identity-Association: The Effects of Publicly Versus Privately Communicated Social Identity Threats on Consumer Preferences

Madelynn Matthews, University of Alberta, Canada*

Katherine White, University of British Columbia, Canada

Jennifer Argo, University of Alberta, Canada

We test the notion that consumers will respond to social identity threat in ways that allow for self-verification (i.e., the desire to convey

an accurate and consistent self-image to others) when the threat is publicly communicated. In study 1 when the communication mode is public in nature, participants are more likely to favor products linked to a social identity when that identity is threatened as opposed to not threatened. We show that these effects are mediated by self-verification motives, but not mediated by self-presentation motives or the need to belong. Finally, we examine the moderating role of priming self-consistency motives.

2.2 Individual Papers: It's an Ad, Ad, Ad World: Effects of Advertising Features and Product Presentations

Room: San Jose

Chair: Todd Pezzuti, University of Chile

Alliteration Alters Perceptions of Product Promotions and Pricing

Derick Davis, Virginia Tech, USA*

Rajesh Bagchi, Virginia Tech, USA

Lauren Block, Baruch College, USA

We investigate alliteration—the repetition of initial sounds in two or more consecutive and/or closely adjacent words—in the formation of pricing perceptions. We find that consumers evaluate alliterative presentations higher than nonalliterative presentations (i.e. 4 Fables \$40 vs. 3 Fables \$29) even when nonalliterative presentations represent a better deal.

Consumer Response to Context Sensitive Advertising

Claudiu Dimofte, San Diego State University, USA*

Ronald Goodstein, Georgetown University, USA

The consumer literature is largely ambivalent about the role of advertisement-media context congruity on memory and persuasion. We propose and find that while context sensitive advertising (the strategy used by marketers wherein advertisement themes are created to fit the media context) may enhance consumers' ad processing, it may do so at the risk of eliciting negative attitudinal reactions. Specifically, we establish a positive main effect of context sensitivity on attention and recall. Attitudes and persuasion, however, are dependent upon how well the context matches the product being advertised. The effects are driven by consumers' superior motivation to process context sensitive advertisements.

Predicting Visual Attention and Elucidating its Effects on Consumer Choice

Milica Mormann, University of Miami, USA*

R. Blythe Towal, California Institute of Technology

Christof Koch, California Institute of Technology

This paper introduces a neuro-computational simulation of visual attention from neuroscience and combines it with eye-tracking to examine the key factors that drive consumer attention and choice at the point of purchase. The results show that among highly-preferred choice alternatives consumers are most likely to choose those that are more, rather than less, visually attractive as predicted by the computer simulation of visual attention. Eye-tracking confirm that consumers look earlier, more often, and longer at visually attractive

items than at visually less attractive items even if the latter are equally or more liked. This research has important implications for practitioners interested in gaining and managing consumer attention.

The Age of Cigarette Advertising Models and Adolescent Intent to Smoke.

Todd Pezzuti, University of Chile, Chile*

Connie Pechmann, University of California Irvine, USA

Dante Pirouz, University of Western Ontario, USA

The cigarette industry voluntarily adheres to a mandate that models must appear to be 25 years or older in order to minimize the effects of cigarette advertising on adolescents. This mandate is supported by psychological theories that suggest consumers are most influenced by individuals of a similar age. Our research, based on symbolic interactionism theory, shows that young adult models (26 years of age) increases adolescent intent to smoke, whereas teen models (17 years of age) decreases intent to smoke. These findings indicate that the current policy may have the unintended consequence of increasing adolescent intent to smoke.

2.3 Individual Papers: Back to the Future: The Past and Future in Decision-Making

Room: Madero A

Chair: Mauricio Mittelman, Universidad Torcuato Di Tella

Forward versus Backward Planning: The Fit between Chronological Order of Planning and Mindset Abstraction

Jooyoung Park, University of Iowa, USA*

Fang-Chi Lu, University of Iowa, USA*

William M. Hedgcock, University of Iowa, USA

This research demonstrates the impact of different orders of plan construction (starting from the first step vs. starting from the last step) on goal expectancy and motivation as well as the fit effects of mindset abstraction and chronological order of plan construction on goal commitment and behavioral intention. The results show that compared to forward planning, backward planning induces greater goal expectancy and motivation. More important, the fit between the order of plan construction and mindset abstraction increases goal commitment and behavioral intentions. The findings illuminate the importance of taking into account different orders of plan construction.

Savoring through Avoidance: Identity-based Strategic Memory Protection

Kathryn Mercurio, University of Oregon, USA*

Americus Reed, II, University of Pennsylvania, USA

Mark Forehand, University of Washington, USA

We propose that consumers often strategically protect their memories (Zauberman, Ratner and Kim 2008) to reinforce various identities. Two studies document that consumers savor identity-related memories by delaying new experiences that could potentially weaken the link between memory and identity. Moreover, we observe that when the memory-linked identity is strong (weak), consumers will be more likely to avoid (re-experience) identity-relevant consumption episodes in order to maintain (strengthen) the identity-based

memory. This research addresses two generally understudied topics: the role of memory in identity management (Mercurio and Forehand 2011) and the identity reinforcement process (Reed II, Forehand, Puntoni and Warlop forthcoming).

The Valuation of Imagined Future Achievement

T. Andrew Poehlman, Southern Methodist University, USA*

George Newman, Yale University, USA

Three studies show people value the notion of future performance (potential) when making consumption decisions in the present. Study 1 shows participants more frequently choose to attend the art show of an inferior painter, when the painter is portrayed as a young (versus middle-aged). Study 2 shows simply moving a prodigious performance into the past negates its enhanced valuation. Study 3 shows the effect only holds when the valuation is open to interpretation, such as when the performance is in a hedonic (writing a TV script) as opposed to utilitarian (car repair) domain.

Usage Frequency Neglect

Mauricio Mittelman, Universidad Torcuato Di Tella, Argentina*

Dilney Gonçalves, IE University - IE Business School, Spain

Most people will agree that, except for products like a sunroof whose mere ownership can be a source of enjoyment, consumers must consider how often they expect to use whatever they intend to buy. Yet we suggest that consumers may neglect usage frequency when making purchase decisions. This is striking because few decision criteria would be so important. We support our hypothesis and rule out demand effects with three experiments using a priming paradigm in which manipulations that bring to mind usage frequency influence consumers' preferences.

2.4 Individual Papers: Take My Word For It: Social Influence and Decision-Making

Room: El Capistrano

Chair: Jayati Sinha, University of Arizona

When Anthropomorphism and Customization Prove to Be too Much: The Negative Role of an Anthropomorphized Recommendation Agent

Marina Puzakova, Oregon State University, USA*

Joseph Rocereto, Monmouth University, USA

Hyokjin Kwak, Drexel University, USA

With the advancement of technological platforms, the use of recommendation agents that are able to provide highly customizable solutions has become more ubiquitous in the marketplace. More and more, these recommendation agents are being imbued with humanlike features. This research investigates the downstream consequences of anthropomorphizing a recommendation agent. The results of our study reveal that the effect of anthropomorphism on attitude toward the advertisement is predominantly negative and is mediated by consumers' unwillingness to provide personal information to an anthropomorphic recommendation agent, as well as by greater psychological resistance toward the advertisement.

Ambiguity Aversion and Advice Taking

Mehdi Mourali, University of Calgary, Canada*

Frank Pons, Laval University, Canada

Zhiyong Yang, University of Texas - Arlington, USA

This research examines the influence of ambiguity aversion on consumers' advice taking. Two experimental studies find that consumers who are ambiguity avoidant are more inclined to act on others' advice than those who are ambiguity neutral/seeking. Moreover, the effect of ambiguity aversion on advice taking is independent of risk aversion. The findings also indicate that ambiguity avoidant consumers are equally willing to act on advice received from expert and non-expert sources, and that priming consumers' general sense of competence eliminates the impact of ambiguity aversion on advice taking.

The shoe that allows me to "Just do it" and what friends say about it: The implications of framing products as experiences on consumer information search.

Inigo Gallo, University of California Los Angeles, USA*

Claudia Townsend, University of Miami, USA

Increasingly marketers position brands and products as experiences. At the same time, there is an increasing amount of product information available from other consumers. While seemingly two separate trends, we examine how they interact. Specifically, we consider the implications of experiential product framing on consumers' use of various information sources and on their willingness to create information through product reviews. We find that because consumers perceive experiences as more personal than products, when a product is experientially framed, consumers rely more on input from close others. As theorized, the perceived connection between the self and the product mediates these results.

Preference for Staff Choice Recommendations in Specialty Stores and Bestseller Lists in General Stores: Role of Consumer Need for Uniqueness and Introjection.

Jayati Sinha, University of Arizona, USA*

Narayan Janakiraman, University of Texas at Arlington*

In most stores, specialty or general, and whether they exist online or offline, the use of recommendations (Swaminathan 2003) as a way to aid consumers making decisions, is a prevalent practice. In this research we examine two types of recommendations namely, staff-choice and best-seller list, and show that staff-choice recommendations work best in a specialty store and best-seller lists work best in a general store context. We show two boundary conditions, namely assortment size and assortment composition, that affect the type of recommendation in a store. Additionally, we identify two moderators, namely the typicality of the product and the similarity of other consumers based on which the best-seller information is compiled. We report results of nine different studies that are classified under four main heads that tests for the various hypotheses, while ruling out alternative explanations.

2.5 Symposium: New Perspectives on Nonconforming Behaviors

Room: Concepcion

Chair: Silvia Bellezza, Harvard Business School, USA

Preferring the Same, but Consuming Differently

Yanping Tu, University of Chicago, USA*

Ayelet Fishbach, University of Chicago, USA

People making choices often have information on others' choices. When do choosers conform versus dis-conform? We propose that others' choices contain information on valuation (popular items are deemed valuable by others) and consumption (popular items are already consumed by others). We propose that choosers conform to value information and dis-conform to consumption information because others' consumption vicariously satiates their own desire. In 5 studies we test the implications of this analysis, showing that choosers conform more to others' stated preferences (proxies of value) than voluntary consumption, and that choosers dis-conform more to others' imposed consumption than stated preferences.

The Red Sneakers Effect: Inferring Status from Signals of Nonconformity

Silvia Bellezza, Harvard Business School, USA*

Francesca Gino, Harvard Business School, USA

Anat Keinan, Harvard Business School, USA

People often observe the behavior of others to determine their status. We investigate the conditions under which signals of nonconformity, such as entering a luxury boutique wearing gym clothes rather than an elegant outfit, or wearing red sneakers in a professional setting, lead to inferences of higher status. In a series of lab and field studies we find that people confer higher status to nonconforming rather than conforming individuals. Our investigation reveals that the inference of status from signals of nonconformity is mediated by perceived intentionality and moderated by individual differences in need for uniqueness.

Shorn Scalps and Perceptions of Male Dominance

Albert Mannes, University of Pennsylvania, USA*

I present the results of three studies demonstrating that men with shaved heads are perceived as dominant figures and examine nonconformity as an explanation for this effect. In Study 1, men with shaved heads were rated as more dominant than similar men with full heads of hair. In Study 2, men whose hair was digitally removed were perceived as more dominant, taller, and stronger than their authentic selves. Study 3 extends these results with non-photographic stimuli. Two indicators of nonconformity are examined as mediators of the effect.

2.6 Conversations: Consumption, Happiness, and Public Policy

Room: Madero B

Discussants: Punam Anand Keller, Dartmouth College

Mike Norton, Harvard Business School

Cassie Mogilner, University of Pennsylvania

BREAK

11:00 am - 11:15 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

PLENARY SESSION 1

11:15 am - 12:15 pm

Iberian Ballroom, 5th Floor

Keynote Speaker: Tom Gilovich, Cornell University

Getting the Most for Your Money: The Hedonic Return on Experiential and Material Purchases

AWARDS AND BUSINESS LUNCHEON

12:30 pm - 2:00 pm

Buckhorn Saloon and Museum, 318 E Houston St.

SESSION 3

2:15 pm - 3:30 pm

3.1 Symposium: Decision Making in Social Contexts: Choosing for Others, Recommending for Others, and Delegating Choice to Others

Room: Espada

Chair: Peggy Liu, Duke University, USA

Choosing for Others is More Fun (and Less Depleting) than Choosing for the Self

Evan Polman, New York University, USA*

We found that choosing for others is less depleting than choosing for the self—a result of how much people enjoy choosing for others. Moreover, we investigated a moderator, self-construal, and found a crossover interaction illustrating that choosing for others is more enjoyable and less depleting when decision makers are self-oriented; yet the opposite when decision makers are other-oriented. Our findings underscore that differences in self-other decision making can be explained within a framework of self-construal and that, ironically, choosing for others is more enjoyable and less depleting when the agent of one's orientation mismatches the agent of one's choice.

Matching Choices to Minimize Offense: Avoiding Offending Stigmatized Group Members by Making Similar Choices for Them and for Us

Peggy Liu, Duke University, USA*

Troy Campbell, Duke University, USA

Gavan Fitzsimons, Duke University, USA

Grainne Fitzsimons, Duke University, USA

Consumers sometimes choose products both for themselves and for others. When selectors worry that recipients may make negative inferences from selectors' chosen products (i.e., when recipients are stigmatized group members and the choice set makes stigma relevant), we suggest that selectors will choose the same products for themselves and recipients. We show that people are more likely to choose the same foods for themselves and an overweight recipient than for themselves and a normal-weight recipient. Furthermore, we show that this effect is driven by peoples' desire to minimize negative inferences that overweight recipients might make if different foods were selected.

A Desensitization Bias in Social Judgment: Predicting Others' Emotive Reactions and Making Recommendations after Repeated Exposure

Troy Campbell, Duke University, USA*

Leaf van Boven, University of Colorado, USA

Ed O' Brien, University of Michigan, USA

Peter Ubel, Duke University, USA

Norbert Schwarz, University of Michigan, USA

People often seek out individuals who are distinguished by their repeated experience with emotive content (comedy, art, Lady Gaga) for recommendations. However, as a result of the repeated experiences, these individuals can become desensitized to emotive content. After repeated exposure, we find that these individuals incorrectly use their own desensitized reactions to predict unexposed others' reactions to similar experiences. Thus, they become worse at selecting experiences for unexposed others. However, unexposed others predict the opposite and choose to follow recommendations from well exposed others. These studies suggest that repeated exposure can dramatically and negatively influence sharing, recommendations, and social behavior.

Delegating Decisions: Recruiting Others to Make Difficult Decisions

Mary Steffel, University of Cincinnati, USA*

Elanor Williams, University of California San Diego, USA

Past research suggests that people often walk away from choices with many options empty-handed. Yet choosing or walking away are not people's only options: they often have the option of asking others to choose for them. In three experiments, we show that people delegate difficult choices to others, and delegation mitigates some of the negative effects of choice overload. We show that people are more likely to delegate choices between many options versus few, and the feeling of difficulty underlies this tendency. Additionally, providing the option to delegate reverses the tendency to walk away empty-handed from choices between many options.

3.2 Individual Papers: Risky Business: Risk and Impatience in Decisions

Room: San Jose

Chair: Sean Blair, Northwestern University

Priming Consumers with Baby-related Cues Induces Impatience

Yuanyuan Li, KU Leuven, Belgium*

Sabrina Bruyneel, KU Leuven, Belgium

Luk Warlop, KU Leuven, Belgium

Although baby primes are omnipresent in daily life, there is limited understanding of their impact on consumer behavior. We show that exposure to baby-related cues, like seeing pictures of baby faces (Study 1) and touching baby clothes (Study 2) enhances preference for smaller-sooner rewards over larger-later rewards compared to pictures of landscapes and regular T-shirts. Moreover, increasing the degree of attractiveness of baby faces resulted in more impatient purchase behaviors (Study 3). We hypothesize that this occurs because baby-related cues activate the general reward system. We will explore the underlying mechanism for this effect in a series of follow-up studies.

The Diversification Paradox: Covariance Information and Risk Perception among Novice Investors

Yann Cornil, INSEAD, Singapore*

Yakov Bart, INSEAD, Singapore

Why are people so bad at diversifying risk in their retirement plans? In four studies, novice investors erroneously believed that assets that behave differently than (i.e., are negatively correlated with) endowed assets, or than most available assets in a menu, would add risk to their allocation. Consequently, novice investors tended to overweight positively correlated assets, thus paradoxically increasing portfolio risk while trying to minimize it. Encouraging risk-taking or impairing cognitive abilities ironically helps novice investors to diversify better. We uncover the psychological underpinnings of this strategy, and suggest ways to improve investment decisions and financial education.

When Less is More: Threats to Personal Control Increase Investor Optimism

Sean Blair, Northwestern University, USA*

Research has shown that investors often have unrealistically optimistic expectations, consistent with the more general tendency for individuals to be overconfident about their abilities, probability of success, and level of control. In the current research, I argue that unrealistic investor optimism may be exacerbated not only by too much confidence but also by too little. Specifically, I argue that threats to personal control increase investor optimism. I theorize that this occurs because the desire to restore personal control motivates consumers to perceive more control over investment outcomes, thereby reducing risk perceptions. This hypothesis is tested in three experiments.

Motivated Forgetting following Social Identity Threat: You Can't Always Forget What You Want, but You Can Forget What You Need

Amy Dalton, Hong Kong University of Science and Technology*

Li Huang, City University of Hong Kong, China

Freud's (1915) controversial theory of memory repression, or motivated forgetting, suggests that people cope with unwanted memories by burying them deep in the mind. Drawing on research on social identity and psychological threat-based coping, we examine motivated forgetting in the context of memory for social identity-linked promotions. We find that explicitly forgotten identity-linked content is not lost from memory; it simply is suppressed from consciousness when the associated social identity is under threat. Our theoretical framework predicts situations in which motivated forgetting is likely to occur, what memories are forgotten, and who is motivated to forget.

3.3 Individual Papers: Money Matters: Spending Decisions in Consumer Behavior

Room: Madero A

Chair: Tina Kiesler, California State University, Northridge

I Love You Both Equally, But... Parental Spending on Daughters versus Sons in Economic Recessions

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

Vladas Griskevicius, The University of Minnesota, Twin Cities, USA

Joseph Redden, The University of Minnesota, Twin Cities, USA

Andrew White, Arizona State University, USA

Does an economic recession influence how parents spend money on their children? Theory and research in animal behavior finds that parents invest more in female offspring than male offspring when resources are scarce. But what about human parents? A series of archival and laboratory studies examined how the economic climate affects spending on daughters versus sons. Across studies, we show that economic recessions consistently lead people to spend more on daughters than sons. Additional findings demonstrate that increased spending on daughters in economic recessions is moderated by risk aversion.

Mentally Accounting for Others: Evidence for Mental Stealing Effects on Purchase Decisions

Esta Denton, Northwestern University, USA*

Derek Rucker, Northwestern University, USA

This research examines how the establishment of a mental account (i.e. budget) for another person can foster concerns about stealing from that account. Experiment 1 provides evidence that the creation of a mental account can decrease purchase intentions towards highly desirable gifts priced significantly below the budget. Experiment 2 finds that concerns for mental stealing can lead consumers to spend more money for a gift even when it is irrational to do so. Finally, Experiment 3 demonstrates how frequency of interaction reduces the impact of concerns related to mental stealing, as reparations can be made with future gift-giving opportunities.

Reducing Psychological Distance Can Reduce Credit Card Overspending

Joowon Park, Cornell University, USA*

Manoj Thomas, Cornell University, USA

The use of credit cards spontaneously increases consumers' willingness to spend money, a phenomenon that has come to be known as "Credit card effect." We propose an easy way of avoiding this effect: reducing the psychological distance from the transaction. We propose that credit card increases psychological distance from the transaction. Reducing the psychological distance from the transaction by slight bodily changes (leaning forward) can mitigate this Credit Card Effect. Results from two studies support our proposition.

The Dynamic Patterns of Intra-Shopping Spending for Budget and Non-Budget Shoppers

Daniel Sheehan, Georgia Tech, USA*

Koert van Ittersum, Georgia Tech, USA

Much of our current understanding about how consumers shop for goods is based on cross-sectional analyses of end-of-trip variables, yet research is increasingly examines intra-shopping decision-making processes to understand how spending unfolds during a single shopping trip. In this study, we find Budget shoppers' purchase decisions evolve differently as a function of their cumulative spending during a single shopping trip than their non-budget counterparts. The results of two lab experiments, and a field experiment in an online grocery store, suggest that this may be attributed to unique patterns in pain of payment and resource depletion between budget and non-budget shoppers.

3.4 Individual Papers: Sharing or Keeping: Materialism, Selfishness, Sharing, and Equality

Room: El Capistrano

Chair: Nailya Ordabayeva, Erasmus University Rotterdam

Broadcasting and Narrowcasting: How Audience Size Impacts What People Share

Alix Barasch, University of Pennsylvania, USA*

Jonah Berger, University of Pennsylvania, USA

When people talk with others they communicate to audiences of different sizes. Sometimes people narrowcast, or communicate with one person, while other times people broadcast, or communicate with many people. Four studies examine how audience size impacts what people talk about and share. We demonstrate that broadcasting leads people to share things that are self-enhancing, while narrowcasting leads people to share things that are useful to others. Further, we show that these effects are driven by self versus other focus. Narrowcasting encourages people to focus more on others, which leads them to share more useful (and less self-enhancing) content.

Consuming in Support of the Free Market: The Relation Between Economic System-Justification and Consumer Preferences and Behaviors

Matthew Maxwell-Smith, University of Western Ontario, USA*

June Cotte, University of Western Ontario, USA

Allison Johnson, University of Western Ontario, USA

A burgeoning line of research investigates how system-justification tendencies affect consumption behaviors (e.g., Cutright, Wu, Banfield, Kay, and Fitzsimons 2011). Following system-justification theory we hypothesized and found, from a survey of American consumers, that economic system-justification was related to a variety of consumption behaviors and habits that are supportive of companies and industries that have a deeper presence within the current economic system, even if such behaviors were incongruent with people's own long-term health interests (e.g., avoiding health foods and organic products). The effects of economic system-justification remained after controlling for a series of relevant covariates.

The influence of materialism and motivation on children's reason for playing

Dieneke Van de Sompel, University College Ghent/Ghent University, Belgium*

Mario Pandelaere, Ghent University, Belgium

Iris Vermeir, University College Ghent/Ghent University, Belgium

This paper evaluates playing as a goal-directed consumer behavior, by showing that children's play behavior is influenced by their level of materialism. Study 1 and 2 demonstrate that materialistic children engage in play activities mainly because they value the outcome rather than the process of playing. Study 3 shows that overall extrinsic (vs. intrinsic) life aspirations cause outcome (process) orientation and that both process and outcome orientation are equally enjoyable, since they are both predicted by intrinsic task motivation. Study 4 shows that this effect still holds in actual play behavior and that it influences children's happiness levels after playing.

When Improving Equality Promotes Selfish Behavior

Nailya Ordabayeva, Erasmus University Rotterdam, The Netherlands*

Pierre Chandon, Erasmus University Rotterdam, The Netherlands

It is commonly believed that greater equality improves social harmony and promotes cooperation within a group. We find that increasing the equality of performance in a group encourages individuals with low relative standing to promote individual ranking by engaging in selfish behaviors and sabotaging the work of others, which reduces the welfare of the entire group. These effects do not occur among high-status individuals and they disappear when attaining status is costly.

3.5 Conversations: Improving and Diversifying our Research Practices

Room: Concepcion

Discussants: Leif Nelson, University of California, Berkeley

Joe Simmons, University of Pennsylvania

Vicki Morwitz, New York University

Zakary Tormala, Stanford Graduate School of Business

3.6 Special Awards Session: SCP Fellow Award and Distinguished Scientific Contribution Addresses

Room: Madero B

SCP Fellow Award:

Aradhna Krishna, University of Michigan: "On Mapping New Terrain for Consumer Psychologists"

SCP Distinguished Scientific Contribution Award:

Ravi Dhar, Yale University: "Reflection on Research Styles, Fashion, and Fads"

BREAK

3:30 pm - 3:45 pm

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 4

3:45 pm - 5:00 pm

4.1 Symposium: Content Characteristics and WOM Success

Room: Espada

Chair: Zoey Chen, Georgia Tech, USA

The Cultural Success of Sensory Metaphors

Ezgi Akpınar, Erasmus University Rotterdam, The Netherlands*

Jonah Berger, University of Pennsylvania, USA

Why do some linguistic phrases catch on and become more popular than others? A not so friendly person, for example, can be described as unfriendly or cold. We suggest that compared to their semantic equivalents (e.g., unfriendly person), linguistic variants which relate to senses in metaphoric ways (e.g., cold person) should be more culturally successful. Using 200 years of data from 5 Million books, we show that compared to semantic analogues, sensory metaphorical phrases become more popular over time. Experimental evidence shows that memory may drive this effect. This is a novel mechanism showing senses can explain success in language.

Answering Why: Action versus Reaction Explanations in Word of Mouth

Sarah Moore, University of Alberta, Canada*

We examine action (e.g., I bought this because...) and reaction (e.g., I loved this because...) explanations in WOM. We find that audiences prefer action explanations for utilitarian experiences and reaction explanations for hedonic experiences, and that speakers tailor their WOM to provide these preferred explanations for different experiences. However, we also find that these types of explanations differentially influence speakers' evaluations of their experiences. For utilitarian experiences, action explanations polarize evaluations; for hedonic experiences, experience explanations dampen evaluations.

Consumer Reviews as Stories; Narrative Persuasion in an E-WOM Context

Anne Hamby, Virginia Tech, USA*

Kim Daniloski, University of Scranton

David Brinberg, Virginia Tech, USA

Consumers often read online reviews of products by other consumers, a form of eWOM, before making a purchase decision. The format of these reviews (i.e., more information-based vs. more story-based) varies. The current research examines the persuasive process using a narrative persuasion framework. We find that reviews with a more story-like format lead to higher levels of immersion in the review, which leads to more reflection on the review and, ultimately, higher intentions to try the reviewed product. We also examine how traditional argument-based source, message, and audience characteristics moderate relationships among the constructs that represent the narrative persuasion process.

When Controversy Begets Conversation

Zoey Chen, Georgia Tech, USA*

Jonah Berger, University of Pennsylvania, USA

Five studies using field and laboratory data shows that contrary to popular belief, controversial things are not necessarily more likely to be discussed. Data from an online news forum show that controversy increases likelihood of discussion at low levels, but beyond a moderate level of controversy, additional controversy actually decreases likelihood of discussion. Experiments show that the controversy-conversation relationship is driven by two countervailing processes. Controversy increases interest, which increases likelihood of discussion, but it also increases discomfort, which decreases likelihood of discussion. Contextual factors such as identity disclosure and conversation partner moderate our effect by impacting these underlying processes.

4.2 Individual Papers: Thinking About Feeling: Affect and Consumption Behavior

Room: San Jose

Chair: Iona de Hooge, RSM Erasmus University

A Meta-Analysis of Affect Induction Techniques: How Do Induction Characteristics, Context, and Measurement Factors Influence the Strength of Affect Induced?

Scott Motyka, Brandeis University*

Nancy Puccinelli, Oxford University

Dhruv Grewal, Babson College

Susan Andrzejewski, Franklin and Marshall College

The reported meta-analysis explores the relative effectiveness of the three most popular affect induction methods (associational, autobiographical recall, and video) at creating positive and negative affect. Furthermore, we explore how induction characteristics (cover story, personal relevance, length) and contextual factors (culture, motivation) affect the strength of an induced affective state. Our results provide clear guidelines to maximize the effectiveness of affect induction methods and thereby provide the strongest test of researchers' hypotheses. In general, we recommend disguised, personally relevant and short manipulations, avoiding autobiographical recall when comparing positive to neutral affect, and associational techniques when comparing neutral to negative affect.

Abstract Art as an Emotional Buffer for Consumer Processing

Lea Dunn, University of British Columbia, Canada*

Rui (Juliet) Zhu, University of British Columbia, Canada

There is little research in marketing examining the impact of abstract art on consumer behavior. The current research proposes abstract art may be beneficial for processing specific types of products. The authors hypothesize that advertisements for products associated with negative emotion low in uncertainty (e.g., sadness) which feature abstract will be rated higher than advertisements featuring representational art. Due to processing disfluency, abstract art provides consumers with an emotional buffer when processing negative emotions high in certainty, but not negative emotions high in uncertainty (e.g., fear). Processing difficulty is shown to mediate the relationship between art type and attitudes.

Private Self-Aggrandizement and Public Modesty: The Conflicting Effects of Envy on Consumer Decision Making

Y. Jin Youn, Northwestern University, USA*

Kelly Goldsmith, Northwestern University, USA

Consumers regularly experience envy. However, to date little is known about if or how incidentally activating envy can affect subsequent, unrelated behaviors. The authors test for these effects in the domain of self-aggrandizement, and find that the effect of envy on the tendency to self-aggrandize is moderated by the decision context (private vs. public). The authors propose that this pattern occurs because self-aggrandizing behaviors offer both benefits (e.g., self-threat repair) and costs (e.g., social stigma) to those experiencing envy. However, the associated costs are only relevant when the behavior sends a social signal, i.e., when it is demonstrated publically. As a result, consumers experiencing envy are more likely to self-aggrandize in private, yet behave more modestly in public, as compared to a control. Three studies provide evidence for the predicted interaction between envy (vs. control) and decision context (private vs. public). The article concludes with a discussion of the theoretical and practical implications for these findings.

Taking steps towards a new view of shame and guilt: Shame motivates approach and guilt motivates avoidance behaviors

Iiona de Hooge, RSM Erasmus University, The Netherlands*

Shame and guilt play a pivotal role in consumer behavior. Until now, consumer and emotion research suggests that shame has negative and guilt has positive consequences. Instead, I suggest that shame motivates a need to belong and approach behavior, whereas guilt motivates a need to repair a damaged relationship and avoidance behavior. Six experiments with different emotion inductions demonstrate that shame motivates a choice for being together with other people, and that guilt motivates a choice to be together only with one's victim. In sum, shame is not that ugly and guilt is not that good as currently thought.

4.3 Individual Papers: Consumers in Relationships: The Forgiving, Grateful, Envious, and Competitive Consumer

Room: Madero A

Chair: Hyunjung Lee, University of Texas at Austin

Attention to Social Comparison Information: It's All about Keeping Up with—but Not Standing Out from—the Joneses!

Eunjin (Anna) Kim, University of Missouri*

Erin Roesler, University of Missouri

S. (Ratti) Ratneshwar, University of Missouri

Attention to Social Comparison Information (ATSCI) refers to a person's sensitivity to social comparison cues and is presumed to be motivated by factors such as a craving for approval from others. Three studies examine the role of ATSCI in the context of brand-related behaviors. Results suggest that higher levels of ATSCI are associated with greater levels of brand consciousness. But high (vs. low) ATSCI individuals prefer to identify with less distinctive brands and prefer small, relatively inconspicuous brand logos even in the case of highly prestigious brands.

Forgive or Forget: How Victim Motivation Following An Interpersonal Transgression Affects Apology Gift Preferences

Christina I. Anthony, The University of Sydney, Australia*

Elizabeth Cowley, The University of Sydney, Australia

Adam Duhachek, Indiana University, USA

Apology gifts are often used as a means of seeking forgiveness following an interpersonal transgression. Selecting an appropriate gift is crucial to gaining forgiveness. We show that if the victim has a forgiveness motivation, a utilitarian apology gift will be preferred as it helps to maintain the long-term focus required to integrate the transgression incident into the bigger picture of the relationship. However, if the victim has an avoidance motivation, a hedonic apology gift will be preferred as it facilitates temporary mood regulation. This research highlights the importance of matching the apology gift to the temporal focus of the victim's motivation.

Out of Sight, Out of Mind: How Self and Others Loom Larger in Social Comparisons and Competitions

Steven Chan, New York University, USA*

John Chambers, University of Florida, USA

Justin Kruger, New York University, USA

When making social comparisons, people tend to focus on their own characteristics more than on those of others: An entrepreneur may believe new subsidies represent a competitive edge against competitors, forgetting that others also reap equal benefits. This myopic bias has been highlighted in judgments across many domains including competitions, personal health risks and entrepreneurship. In contrast to myopia accounts, we show that this tendency can be explained by greater salience of the self versus others. We vary this egocentrism as well as accessibility of others and modes of competition to demonstrate the role of self-other accessibility in social comparisons.

Thanks for What I've Got and Thanks for What I've Not: The Effects of Being Grateful, and What We Are Grateful For, on Evaluations of Products

Hyunjung Lee, University of Texas at Austin, USA*

Andrew Gershoff, University of Texas at Austin, USA

We investigate the pro-social influence of gratitude in consumer decisions. Study 1 shows that grateful individuals show less preference

for self-indulgent products and greater preference for products that benefit others. Studies 2a and 2b reveal that feelings of empathy and closeness to others depend on whether individuals feel grateful for what they have versus grateful for what they do not have. Study 3 demonstrates how ‘grateful for having’ versus ‘grateful for not having’ lead to differences in preference for products that benefit close versus distant others.

4.4 Individual Papers: Nutrition Cognition: Knowledge, Beliefs, and Perceptions of Healthy Foods

Room: El Capistrano

Chair: Jacqueline Conrad, Belmont University

A View to a Choice: The Effects of Lateral Visual Field on Choosing between Healthy versus Unhealthy Food Options

Marisabel Romero, University of South Florida*

Dipayan Biswas, University of South Florida

This research examines how the lateral visual field position of healthy food items affects consumption choices. The results of four experiments show that consumers prefer the healthy (vs. unhealthy) food option more often when it is presented on the left visual field than when it is presented on the right. Further, we find that this effect is strengthened for restricted eaters. Our results provide evidence that depending on the visual field in which the healthy food item is presented, the consumer shifts between local versus global processing, which has distinct consequences for self-control.

Apples to Apples or Apples to Crackers? Assimilation, Contrast, and Self-Control on Healthiness Perceptions.

Scott Davis, Texas A&M University, USA*

Kelly Haws, Texas A&M University, USA

Joseph Redden, University of Minnesota, USA

We explore the role of self-control in consumption contexts where assimilation and contrast effects emerge. This research reveals that the presentation order of food stimuli (healthy or indulgent followed by ambiguous) has a striking impact on consumer perceptions of healthiness.

Beliefs About The Cause of Obesity Predict Actual Body Mass

Brent McFerran, University of Michigan, USA*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Obesity is a major public health problem but despite much research into its causes, scientists have largely neglected to examine laypeople’s personal beliefs. Such naïve beliefs are important because they guide actual goal-directed behaviors. In a series of studies across five countries on three continents, we show that people mainly believe either that obesity is caused by a lack of exercise or by a poor diet. Moreover, laypeople who indict a lack of exercise are more likely to actually be overweight than those who implicate poor diet. We also experimentally demonstrate the underlying mechanism: people who implicate insufficient exercise tend to consume more

food than those who indict poor diet. These results suggest that obesity has an important, pervasive, and hitherto overlooked psychological antecedent.

If It's Healthy And You Know, Do you Eat? Health Prompts Reduce Preschoolers' Consumption

Michal Maimaran, Northwestern University, USA*

Ayelet Fishbach, University of Chicago, USA

We propose that marketing food as having instrumental, health benefits undermines preschoolers' enjoyment of this food and motivation to consume it. A survey with preschoolers' parents finds that emphasizing health benefits does not increase consumption of vegetables above and beyond merely serving them (study 1). Two lab studies involving actual consumption show that preschoolers (age 3-5) rated crackers as less tasty and consumed fewer of them when the crackers' instrumental, health benefits were emphasized, as opposed to their experiential, taste benefits or not mentioning any benefits (studies 2-3). We discuss how decision processes of young children may differ from adults'.

4.5 Symposium: Identity Structure and the Boundaries of Identity Marketing

Room: Concepcion

Chair: Julian Saint Clair, University of Washington, USA

Identity Cues in Product Rating Distributions: The Role of Self-Concept Clarity in Consumer Preferences

Bella Rozenkrants, Stanford University, USA*

S. Christian Wheeler, Stanford University, USA

Baba Shiv, Stanford University, USA

Online retailers often aggregate consumer product reviews into rating distributions. We show evidence that consumers with low self-concept clarity are drawn to bimodal distributions because these products are more identity defining.

The Many-Faced Consumer

Julian Saint Clair, University of Washington, USA*

Mark Forehand, University of Washington, USA

Consumers have multiple identities (e.g., parent, employee, socialite, academic) that may be momentarily activated, leading to approach toward products consistent with the primed identity but avoidance of products consistent with alternate identities. Contrary to this robust finding, three experiments show that priming a given identity can lead consumers to approach products targeted toward alternate identities. We update theory by showing that identity prime response depends upon relationships between identities; specifically both the degree of association and the degree of competition between identities.

Escaping the Crosshairs: When Identity Marketing Backfires

Amit Bhattacharjee, Dartmouth College, USA*

Jonah Berger, University of Pennsylvania, USA

Geeta Menon, New York University, USA

When does identity marketing backfire? The literature emphasizes a clear fit between a brand and consumer identity, suggesting that messages that explicitly link purchase to consumer identity expression may be most effective. Our findings indicate that managers share this intuition, and prefer explicit identity marketing. However, we find that explicit identity marketing can backfire. Such messages threaten perceived consumer autonomy in identity expression, reducing purchase. In order to reassert their autonomy, consumers are willing to avoid products that they would otherwise prefer.

4.6 Individual Papers: To Your Health!: Understanding When and Why People Make Healthy Food Choices

Room: Madero B

Chair: Sabrina Bruyneel, KU Leuven

Does Reducing Nutritional Information Complexity Promote Healthier Food Choices?

J. Jeffrey Inman, University of Pittsburgh, USA

Hristina Dzhogleva, University of Pittsburgh, USA*

Jim Maurer, Catalina Marketing Corporation

We examine how the ease-of-processing of nutritional information at the point of purchase impacts consumers' food choices. We present a conceptual framework that predicts the underlying behavioral, demographic, and category-level factors that determine which consumers are most likely to be affected by the implementation of the NuVal scores. Using frequent shopper data for over 100,000 households over a period of 42 months to test our proposed theory, we demonstrate that facilitating consumers' understanding of nutritional information by disclosing nutritional facts in a simple and easy-to-process format can help them make healthier food decisions.

Reading more than exists: Unintended consequences of consumer health messages

Juliana Schroeder, University of Chicago, USA*

Ayelet Fishbach, University of Chicago, USA

People often receive targeted messages from doctors and advertisers about specific health products. These messages can inadvertently lead to category expansion, causing consumers to change their attitudes and behaviors towards products not in the original message. The extent to which messages affect attitudes depends on the mental category of goals that the message activates. Activated categories may be broader or narrower based on the nature of the message and whether effort is exerted after the message. Messages can have unintended consequences – we examine the moderators, boundary conditions, and mechanisms of their consequences.

Unavailable Cake on the Menu: How Phantom Compromise Alternatives Alter Indulgence Tendencies

Yuanyuan Liu, ESSEC Business School*

Timothy B. Heath, HEC Paris, France

Four experiments show that compromise-but-unavailable “phantom” alternatives systematically alter indulgence tendencies. Study 1 shows that such alternatives can increase indulgence, an effect replicated in Study 2 which further indicates mediation from phantom-driven reductions in anticipatory guilt and regret. Studies 3 and 4 then reverse the effect by moderating hedonistic tendencies: Study 3 reverses the effect using a prudence-oriented prime, whereas Study 4 does so using reference states to make the choice alternatives appear relatively prudent or indulgent a priori. The results implicate latent desires (those not reflected in control/baseline shares) that phantom-compromise alternatives can leverage to alter choice.

Visual processing of food temptations and self-control

Sabrina Bruyneel, KU Leuven, Belgium*

Yannick Joye, KU Leuven, Belgium

Previous research has shown that high-level construals are beneficial to self-control. More recently, it was demonstrated that ‘perceptual’ construal level influences traditional measures of construal level, suggesting that perceptual construal level could also influence self-control. We found in three studies that consumers were less susceptible to the appeal of fattening food if its visual presentation stimulated perceptual high-level compared to perceptual low-level construals. This effect might occur because (perceptual) high-level construals render consumers’ long-term personal goals (i.e., health goals) more salient, thus promoting the identification of self-control conflicts and the subsequent exercise of self-control.

JCP AE RESEARCH AND REPORT MEETING

4:00 pm - 4:50 pm

Board Room, 2nd Floor

JCP ERB MEETING

5:00 pm - 6:30 pm

Veramendi, 4th Floor

WORKING PAPER SESSION 2

6:00 pm - 7:30 pm

Iberian Ballroom, 5th Floor

Working Papers: Working Paper Session 2

Cater to me: Serving-style shapes positive feelings through self-serving attributions of responsibility

Anna Linda Hagen, University of Michigan, USA*

Brent McFerran, University of Michigan, USA

Aradhna Krishna, University of Michigan, USA

Attributions of agency and responsibility are famously strategic and self-serving. How does this affect consumers in the domain of food consumption, where they increasingly consume food served by others? Two studies established that i) when imagining eating unhealthy

food, people feel better about themselves when they are served rather than self-serve the food, that ii) responsibility for one's unhealthy consumption is attributed in self-serving ways as afforded by serving-style (self vs. other), and finally that iii) feelings of responsibility mediate the interactive effect of health-value and serving-style on self-evaluative feelings after consumption. Implications for strategically structuring dining environments are discussed.

Choosing to Change Fate: The Interactive Effects of Beliefs in Malleable Fate and Fateful Predictions on Choice

Hyeong-Min Kim, Johns Hopkins, USA

Katina Kulow, University of South Carolina, USA*

Thomas Kramer, University of South Carolina, USA

We posit the existence of an implicit theory of fate, such that some consumers believe their fate is malleable, whereas others believe their fate is fixed. We test the interactive effects of fateful forecasts and consumers' implicit theory of fate on choice. Adding to the emerging findings on peculiar or irrational beliefs in consumer behavior, we show that unfavorable fate predictions induce people who believe fate is malleable to choose a vice over virtue option.

Gauging Greenwashing and Questioning Quality: The Unintended Effects of Environmental Claims on Perceptions of Product Effectiveness

Lindsay McShane, Wilfrid Laurier University, Canada

Ethan Pancer, Queen's University, Canada*

We examine an unintended effect of evaluating products that make environmental claims: the 'greenwashing penalty'. Products that feature illegitimate environmental claims (i.e., presenting green imagery without substantiating information) can lead consumers to believe the company is deceptive and subsequently decrease perceptions of product quality compared to identical products that lack these claims. The ability to penalize greenwashers is dependent on the availability of cognitive resources, where busy subjects are inhibited from discounting effectively. We discuss research implications for impression formation when green intentions are questioned and managerial implications regarding how simple cues can get consumers to think critically about 'green' products.

Poseurs: Understanding when product use is perceived as impression management

Ethan Pancer, Queen's University, Canada*

Laurence Ashworth, Queen's University, Canada

People frequently make inferences of what consumers are like based on the products they use. It is generally assumed that observers do not question the veracity of the image being portrayed by product users, believing that they are the way they appear (e.g. motorcyclists are rebellious, as opposed to simply trying to look that way). We argue that observers sometimes infer that products are used to deliberately create certain impressions, referred to as inferences of impression management (IM). In general, we argue that inferences of IM will undermine the overall impression, creating more negative attitudes towards the consumer, and under certain circumstances, leading to a more negative attitude towards the product itself.

An Integrated Review of Screening Strategies

Rajani Ganesh Pillai, North Dakota State University, USA*

Xin He, University of Central Florida, USA

Extant literature in screening strategies has documented several studies that investigated one of two streams related to screening strategy: 1) factors that influence the choice of screening strategy (antecedents of screening), and 2) consequences of screening. There, however, is no comprehensive study that synthesizes existing understanding of screening. In this paper, we attempt to remedy this gap in the literature by undertaking a thorough and integrative review of research in screening. We integrate the existing research on screening and propose directions for future research. This review highlights the important role of screening in decision making

Consumer Schadenfreude: Perceived deservingness impacts attitudes regarding another's product failure

Ethan Pancer, Queen's University, Canada*

Laurence Ashworth, Queen's University, Canada

This paper examines perceptions of fairness of product ownership as an important antecedent to the experience of schadenfreude – taking pleasure in the suffering of another consumer's product failure. While prior research has found that consumers will experience more schadenfreude when they are envious of the social attention a target receives from a status product, we focus on the perceived fairness of the initial product ownership (e.g. did they earn the product?). The findings from two experiments suggest that schadenfreude can stem from the removal of an unfair situation (via product downfall).

Are brand names specific proper names? Letter-Case and Priming effects in brand name retrieval

Steve Bueno, Université Paris 13 - Sorbonne Paris Cité, UTRPP Lab., France*

Alix Seigneuric, Université Paris 13 - Sorbonne Paris Cité, UTRPP Lab., France

Hakima Megherbi, Université Paris 13 - Sorbonne Paris Cité, UTRPP Lab., France

Psychological semantic representation of Brand names (BN) was explored through two experimental psycholinguistic tasks using reaction time. In a first experiment the effect of letter-case presentation for BN was tested. Results tend to prove that BN are lexicalized as Common Names (CN) due to continuous meeting with BN in everyday life. In a second experiment masked-priming paradigm was employed to test the effect of subliminal presentation of BN on the recognition of subsequent related CN. Indeed, priming effect was observed and yet tends to prove that known-BN have acquired the status of CN in memory.

Debiasing omission neglect by creating an alternative-seeking mindset

xiaoqi han, University of Alaska, Fairbanks.*

jing xu, University of Toronto, Canada

Robert Wyer, Chinese University of Hong Kong, China

Frank Kardes, University of Cincinnati

Insensitivity to missing information is common among consumers (i.e., omission neglect). Failure to account for the implications of missing information leads to extreme judgments that become unjustifiable when more other relevant information becomes available.

One important factor that contributes to insensitivity to omissions is the neglect of alternatives that are not present. We propose that if an activated mindset engages people to consider alternatives (e.g., alternative possibilities, alternative causes), this cognitive motor should persist and result in increased sensitivity to omissions in a subsequent judgment in an unrelated context. We propose three methods to activate a mindset that encourages people to consider alternatives

Examining the Relationship Between Illusion of Control and Sports Fanaticism

Andrew G. Bennington, University of St. Thomas, USA*

Aaron M. Sackett, University of St. Thomas, USA

Sports fanatics' extreme passion for their teams has been understudied in the consumer psychology literature. We sought to examine the relationship between sports fanaticism and several potential causes and consequences, most notably the illusion of control. In Study 1, we tested for, and found, a significant positive correlation between team passion and illusion of control. Study 2 revealed evidence that illusion of control is not a cause of team passion but may instead be an effect or coincidental factor. Follow-up studies further examine the role of illusion of control and several other factors in sports fanaticism.

Sex Cues Increases Mens' Variety Seeking Across Different Reward Domains

Ali Faraji-Rad, Columbia University, USA*

Mehrad Moeini Jazani, Norwegian School of Management, Norway

Luk Warlop, Norwegian School of Management, Norway

In two experiments, we provide evidence that sex cues make men to seek greater variety across two different reward domains: mating and food. Theoretical foundations, results of our experiments, and potential mechanisms responsible for our findings have been discussed.

Conspicuous Sensory Consumption as a Means for Self-Worth Restoration

Rishtee Batra, Indian School of Business, India*

Tanuka Ghoshal, Indian School of Business, India*

We propose that consumers use heightened sensory consumption as a means of restoration of their feelings of self-worth. Specifically, if a consumer's sense of self-worth is threatened, they indulge in conspicuous consumption in different sensory domains to compensate for their feelings of inadequacy. Contrary to conspicuous consumption, we propose that compensatory effects occur even for consumption experiences that are not publicly visible. In three studies we find that individuals under self-threat show a preference for visually loud product designs and music of louder volume. A self-affirmation exercise before the consumption occasion offsets conspicuous consumption.

The Impact of Psychological Distance from Illnesses on Effectiveness of Advertising Message Framing

Dong Hoo Kim, The University of Texas at Austin*

Marie Guadagno, The University of Texas at Austin*

Jung Hwa Choi, The University of Texas at Austin*
Michael Mackert, The University of Texas at Austin

Construal-level theory suggests that as psychological distance from an object or event increases, individuals are more likely to conceptualize the object or event in an abstract way (high-level construals) rather than in a concrete way (low-level construals). Since the principle of construal-level theory can provide valuable insight into consumer behaviors, it can be postulated that the theory is applied to health related communication. A 2 (Illnesses: distal vs. proximal) \times 2 (Construal level: abstract message vs. concrete message) between-subjects design will be employed for the study and a total of 160 students will participate.

Time versus Money: The Impact of Affective Displays on Donation

Fan Liu, University of Central Florida, USA*
Xin He, University of Central Florida, USA
Ze Wang, University of Central Florida, USA

In this research, we investigate the differential effects of recipients' affective displays (happy vs. sad) on two types of donation (time vs. money). We demonstrate that donors are more likely to contribute money to a happy child patient rather than to a sad child patient whereas they are more likely to contribute time to a sad child patient than to a happy child patient. Results show that donors emphasize their own psychological wellbeing in charitable behaviors and donors' happiness mediates the interaction between recipients' affective displays and donation types on prosocial behaviors.

"I Can't Stand My Team, but I Can't Live Without It": Ambivalence Among Highly Identified Sports Fans

Frank Pons, Université Laval, Canada
Marilyn Giroux, Concordia University, Canada*
Mehdi Mourali, University of Calgary, Canada
André Richelieu, Université Laval, Canada

Using a mix of qualitative and quantitative analysis, the authors conducted in-depth interviews with highly dysfunctional fans that were very critical about the team they support. This study aims at better understanding the mechanisms that explain why these fans spend their energy in constantly negating anything about the sport entity they live for and stand by. Another goal is to provide a typology of these fans using their rationale and motives to adopt such behaviours. Those elements will provide important managerial implications to the brand and the team marketing managers on how to deal with these fans.

Signaling Virtue is Key to Understanding How Protestant Work Ethic and Redistribution Affect Motivation

Breagin Riley, Syracuse University, USA*
Klaus Wertenbroch, INSEAD, France; Wharton, USA
Barbara Briers, Tilburg University, The Netherlands

When and why does redistribution demotivate? We provide some insight into these questions by leveraging Protestant Work Ethic (PE), which emphasizes hard work, frugality (e.g., not being wasteful), and prosperity (e.g., demonstrating material success). We theorize that

the ability to use redistributed money to signal virtue impacts the relationship between redistribution and motivation. Two studies provide evidence that redistribution demotivates people with strong PE, due to a weakened ability to signal virtue through frugality and prosperity. Our work contributes to the literature on politically motivated consumption and has implications for several areas of consumer psychology, from general motivation to fundraising.

The Amplification Effect of Individual Differences in Commitment to Beliefs on Ideologically-Driven Motivations to Engage in Environmentally-Sustainable Consumption

Matthew Maxwell-Smith, University of Western Ontario, USA*

Paul Conway, University of Western Ontario, USA

The current research applied the Commitment to Beliefs (CTB) framework to understand when pro-environmental ideologies are most likely to predict environmentally-conscious consumption motivation. The CTB scale assesses individual differences in the extent to which people generally feel obligated to follow their value-based beliefs. We hypothesized and found, across two studies, that individuals who endorsed pro-environmental ideologies displayed the strongest motivation to engage in environmentally sustainable consumption practices when they also scored higher on the CTB scale.

Ethical Ideology Effects on Alcohol Advertising Appraisals: The Moderating Role of Ethnic Identification

Miguel Angel Zúñiga, Morga State University, Baltimore, MD, USA*

Ivonne M. Torres, New Mexico State University, USA

In an extension of generational theory, the present research argues that ethical ideology (i.e., idealism vs. relativism) impacts alcohol advertising responses (i.e., ad attitudes, brand attitudes, and purchase intentions). Particularly, this research studies how this relationship is mediated by ethical appraisal of alcohol ads and moderated by the level of ethnic identification (i.e., high vs. low). In support of generational theory, this study further identifies ethical ideology differences among the Generational Y cohort. Results are consistent with the notion that participants' sense of belonging and ethical ideology influences responses to alcohol advertisements.

Beat competitors or beat yourself: differential impacts of goal focuses on players' motivation in different stages of competitive goal pursuit

Eunjoo Han, The University of Texas at Austin, USA*

Ying Zhang, The University of Texas at Austin, USA

In the present research, we explore how to motivate individuals when they are competing against each other for a goal that offers limited access to rewards. In competitive goal pursuit, we propose that focusing on a competition aspect of the goal and thinking about outperforming competitors will elicit higher motivation, and thereby, lead to higher performances, before the actual competition is initiated. Once people start to actively pursue the competitive goal, however, we predict that individuals will be more motivated and will perform better by focusing on a specific performance standard to achieve, rather than on each other's progress on the goal.

“Then, are you flawless?”: Fundamental attribution error and evaluation on actions of others in a moral domain

Eunjoo Han, The University of Texas at Austin, USA*

Rajagopal Raghunathan, The University of Texas at Austin, USA

In the present research, we investigate people’s systematic pattern of evaluating actions of others that are made with respect to a set of moral virtues. We propose that people will make a dispositional attribution (vs. situational attribution) a lot more in moral situations (vs. non-moral situations), especially when exposed to others’ morally undesirable (vs. morally desirable) behaviors. We assume that individuals are led to infer dispositional attributes from others’ moral transgression even when they are consciously aware that moral virtues are something they learn by social value systems in the process of socialization.

Brand Loyalty: A Matter of the Maximizing Trait and Product Category Involvement?

Brittany Bennett, University of Missouri, USA*

S. (Ratti) Ratneshwar, University of Missouri, USA

Eunjin (Anna) Kim, University of Missouri, USA

We examine the relationship between brand loyalty and two individual-difference variables, the maximizing trait and product category involvement. Data for the study include three different product categories (toothpastes, athletic shoes, and mobile phones). Contrary to the findings in a study in the prior literature, we find a positive association between the maximizing trait and brand loyalty. Product involvement also has a positive association with brand loyalty, which is consistent with previous findings. There is no evidence of interactive effects between the two individual-difference variables.

Losing Weight Too Fast Is Problematic for Men but Ideal for Women: Examination of The Effectiveness of Before/After Advertisements

Hamed Aghakhani, University of Manitoba, Canada*

Kelley Main, University of Manitoba, Canada

Fang Wan, University of Manitoba, Canada

Research has shown that employing before/after photos in advertising activates impulsivity and therefore attracts people to those ads. However, research has not examined moderators of this effect. This research shows that level of discrepancy between before and after photos in advertising can affect consumers’ product safety attitudes. It is further shown that these effects are moderated by the gender of the endorser featured in the advertisement.

Product abandonment and acquisition as responses to social rejection

Virginia Weber, University of Alberta, Canada*

Jennifer Argo, University of Alberta, Canada

Jonah Berger, University of Pennsylvania, USA

The current research investigates how different types of rejection determine consumers’ acquisition and disposal decisions. Specifically, we demonstrate that ambiguous (i.e., there is still the possibility of future reintegration) rejection leads to possession

acquisition, while final rejection creates possession abandonment and disposal, particularly for possessions representing the rejected group identity. We argue that these results are due to the gap between an individual's social expectations and social outcomes, such that greater discrepancies between the expectation of acceptance and the reality of rejection lead to greater threats to control and more possession disposal.

The Role of Ego Identity Status in the Formation and Structure of Consumption Constellations: An Examination of the Psychosocial Development of Emerging Adults

Scott Connors, University of Guelph, Canada*

Theodore Noseworthy, University of Guelph, Canada

Tim Dewhirst, University of Guelph, Canada

Ian Newby-Clark, University of Guelph, Canada

Karen Gough (Finlay), University of Guelph, Canada

The research examines the effect that the state of one's ego-identity development has on the accessibility of brand-related information that exists as associative networks formed in response to social role perceptions. Using response time methodology, the accessibility of associative networks, known as consumption constellations, is studied in a mixed model design. It is expected that individuals within a high-exploration state of identity development exhibit greater accessibility than those within a low-exploration state as social role related information is more rehearsed. Furthermore, individuals within a state of commitment exhibit greater accessibility of occupied compared to avoidance, aspirational, or irrelevant constellations.

The Effect of Dukes' Consumption on Consumer Preferences for Status Associated Products

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

Preliminary findings indicate that consumer preference could be influenced by the consumption of those who have higher status (i.e., the Dukes). This effect is particularly true when consumers have high power distance belief (PDB) and need for propriety (NFP). Specifically, for high PDB consumers, they are more likely to choose the products associated with lower status when the Dukes' consumption is present and their NFP is high, but are less likely to do so when the Dukes' consumption is absent or their NFP is low. For low PDB consumers, their preferences are not significantly influenced by the Dukes' consumption.

Motivated Rehearsal and the "Rosy View" of Past Experiences

Robert Latimer, New York University, USA*

Consumers often remember evaluate experiences more positively after a delay, making the past seem "rosy" compared to the present.). Three experiments show that (1) negative experiences become retrospectively more pleasant after rehearsal (2) this pattern is driven by the particular aspects of an experience retrieved during evaluation, not by changes in the affect that those aspects evoke, and (3) the effect is magnified when social motives are salient.

This is Important (But Don't Tell Me That): The Potential Backfire Effects of Emphasizing Goal Importance

Scott Davis, Texas A&M University, USA*

Kelly Haws, Texas A&M University, USA

Prior research suggests that when goals are more important, people will strive harder to reach them by increasing self-control efforts. In this research, we suggest that although emphasizing goal importance may bolster goal pursuit efforts for those high in self-control, it can have the opposite effect on individuals low in self-control. We suggest that the increased emphasis on goal importance triggers lower self-efficacy for those low in self-control, leading to more goal inconsistent behavior.

Aesthetic Response to Sources of Visual Complexity in Hedonic and Utilitarian Products

Veena Chattaraman, Auburn University, USA*

Hye Jeong Kim, Auburn University, USA

Gopikrishna Deshpande, Auburn University, USA

Visual complexity, a central object property that influences consumers' aesthetic response can arise from aesthetic sources (e.g. patterns on fabric) or aesthetic + functional sources (e.g. buttons on electronics). This study examines the interaction effects of visual complexity source, complexity level, and product category on consumers' aesthetic response. Findings reveal that aesthetically complex hedonic products and aesthetically simple utilitarian products are perceived more beautiful than aesthetically simple hedonic products and aesthetically complex utilitarian products. In contrast, functionally simple hedonic products and functionally complex utilitarian products are perceived more beautiful than functionally complex hedonic products and functionally simple utilitarian products.

Plain Packages for Analytic Thinkers and Decorated Packages for Holistic Thinkers: Cultural Influences of Product Packaging on Product Quality Perceptions

Min Liu, University of Texas at San Antonio*

Product packages not only serve basic functions such as protection and containment, but also is an important cue for consumers to judge product quality. In this research, we investigate the impact of an individual difference factor, thinking style, on the packaging - product quality relationship. The findings reveal that when a product comes with a plain versus decorated package, holistic thinkers will perceive the product quality as lower, whereas analytic thinkers will evaluate the product quality higher.

"Thank You for Dining With Us" – How Expressions of Gratitude from Organizational Representatives affect Customer Satisfaction and Loyalty

Jamie D. Hyodo, Pennsylvania State University, USA*

Karen Page Winterich, Pennsylvania State University, USA

Margaret G. Meloy, Pennsylvania State University, USA

Organizations frequently thank consumers, but what effects do these expressions of gratitude have on consumers? This paper answers three questions: a) what are the effects of expressions of gratitude on consumers; b) when do these effects exist and through what mechanisms are they mediated; and, c) how do consumers react to the absence of an expected expression of gratitude? Results indicate that expressions of gratitude can benefit satisfaction and loyalty, but this effect is moderated by service quality and mediated by both persuasion knowledge and disconfirmed expectations. Finally, differential effects of verbal versus written expressions of gratitude are explored.

When Abstract=Near and Concrete=Far: The Interactive Effects of Construal Level and Complexity on Temporal Perceptions

Rafay Siddiqui, University of South Carolina, USA*

Frank May, University of South Carolina, USA

Ashwani Monga, University of South Carolina, USA

In line with construal level theory, existing research has shown that when individuals think about the amount of time it would take to complete a task, those thinking abstractly estimate task completion to be in the more distant future versus those thinking concretely. We demonstrate conditions under which this effect will reverse. We show that when a task is complex, concrete (vs. abstract) thinkers perceive task completion to be more temporally distant. This reversal occurs due to concrete thinkers' focus on the steps necessary to complete a complex task.

Exploring the Impact of Constraints and Uncertainty on Consumer Emotions and Coping

Srinivas Venugopal, University of Illinois, Urbana-Champaign*

Huimin Ru, Michigan State University, USA

Madhu Viswanathan, University of Illinois, Urbana-Champaign

In this paper we explore the impact of constraints and uncertainty, characteristic of life in poverty, on consumer's emotions and coping. Through an experimental simulation, we manipulate constraints and uncertainty and measure its impact on affect and arousal of participants. In a follow-up study, we conduct a field experiment in a low-income, low-literate context in Chennai, India to examine the joint impact of low-literacy and low-income on consumer's emotions. We find that constraints and uncertainty lead to significant increase in negative emotions. Further, we find that the sensitivity of this relationship increases in case of low-literacy.

The Effect of Embedding Agentic and Communal Self-Concept in Nostalgia Advertisements on Product Evaluation

Nara Youn, Hongik University, Korea*

Yun Lee, Virginia State University, USA*

In this study, we show that embedding agentic self-concept on a nostalgic ad induces self-positivity and communal self-concept inserted in a nostalgic ad boosts social-connectedness. Consumers' attachment style moderates the effect of agentic and communal nostalgia content. Consumers with a high anxiety attachment can derive self-positivity through agentic nostalgia content and self-positivity enhances attitudes and purchase intention toward the advertised products. Low avoidance consumers derive social-connectedness from communal nostalgia ad content and the social-connectedness incurs favorable attitudes and purchase intention.

My Rejection Your Pain – Brand Rejection on Peer Brand Consumer Desirability and Preference

Daniel Sun, University of British Columbia, Canada*

Fang Wan, University of Manitoba, Canada

Amitava Chattopadhyay, INSEAD, Singapore

Luxury brands tend to employ the strategy of "people want what they can't have." To achieve this, companies hype the desired brand image and communicate it to a vast number of consumers. Yet, when it comes to the consumers who own the brand or identify with the

brand emotionally, the number tends to be far and few. The emotional responses and behaviours of the inspiring consumers who are rejected the brand ownership can be complex. In this paper, we study the effects of brand rejection on consumers' judgment and feelings of the focal brand and its brand peers.

Simply Desirable, Preferably Complex: The Differential Role of Complexity in Experiential and Material Purchases

Chadwick Miller, Arizona State University, USA*

Adriana Samper, Arizona State University, USA

As the number of features on a product or activities in an experience increase the product/experience feels more complex. In this research, we present and test a framework for understanding the role of complexity as a purchase heuristic in material and experiential purchases. We find that although complexity is desired on products, consumers avoid complexity with regard to experiences. Additionally, we find that uncertainty is the underlying driver of this phenomenon.

Humor Expression as Consumer Work: An Interpretive Examination in an Online Context

Prakash Das, University of Calgary, Canada*

Although the importance of online communities is recognized, less is known about consumer activities that draw upon modernistic notions of "consumer work" and "collective consumer creativity". This research presents an interpretive study of an online gaming community and identifies "humor expression" as a type of consumer work that fosters collective creativity. Findings contest assumptions that community identity is mainly claimed by those possessing core community-related skills. Humor activities enable marginalized members to claim status through demonstrations of alternative skills and become valued members. Communities are sustained through novel forms of consumer work and hold implications for marketers.

Taking the blame: The effects of social identity on attributions for the loss of membership

Kyra Wiggin, University of Washington, USA*

Richard Yalch, University of Washington, USA*

Loyalty reward programs promote customer loyalty in a manner that may foster a social identity within the program. However, little is known about the reactions of highly identified customers who risk losing that membership. This research explores this question and finds that as social identification to program increases, high identifiers are more likely to take responsibility for failing to meet the program's spending requirements. Furthermore, the tendency to self-blame persists even when given an external attribution for the shortfall.

A Model of Consumers' Retail Store Patronage Intention for Shopping Daily Necessities

Nak Hwan Choi, Chonbuk National University, South Korea*

Jae Min Jung, California State Polytechnic University-Pomona, USA*

Frank Bryant, California State Polytechnic University-Pomona, USA*

Drawing on psychology and retail literatures, we develop a model of store patronage intention when consumers purchase daily necessities in such stores as groceries and supermarkets. For this type of consumables, we suggest store use convenience and store use usefulness as two antecedents influencing store patronage intention directly without mediating through attitude toward the store. Further, we suggest store use experience, adequacy of time, self-efficacy as antecedents of store use convenience, while response efficacy, utilitarian value, and hedonic value, as antecedents of store use usefulness. A survey from undergraduate students and structural equation modeling provide general support for the model.

Relative Income, Financial Satisfaction, and Subjective Well-being

Anna Paley, New York University, USA*

Vishal Singh, New York University, USA*

This article investigates the relationship between actual versus relative incomes on self-reported measures of financial satisfaction. Using General Social Survey data from 1972 to 2010, we develop a relationship between financial satisfaction and (1) respondent's actual level of family income, (2) opinion of his/her family's income, (3) positive or negative changes to respondent's family's income, and (4) demographic controls. We find that relative income (as measured by opinion of, and change in, family income) is a significantly stronger predictor of financial satisfaction than actual income. Negative downturns to income are found to be more important than positive upturns, akin to prospect theory of losses looming larger than gains. Furthermore, income perceptions lead respondents in the bottom 10% income decile to report a significantly higher level of happiness than financially unsatisfied respondents (with incomes manifold higher) in the top decile.

RECEPTION

6:00 pm - 8:00 pm

Iberian Ballroom, 5th Floor

Saturday, 02 March 2013

SCP Advisory Panel Breakfast Meeting

7:00 am - 8:00 am

San Miguel, 2nd Floor

SCP 2013 REGISTRATION

7:30 am - 3:45 pm

El Cabildo, 4th Floor

BREAKFAST

7:30 am - 8:15 am

Iberian Ballroom, 5th Floor

SESSION 5

8:15 am - 9:30 am

5.1 Symposium: Changing climates and changing behavior: The roles of accessibility, political ideology and personal frames in green choices

Room: Espada

Chair: Troy Campbell, Duke University, USA

Elizabeth Keenan, University of California, San Diego

Driving Green Consumption

Elizabeth Keenan, University of California San Diego, USA*

On Amir, University of California San Diego, USA

Previous work suggests green preference could be driven by a desire to behave morally, a need to be consistent in behavior and identity, or simply because being green is top of mind (i.e., accessible). Using a consequential choice experiment, we tested the role of these drivers in governing the decision to choose a green product over an equivalent non-green alternative. Results show green preference is best explained by the degree of accessibility of eco-friendly concepts with a larger effect for individuals with stronger pre-existing constructs. Findings draw attention to policies that would be especially effective in increasing green consumption.

An Inconvenient Truth for Climate Change Communication: The Problem of and Solutions for Ideologically Motivated Skepticism

Troy Campbell, Duke University, USA*

Aaron Kay, Duke University, USA

Generally, Republicans (conservatives) are less likely to believe in climate change than Democrats (liberals). The authors provide experimental evidence that this divide is in part due to an asymmetry in ideologically motivated cognition. The authors investigate climate beliefs on a granular level—examining the interpretation of a specific climate static as a function of the associated consequences

(agricultural impacts, policy solutions). Importantly the authors show how media communication that affirms the merits of conservatives' ideology (free market) can lead conservatives to more readily embrace climate statistics, even when the statistics explicitly support anti-ideological action (regulating markets).

Red, Blue, and Being Green: Identity Concerns Can Affect Demand For Energy Efficiency

Dena Gormet, University of Pennsylvania, USA*

Richard Larrick, Duke University, USA

Howard Kunreuther, University of Pennsylvania, USA

The present research demonstrates how promoting a green identity can reduce demand for energy efficiency, due to political differences in energy-related values. In a real choice context, political conservatives were less likely to purchase an energy efficient light bulb when it was labeled as environmentally friendly than when it was unlabeled (Study 1). Study 2 demonstrates that ideological differences in support for energy efficiency investment are driven by the polarized value of carbon emissions reduction. However, labels signaling that one values energy independence produced less choice polarization (measured by the hypothetical selection of a more expensive hybrid car; Study 3).

The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns for Products with Negative Externalities

Sarah Müller, University of Hamburg, Germany*

Nina Mazar, University of Toronto, Canada

Anne Fries, University of Hamburg, Germany

Consumers are increasingly attentive to social and ethical considerations threatening the demand for products with negative externalities. To counteract that risk, some companies use cause-related marketing (CM) campaigns. However, is it beneficial for companies (e.g., airline) to offer donations toward fighting a problem directly caused by their products (e.g., carbon-emission)? One field and one laboratory experiment show that customers prefer donations in product-unrelated domains (e.g., illiteracy) – unless the product-related damage that will be offset is personalized. These effects are mediated by guilt. Additionally, the right CM campaign allows companies to increase their market share without giving up profit.

5.2 Individual Papers: Mixing it Up: Variety Seeking and Assortments

Room: San Jose

Chair: Aylin Aydinli, London Business School

A “Wide” Variety: The Effects of Horizontal vs. Vertical Assortment Display

Xiaoyan Deng, Ohio State University, USA*

Barbara Kahn, University of Pennsylvania, USA

Rao Unnava, Ohio State University, USA

Hyojin Lee, Ohio State University, USA

Two lab studies and a field study provide convergent evidence that a simple visual assortment cue, i.e., horizontal vs. vertical assortment

display, can influence shoppers' perceptions of assortment variety, preferences for individual items in the assortment, and choices. We believe that this research contributes to the literatures on shelf display, assortment planning, and variety seeking. Our findings also generate practical insights on how to manage in-store communications.

Balancing the Basket: The Role of Shopping Basket Composition in Embarrassment

Sean Blair, Northwestern University, USA*

Neal Roese, Northwestern University, USA

Consumers who anticipate feeling embarrassed by a purchase often purchase non-embarrassing additional products. The traditional explanation for this strategy is that additional purchases mitigate embarrassment by reducing the embarrassing product's salience, suggesting they will (1) always attenuate embarrassment and (2) attenuate embarrassment to the same extent holding constant salience reduction. We demonstrate that embarrassment does not decrease monotonically with non-embarrassing additional purchases and may, paradoxically, be exacerbated instead. Moreover, we show that the impact of a given additional purchase on embarrassment varies such that it attenuates (vs. exacerbates) embarrassment to the extent that it counterbalances (vs. complements) the shopping basket.

Out With the Old and In With the New: The Effect of Ovulation on Women's Variety Seeking

Ashley R. Arsena, University of Texas at San Antonio, USA*

Kristina M. Durante, University of Texas at San Antonio, USA

Is variety seeking influenced by people's biology? A series of studies show that ovulatory hormones increase women's desire for novelty and variety near ovulation, and this desire translates into increased variety seeking in consumer choice. Specifically, ovulating women reported higher desire for novelty, greater willingness to buy exotic brands, and increased preference for variety in nail polish colors, restaurants, candy bars, and high heels. Additional findings show that mate attraction goals drive this effect. Consequently, minimizing the salience of mate attraction suppresses the effect of ovulation on variety seeking in consumer choice.

The Preference for Larger Assortments in Feeling-based Decisions

Aylin Aydinli, London Business School, UK*

Yangjie Gu, London Business School, UK*

Michel T. Pham, Columbia University, USA

It is well accepted that consumers generally prefer larger product assortments over smaller assortments. This paper suggests that this intrinsic preference for larger assortments depends on the decision process that consumers are likely to follow. Results from four studies show that consumers' relative preference for larger assortments is more pronounced when the decision is likely to be based on feelings. This phenomenon is due to consumers adopting a more expansive exploratory mindset in decisions guided by feelings.

5.3 Individual Papers: Changing Judgments: The Influence of Primes, Baselines, Associations, and Frames on Consumer Judgments

Room: Madero A

Chair: Derick Davis, Virginia Tech

Inconspicuous Omission of Numerical Baseline: Perceived Materiality and Consumer Support for Mandatory Disclosure

Guang-Xin Xie, University of Massachusetts Boston, USA*

Marketers often use numerical comparison to signal superior product attributes. One tricky tactic is to “bend the truth a little” by omitting the baseline information in order to make the focal message more appealing. Results from three studies suggest that perceived materiality of baseline omission is stronger for others than self. The self-other discrepancy can be salient when the contextual effect is either positive or negative, which appears to be driven by ego-enhancement as well as self-defensive reasoning.

Navigating residue sensitivity in the secondhand marketplace

Sommer Kapitan, University of Texas at San Antonio, USA*

Rajesh Bhargave, University of Texas at San Antonio, USA

How do previous users’ contact with gifts, used goods, and shared possessions affect consumer judgments of these objects? We identify a trait measure of sensitivity to the residue of another’s essence or taint found in a used possession. We find that only consumers highly sensitive to residue shift their judgments of used goods according to information about the source of prior contact. Our work also demonstrates that personality transfers into goods previously used or touched. Residue-sensitive consumers respond to framing that shapes perception of a sellers’ traits, such as viewing a tattooed seller as “exciting” vs. “reliable.”

Perceived Unity Affects Consumption and Experience

Robert Smith, University of Michigan, USA*

Many entities in the marketplace, including brands, companies, and musical groups, can vary in whether or not they seem unified, cohesive, or “entitative”. Entitative groups are processed differently than non-entitative groups, resulting in strong judgments of the group. Information about social relationships within a musical group or brand-structure within a company affects perceptions of group unity and results in more extreme judgments when these entities seem unified. These judgments result in stronger consumer reactions to actual product experience, both in the form of judgments and consumption of products when those products are associated with unified producers.

Hard to Right and Easy to Bye: Priming Consequences of Reading Homophones

Derick Davis, Virginia Tech, USA*

Paul Herr, Virginia Tech, USA

We investigate how a homophone (e.g. “bye”)—a word that sounds the same as another but has different spelling and meaning—primes judgments and behaviors related to the complementary homophone (e.g. “buy”). Initial reading processes use word sound, not word spelling, to activate word meaning stored in memory. We theorize homophone priming occurs when consumers encounter and process homophones and a secondary, relatively controlled process fails to suppress activated meanings associated with the incorrect homophone. This research contributes to understanding of phonology (word sound) as an associative link that can lead to perceptual or behavioral priming effects.

5.4 Individual Papers: Let's talk about Sex: Gender Issues in Consumption

Room: El Capistrano

Chair: Kiju Jung, University of Illinois at Urbana-Champaign

Back Off My Man! Women's Conspicuous Consumption as a Mate Guarding Strategy

Yajin Wang, University of Minnesota, USA*

Vladas Griskevicius, University of Minnesota, USA

Do men and women conspicuously consume for different social reasons? Past research has found that a motive to attract a romantic partner triggers men's – but not women's – conspicuous consumption. We tested whether women's conspicuous consumption might be triggered by the motive to guard their romantic partner. Findings from four experiments showed that threats to romantic relationships led women to seek conspicuous products such as designer handbags and shoes in order to display them to other women. Additional findings revealed that a woman's luxury possessions signal a stronger bond between her and her partner, thereby dissuading potential rivals from pursuing him.

Closing the Gap: How Self-Discrepancy and Gender Drive Ideal Self-Congruency with Brands and Social Groups

Sara Loughran Dommer, Georgia Tech, USA*

Nicole M. Verrochi Coleman, University of Pittsburgh, USA

While brands and social relationships have long been thought of as avenues for identity expression, questions remain regarding when consumers prefer to use these to express their ideal selves (ideal self-congruency) rather than their actual selves (actual self-congruency). This research argues that self-discrepancy (the distance between one's actual and ideal selves) and gender interact to influence when and the avenues through which ideal self-congruency matters. Men (women) high in self-discrepancy prefer ideal self-congruency in their brand (social) relationships. Both men and women, however, can reduce their self-discrepancy through interactions with either "ideal" brands or social groups

Men's romantic motives and partner preferences: The relationship with materialism.

Inge Lens, KU Leuven, Belgium*

Mario Pandelaere, UGent, Belgium

While prior research demonstrated that mating goals trigger men's interest in conspicuous consumption, this paper further explores the conditions under which this occurs. More specifically, we show that materialism moderates the relationship between the activation of men's mating goals and their engagement in conspicuous consumption. In addition, we show that materialistic men tend to choose partners who possess characteristics that help them to fulfil their own need for social approval. So, for materialistic men, their partner may fulfil a similar function as conspicuously displayed status products.

Power, Gender and Consumption Choices: The Gender-Matching Effect

Kiju Jung, University of Illinois at Urbana-Champaign, USA*

Robert S. Wyer, Chinese University of Hong Kong, China

Madhu Viswanathan, University of Illinois at Urbana-Champaign, USA

There have been a few attempts to investigate effects of power and gender on consumer decisions. However, much remains to be understood about whether, how and when the effect of power on consumer decisions is gendered. Building on a synthesis of the literature on power, gender stereotypes and linguistics, this article develops insight into the dynamic interplay between power and gender. This interplay is more complex than previously discussed as the effect of power on choices for self and the other is shown to be contingent on one's gender and its match or mismatch with the other's gender.

5.5 Symposium: Why We Fight: Social and Emotional Motivations for Punishment

Room: Concepcion

Chair: Ayelet Gneezy, University of California San Diego, USA

Taking Control: Revenge and the Role of Helplessness

Ayelet Gneezy, University of California San Diego, USA*

Alex Imas, University of California San Diego, USA

Dan Ariely, Duke University, USA

We propose that one important driver of revenge and punishment is the helplessness experienced due to an offensive interaction. Results from four experiments show offensive interactions increase individuals' desire for control and motivation for revenge; endowing individuals with the option to control the offensive interaction mitigates this motivation.

When Consumer Revenge Proves to be Beneficial

Ines Lopez, Miguel Hernandez University, Spain

Salvador Ruiz, University of Murcia, Spain*

Luk Warlop, KU Leuven, Belgium

Examining the beneficial effects of revenge on the consumer and the firm, this paper looks at effectiveness of service recovery strategies depending on whether consumers can share their negative emotions with others. Telling others may serve as a catharsis, reducing dissatisfaction, possibly mitigating revenge behaviour.

Tipping to Punish: Rewarding Bad Service and Punishing Good Service

Ayelet Gneezy, University of California San Diego, USA

Nina Mazar, University of Toronto, Canada*

Typically, the better the service the more customers tip. We show that under some circumstances, when not having enough cash to reciprocate the quality of the received service, customers ironically end up tipping bad service (to punish) but not good service (to not insult). Three studies support our findings.

Last-place Aversion: Evidence and Redistributive Implications

Ilyana Kuziemko, Columbia University, USA

Ryan Buell, Harvard Business School, USA

Taly Reich, Stanford University, USA

Michael Norton, Harvard Business School, USA*

Why do low-income individuals often oppose redistribution? We hypothesize that an aversion to being in “last place” undercuts support for redistribution, with low-income individuals punishing those slightly below themselves to keep someone “beneath” them. We find support for “last-place aversion” in money-transfer games: participants randomly placed in second-to-last place are the least likely to costlessly give money to players one rank below. Last-place aversion predicts that those earning just above the minimum wage will be most likely to oppose minimum-wage increases as they would no longer have a lower-wage group beneath them, a prediction confirmed by survey data.

5.6 Individual Papers: Lifestyles of the Rich and Famous: Status and Luxury Consumption

Room: Madero B

Chair: Renée Gosline, Massachusetts Institute of Technology

Competence versus Warmth Cues on Luxury Perception

Miao Hu, Northwestern University, USA*

Derek D. Rucker, Northwestern University, USA

The current research seeks to better understand factors that affect whether consumers perceive a brand or product to be a luxury. Specifically, we propose that two core dimensions of stereotype formation—warmth and competence—exert subtle but consistent effects on luxury perception. As a consequence, perceptions of luxury for brands and products can be affected by advertising copy that involves slight variations in color tones or taglines. Specifically, competence cues increase luxury perception more so than warmth cues for non-luxury brands. In contrast, warmth cues increase luxury perception for established luxury brands. Implications for the brand perception literature are discussed.

Earning Luckiness: The Effect of Elite Loyalty Program Membership Status on Perceptions of Luck

Rebecca Walker Naylor, Ohio State University, USA

Kelly L. Haws, Texas A&M University, USA

Christopher Summers, Ohio State University, USA*

In this research we examine how loyalty program (LP) members with elite status respond differently than non-LP members to marketing outcomes that are outside of their control (e.g., winning a sweepstakes). We hypothesize that earning elite status in a LP fosters a sense of deservingness that transfers to randomly determined outcomes, leading elite LP members to believe they are “luckier” than non-members. We propose that this effect stems from the control heuristic, which posits that when consumers perceive a relationship between their effort and a desirable outcome, they believe they have control over that outcome.

Imagine All The People: The Consequences of Imagining Luxury Ownership

Jeffrey Lee, Harvard Business School, USA*

This paper explores how imagining luxury product ownership can influence the desirability of these products. While previous literature has suggested the positive effects that imagination can have on purchase likelihoods, the author finds the opposite to be true in luxury items that convey social status. Across four studies, the author demonstrates the negative impact of imagining luxury ownership on willingness to pay estimates (Study 1), while excluding alternative explanations such as elaboration (Study 2) and ease-of-imagination (Study 3). Additionally, the author finds that these negative effects can also occur in advertisements (Study 4).

Omnivores, Status Consumption and Self-Expression

Renée Gosline, Massachusetts Institute of Technology, USA*

Jeffrey Lee, Harvard Business School, USA*

This paper explores the role of self-expression in preferences for the mixing of high and low-status goods, which we refer to as omnivorousness. We find that individuals high in need for self-expression are more likely to engage in (Study 1) and prefer (Study 2) omnivorous behavior. Furthermore, we find evidence that omnivorous behavior is preferred by self-expressives due to the cultural capital expressed in this behavior. Finally, we explore and discover a managerial implication of this relationship between self-expression and omnivorousness: that omnivores actually dislike co-branding that explicitly pairs the high and low-status brands that they own (Study 3).

BREAK

9:30 am - 9:45 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 6

9:45 am - 11:00 am

6.1 Symposium: Fooled by Perception: The Impact of Consumer Biases on Food Intake

Room: Espada

Chair: Yann Cornil, INSEAD, Singapore

Discussion Leader: Pierre Chandon, INSEAD, France

The Low Intensity of Light: Behavioral and fMRI Insights into the Effects of “Light” and “Organic” Claims on Flavor Processing

Lauren Atlas, New York University, USA

Pierre Chandon, INSEAD, France

Bernd Weber, University of Bonn, Germany

Monica Wadhwa, INSEAD, Singapore

Nicolas Linder, University of Bonn, Germany

Hilke Plassmann, INSEAD, France*

As the popularity of healthfulness food claims increases, so do consumers' waistlines. But why? In three experiments, we find that “light” claims reduce expected and self-reported flavor pleasantness and intensity whereas “organic” claims have the opposite effect.

fMRI data suggest that these effects are mediated by lower (light) and higher (organic) brain activity in brains areas involved in basic taste processing as well as higher cognitive processing. Our results help explain the paradox of why consumers sometimes overeat healthy foods that they expect to taste less good.

Mix it Baby: The Effect of Customization on Perceived Healthiness

Nina Gros, Maastricht University, the Netherlands
Anne Klesse, Tilburg University, The Netherlands*
Valerie Meise, Maastricht University, The Netherlands
Darren Dahl, University of British Columbia, Canada

Existing research frequently investigates the effect of customization on consumer attitudes and behavior. We add to this research by exploring the effect of customizing a given food/drink (juice, cereal or yoghurt) on its perceived healthiness. Three studies demonstrate that the mere act of selecting one's own ingredients decreases its perceived healthiness. In addition, study 3 provides first evidence for the underlying mechanism: we find that the effect is pronounced for individuals that generally do not attach great importance to healthy nutrition but attenuated for individuals that care about healthy nutrition.

How Goal Conflict Influences Visual Sensitivity to Portion Size Changes

Yann Cornil, INSEAD, Singapore
Nailya Ordabayeva, Erasmus University Rotterdam, The Netherlands*
Pierre Chandon, INSEAD, France

Some think that obesity may be caused by biased estimations of today's supersized portions, but it is actually unclear what determines portion size estimation accuracy. In three studies, we show that visual sensitivity to portion size changes improves when food is both desired and perceived as a risk. This explains why restrained and overweight eaters are more, not less, accurate estimators of portions sizes and portion size changes. Our findings suggest that increasing information on food quantity and calorie content, alone, is unlikely to help overweight and restrained eaters stop overeating.

6.2 Individual Papers: The Good, the Bad and the Happy: Consequences of Pro and Anti-Social Behavior

Room: San Jose
Chair: Leslie John, Harvard Business School

DEPRECIATION OF THE PAST: DIAGNOSTIC BEHAVIORS HAVE A LONGER LASTING IMPACT THAN NON-DIAGNOSTIC BEHAVIORS

Laura Brandimarte, Carnegie Mellon University, USA
Joachim Vosgerau, Carnegie Mellon University, USA*
Alessandro Acquisti, Carnegie Mellon University, USA

Future negative events are discounted less, and past negative events have a longer lasting impact than positive events. We test whether

this ‘bad has a longer lasting impact than good’ principle also holds for judging people. In three experiments, we demonstrate that it is not bad but diagnostic behaviors that have a longer lasting impact. Past diagnostic behaviors (immoral acts, greedy allocations in a dictator game, and intelligent behaviors) are shown to have a longer lasting impact on impressions of—and money allocations to—an individual than her past non-diagnostic behaviors (moral acts, generous allocations, and unintelligent behaviors).

Imbalance in Spending Time vs. Money on Self vs. Others: Influence on Happiness

Chien-Wei (Wilson) Lin, SUNY-Binghamton University, USA*

Kalpesh K Desai, SUNY-Binghamton University, USA

In this research we explore the impact on happiness and corrective steps consumers take (e.g., reallocation) when their spending of a resource (i.e., time and money) suffers from self-others imbalance i.e., spending more on self and much less on others. Findings from three studies reveal that self-others imbalance involving time (vs. money) results in greater reallocation to and substitution in favor of the underspent category for others and this effect is mediated by happiness. Findings also rule out the alternative explanation of demand effect and reveal the linkage between time (money) and social connection (self-sufficiency).

Karma as a Source of Fairness Judgments: How the Weakening of Karmic Fairness Affects Consumer Preferences

Subimal Chatterjee, Binghamton University, School of Management, USA

Dipankar Rai, Binghamton University, School of Management, USA*

Himadri Roychaudhari, Binghamton University, School of Management

We investigate if North-American consumers use karma to base their fairness judgments of market actions. Our study shows that they believe in karmic fairness as much as their Indian counterparts, and in turn, try to restore karma by (1) rewarding focal entities when they perceive a weakening of positive karma (when markets punish good actions), or (2) by punishing focal entities when they perceive a weakening of negative karma (when markets reward bad actions).

What Hiding Reveals: Ironic effects of withholding information

Leslie John, Harvard Business School, USA*

Michael Norton, Harvard Business School, USA

Imagine being asked about your recreational drug habits by your employer, knowing that to be truthful you must admit that you have occasionally indulged. We show that people believe that the best way to deal with such situations is to opt out of answering at all – but that this strategy is costly, because observers often infer the very worst when people choose not to answer ("Chose not to answer? Must be an addict."). These results are particularly relevant given the increasing frequency with which consumers make decisions about sharing sensitive personal information on both social and professional networking websites.

6.3 Individual Papers: Oh, Behave!: Self-regulation in Consumption Contexts

Room: Madero A

Chair: Hristina Dzhogleva, University of Pittsburgh

***“I Don’t Like it, but it’s Important”*: Implicit Importance, not Implicit Attitudes, Predicts Consumers’ Self-regulatory Success**

Clayton Critcher, University of California Berkeley, USA*

Melissa Ferguson, Cornell University, USA

Across 4 studies, we find that an implicit belief that a task is important predicts consumers’ persistence and ultimate success—in their schoolwork, exercise regimens, and standardized testing performance. Neither implicit attitudes nor explicit importance proved to be as good of predictors. In particular, those for whom tasks were fairly taxing to complete were those who most benefitted from the nudge provided by the implicit belief that the task was “important.” Discussion will focus on connecting these findings to previous research on implicit cognition and self-regulation, as well as how they may be applied to improve consumer welfare.

Collaboration’s Costs: Examining the Self-Regulatory Consequences of Cooperation

Cait Lambertson, University of Pittsburgh, USA

Ainslie Schultz, University of Arizona, USA*

Jesper Nielsen, University of Arizona, USA

We explore the downstream effects of cooperation on individuals at varying levels of self-sufficiency, either as a primed characteristic or due to income level. Taking competition as a baseline, we find that cooperation heightens indulgence and decreases task persistence among highly self-sufficient individuals. However, less self-sufficient individuals show greater persistence and restraint after cooperation than competition. Though observable in the aggregate, we find that these effects are primarily driven by low self-control individuals’ behaviors. As a whole, findings suggest careful consideration of recommendations in favor of cooperation, as it may have important, non-uniform effects on post-task performance and well-being.

Neuroticism Gone Good: The Restorative Benefits of Environmental Settings

Kevin Newman, University of Arizona, USA*

Merrie Brucks, University of Arizona, USA

Consumers’ self-control efforts can deplete finite self-regulatory resources and temporarily reduce the ability to inhibit future behaviors. The present research examines the role of environmental settings as a solution to the depletion effect that does not rely on consumers’ ability to actively monitor and replenish limited self-regulatory resources. Three experiments demonstrate that neuroticism moderates the effectiveness of primes associated with both natural and urban environments in restoring the self-regulatory strength of consumers.

Should Birds of a Feather Flock Together? Understanding Self-Control Decisions in Dyads

Hristina Dzhogleva, University of Pittsburgh, USA*

Cait Poynor Lambertson, University of Pittsburgh, USA

Opposites may attract, but do they succeed together? This research compares the self-control performance of three different dyad types, created based on the partners’ trait self-control - homogenous high self-control, homogeneous low self-control, and mixed, to determine

which lead to better joint self-control and which prove detrimental to the achievement of shared long-term goals. Four experiments conducted across three different self-control domains with virtual and lab-created dyads, as well as actual married couples provide answers to these questions and illuminate the process underlying our findings.

6.4 Individual Papers: Homo Realisticus: Heuristics and Biases in Decision Making

Room: El Capistrano

Chair: Robin Soster, University of Arkansas

Determinants of Diminishing Marginal Utility: Numeracy and Numeric Tractability

Dan Schley, The Ohio State University, USA*

Ellen Peters, The Ohio State University, USA

We investigate the role of numeracy and numeric tractability on diminishing marginal utility (DMU). Previous research has demonstrated that individuals have curvilinear, rather than linear, representations of numbers. We suggest that DMU is not necessarily a diminishing value to money (i.e., prospective satiation), but insensitivity to increasing larger numeric magnitudes. Three studies demonstrate that individuals' susceptibility to DMU is determined, in part, by their numeracy, as well as the tractability of the numbers provided.

Going, Going, Gone: Hormonal Influences on Loss Aversion

Ashley R. Arsena, University of Texas at San Antonio, USA*

Kristina M. Durante, University of Texas at San Antonio, USA

Vladas Griskevicius, University of Minnesota, USA

Stephanie M. Cantu, University of Minnesota, USA

Is loss aversion influenced by hormonal factors? A series of studies examined whether women become less loss averse near ovulation – the time each month when estrogen levels are high and women can become pregnant. Consistent with predictions drawn from the Ovulatory Shift Hypothesis, ovulating women were less upset about losing money and consumer products and accepted lower selling prices for a mug or frame in an actual marketplace exchange. Additional findings revealed the mating motive that underlies the effect of ovulatory hormones on women's loss aversion.

Sunk Savings: When the Reason for Saving Something Is That You've Saved It Already

Elanor F. Williams, University of California San Diego, USA*

Robyn A. LeBoeuf, University of Florida, USA

Personal experience suggests that having saved an item is reason enough to continue saving it, leading to expired cookies, never-worn yet out-of-style clothes, and still corked bottles of wine. Across four studies, we show that saving begets further saving, regardless of the type of item or how much it costs. This reiterative saving does not seem to stem from the item accruing “interest” as it is saved. The “sunk savings” effect can even backfire, leading people to save items for so long that, instead of finding the right time to use them, they are unable to use them at all.

Using Sunk Costs to Untether Consumers from Default Actions

Robin Soster, University of Arkansas, USA*

Kurt Carlson, Georgetown University, USA

Consistent with the sunk cost effect, we find that prior investment in pursuing a default action causes consumers to be overly-committed to the action when an appealing alternative is available. We also find that encouraging consumers to mentally transfer their sunk costs to the alternative action liberates them to pursue the alternative action, so long as the idea to transfer costs is made by a source without an ulterior motive. These findings inform the sunk cost literature, provide a path to better consumer choices, and reveal a way for marketers to encourage switching when consumers have incurred sunk costs.

6.5 Symposium: Deciphering Difficult Decisions: Incidental Influences and Process Insights

Room: Conception

Chair: Jennifer Danilowita, Yale University, USA

When Being Happy Makes Things Harder: The Downside of Positive Mood for Choice

Jordan Etkin, University of Maryland, USA*

Anastasiya Pocheptsova, University of Maryland, USA

Prior work suggests that positive mood generally leads to successful outcomes (Lyubomirsky, King, and Diener 2005). In contrast, in this paper we find that positive mood enhances perceptions of differences between choice options, increasing the incidence of choice deferral. Specifically, we show that when choices evoke a high (vs. low) level of tradeoffs, positive mood magnifies perceptions of differences between choice options, resulting in a decreased incidence of choice. Three studies provide support for our propositions.

Getting Mired in Simple Decisions: The Role of Shrinking Attribute Weight Variance

Aner Sela, University of Florida, USA

Jonah Berger, University of Pennsylvania, USA*

Gia Nardini, University of Florida, USA

Why do people sometimes struggle with decisions that once seemed relatively simple? We suggest that comparing options leads people to lose sight of which product attributes are important. Making trade-offs within attributes increases the perceived importance of trivial attributes, confounding the distinction between important and unimportant attributes. This shrinkage of the variance in attribute importance weights results in increased choice difficulty and dissatisfaction from the choice experience.

Distractions: Friend or Foe in the Pursuit of Conscious and Nonconscious Goals?

Eunice Kim Cho, Pennsylvania State University, USA*

Andrew Mitchell, University of Toronto, Canada

Ravi Dhar, Yale University, USA

Conscious and nonconscious goals are generally believed to lead to similar processes and outcomes. Our research, however, examines how conscious and nonconscious goal pursuits diverge when encountering distractions of various types. Because the activation and pursuit of conscious goals require cognitive resources, we propose that a distraction, which threatens to compete for those resources, will activate a motivated response to protect the goal. Three studies demonstrate that resource consuming distractions increase the accessibility and importance of conscious focal goals, but not of nonconscious focal goals, and thereby have an ironic effect of facilitating the pursuit of conscious goals.

The Positive Consequences of Conflict on Decision Making: When a Conflict Mindset Facilitates Choice

Jennifer Danilowitz, Yale University, USA*

Tali Kleiman, New York University, USA

Ran Hassin, The Hebrew University

Ravi Dhar, Yale University, USA

Much research has shown that conflict is aversive, and leads to increased choice deferral. In contrast, we propose that conflict can be beneficial. Specifically, exposure to conflict can activate a conflict mindset that brings with it the procedural benefits of coping with conflict, without associated costs such as stress and negative affect. In a conflict mindset, then, people are better able to confront and resolve choices. We test this proposition in three experiments, and demonstrate that priming conflicting goals before a decision increases choice in unrelated domains. This occurs because people in a conflict mindset process choice information more systematically.

6.6 Conversations: Sex & Consumption: The Promises and Pitfalls of Evolutionary Consumer Research

Room: Madero B

Discussants: Gad Saad, Concordia University

Vlad Griskevicius, University of Minnesota

Kristina Durante, University of Texas, San Antonio

Geoffrey Miller, University of New Mexico

BREAK

11:00 am - 11:15 am

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

PLENARY SESSION 2

11:15 am - 12:15 pm

Iberian Ballroom, 5th Floor

Keynote Speaker: Mihaly Csikszentmihalyi, Claremont Graduate University

Can We Keep Ourselves from Consuming the World? Some Suggestions from Positive Psychology

LUNCHEON AND PRESIDENTIAL ADDRESS

12:30 pm - 2:00 pm

Buckhorn Saloon and Museum, 318 E Houston St.

SESSION 7

2:15 pm - 3:30 pm

7.1 Symposium: Techniques for increasing enrollment and engagement: Field experiments with health and wellness programs

Room: Espada

Chair: Eleanor Putnam-Farr, Massachusetts Institute of Technology, USA

Choosing to Participate: The effects of message type on enrollment and participation

Eleanor Putnam-Farr, Massachusetts Institute of Technology, USA*

Jason Riis, Harvard Business School, USA

We evaluate the effects on enrollment and participation of different types of email recruitment messages in a large scale field experiment. Participants were randomly assigned to receive messages focusing on either health, rewards, or rewards with quantification, and given either a traditional opt-in text or text with an “active” yes/no option. We measured both subsequent enrollment and long-term participation in a physical activity tracking program and found significant differences between the message types with all active choice messages performing better than the traditional opt-in message.

Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling

Katherine Milkman, University of Pennsylvania, USA*

Julia Minson, University of Pennsylvania, USA

Kevin Volpp, University of Pennsylvania, USA

We evaluate the effectiveness of a temptation bundling device – a new type of commitment device designed to leverage impulsive behaviors to help people overcome self-control problems. We describe an experiment measuring the value of bundling tempting rewards (page-turner audio novels) with visiting the gym to increase exercise. Participants were randomly assigned to a control group, full treatment in which access to “want” audio novels was only available at the gym, or intermediate treatment in which they were encouraged to self-restrict enjoyment of novels to the gym. Gym visits were initially significantly increased by the devices but effectiveness weakened over time.

Exercising to the Lowest Common Denominator

Leslie John, Harvard Business School, USA*

Michael Norton, Harvard Business School, USA

We demonstrate the impact of the lowest common denominator in physical health: people tend to converge to the lowest-performing

members of their groups. In a field experiment in a corporation, we introduced walkstations (treadmills attached to workspaces that enable employees to walk while working), provided employees with feedback on their own and their coworkers' usage, and assessed usage over six months. Usage declined most when participants were given information on coworkers' usage levels, due to a tendency to converge to the lowest common denominator – their least-active coworkers.

7.2 Individual Papers: Of Good and Nice: Moral and Pro-social Behavior

Room: San Jose

Chair: Nadav Klein, University of Chicago

Are You Rich Enough to Eat Organic? Moral Judgments Depend on the Income of the Target

Jenny Olson, University of Michigan, USA*

Brent McFerran, University of Michigan, USA

Andrea Morales, Arizona State University, USA

Darren Dahl, University of British Columbia, Canada

The current research examines how individuals are evaluated differently according to societal norms based on income for engaging in the same prosocial activity – namely, purchasing organic food. Because organic food is associated with health and wealth, we propose that the moral judgments people form of organic consumers will differ based on income. Across five studies we demonstrate that organic food choices polarize moral judgments: whereas high-income individuals choosing organic food (versus conventional) are perceived as more moral, those with low incomes are perceived as less moral. Results also reveal less support for an organization providing organic food (versus conventional) to needy families, resulting in lower actual donations.

Fear Not, for You Can Help! The Effect of Fear of Failure and Self-Construal on Charitable Giving

Lale Okyay-Ata, Koç University, Turkey*

Zeynep Gürhan-Canlı, Koç University, Turkey

Previous research has extensively addressed fear of failure effects in domains such as education, sports, and healthcare but not nearly as much in marketing, with studies confined to fear appeals in advertising. This research explores the effect of fear of failure in a consumer context, on charitable giving. It is hypothesized and shown that; self-construal moderates the effect of fear of failure on donation likelihood. Under a high fear of failure, an independent self-construal decreases and an interdependent self-construal increases donation likelihood. The effects are mediated by perceived social support. Implications for theory and practice are discussed.

I'm Moral, but I Won't Help You: When and Why Moral Identity Does Not Motivate Charitable Giving

Sae Rom Lee, Pennsylvania State University, USA*

Karen Winterich, Pennsylvania State University, USA

William Ross, University of Connecticut, USA

Moral identity tends to increase charitable giving, but we find that an important boundary condition of this effect is the recipients' responsibility for their plight. Specifically, recipients' plight responsibility moderates the positive effect of moral identity on charitable

giving such that moral identity only increases donations to recipients who have low responsibility for their plight. We find moral identity does not increase donations for those with high plight responsibility due to a lack of empathy. Notably, recalling one's own moral failings can evoke empathy for recipients with high responsibility and reinstate the positive effect of moral identity on donations.

The Fairness Premium in Social Evaluation

Nadav Klein, University of Chicago, USA*

Nicholas Epley, University of Chicago, USA

Ask any child and they will tell you: getting \$5 is better than getting \$1, and getting \$10 is better still. The friend who gives these amounts as gifts should therefore be evaluated more favorably as more money is given. Straightforward though this logic may be, we suggest that people's evaluations routinely violate it. In a series of experiments, we find that people evaluate selfish behavior very negatively, but do not evaluate extremely generous behavior more positively than merely fair behavior. This asymmetry appears to emerge because of a premium given to fair actions, rather than a disregard for generosity.

7.3 Individual Papers: Consumer Choice: When to Decide is to Trade Off and Let Go

Room: Madero A

Chair: Eugene Chan, University of Toronto

Constructing Value from Irrelevant Experience: Activating Frustrated Values From Past Tradeoffs Dynamically Shifts Future, Unrelated Choices

Stephanie M. Carpenter, University of Michigan, USA*

Brian D. Vickers, University of Michigan, USA

J. Frank Yates, University of Michigan, USA

This research proposes a dynamic valuation process that extends beyond the incidental circumstances surrounding a given decision context. Two studies revealed that recalling a prior tradeoff situation reliably reminded decision makers that one side of that tradeoff entailed both the satisfaction of one value and the frustration of another value. This recall activated the frustrated values, thereby affecting decisions in contexts that were irrelevant to the original tradeoff situations, especially when tradeoff processing was greater. Results suggest that current value is subject to the systematic influences of prior value experiences in situations that are remote from the current decision context.

Polarized Perceptions: When Joint (Vs. Separate) Presentation Leads To Enhanced Perceived Heterogeneity

Ritesh Saini, University of Texas at Arlington, USA*

Dian Wang, University of Texas at Arlington, USA

How do simultaneous choices made for multiple-other people differ from choices made for a single-other person? In this paper we explore how people make decisions for, and anticipate preferences of, multiple-other people (vs. a single person). We demonstrate three systematic effects when decisions are simultaneously made for multiple people: (1) higher variance is attributed to other's preferences, thereby leading to perception of enhanced preference heterogeneity, (2) other's preferences are viewed as more distant and less similar to

self-preferences, thereby leading to reduced false consensus effect, and (3) decision confidence is enhanced and perceived difficulty mitigated.

The Maximizing Mindset

Jingjing Ma, Northwestern University, USA*

Neal Roese, Northwestern University, USA

Being the best is great. The goal to maximize outcomes has been advocated as ideal in almost every domain of life. We propose maximizing constitutes a mindset that may be situationally activated, and that has predictable consequences for affect and judgment. The present research demonstrates that the maximizing mindset amplifies regret without impacting happiness, and that it only amplifies dissatisfaction when the outcome falls far below expectation. Moreover, we identify conditions under which this mindset could be psychologically beneficial versus problematic.

The Tyranny of Utilitarian but Democracy of Hedonic Choices

Eugene Chan, University of Toronto, Canada*

Andrew Mitchell, University of Toronto, Canada

While offering choice can meet diverse consumer tastes, it can also decrease consumers' satisfaction or motivation to choose altogether. It is unclear under which circumstances offering choice would be detrimental or beneficial for consumers. In two experiments, we find that offering utilitarian choices decreased, but offering hedonic ones increased, choice satisfaction. Offering utilitarian choices increased difficulty and depleted consumers, while offering hedonic choices increased autonomy and vitalized them. We thus suggest that the different types of choice that consumers make likely act as a moderator for the choice overload phenomenon.

7.4 Individual Papers: When the Going Gets Tough: Coping with Negative Consumption Situations

Room: El Capistrano

Chair: Elise Chandon Ince, Virginia Tech

Construal and Coping: How I Cope Affects How I Think

DaHee Han, Indiana University, USA*

Adam Duhachek, Indiana University, USA

We show that the use of specific coping strategies is associated with systematic variations in construal level. In particular, we propose that consumers who employ problem-focused coping will adopt lower level construals because they mentally represent their coping in a concrete and detailed manner, whereas those that employ emotion-focused coping will adopt higher level construals because they mentally represent their coping in an abstract and superordinate manner. These findings are extended to a persuasion context demonstrating that a match between coping strategy and message framed at the appropriate level of construal results in greater message compliance.

Contagious disease and imperfections of the self

Joshua Ackerman, Massachusetts Institute of Technology, USA*

Chad Mortensen, Metropolitan State University of Denver, USA

Research on the psychology of contagious disease threat has focused previously on reactions to external stimuli, such as people and objects. Here, two studies demonstrate that individuals primed with disease cues perceive more flaws within themselves, in particular flaws related to physical, mental and social characteristics. Individuals concerned with disease also express an increased interest in purchasing products that may alleviate such flaws.

The Illusion of Saving Face: How Products Help Consumers Get Relief from Embarrassment

Ping Dong, University of Toronto, Canada*

Irene Xun Huang, The Chinese University of Hong Kong, Hong Kong*

Robert S. Wyer Jr., The Chinese University of Hong Kong, Hong Kong

Face is the public aspect of self. It can be maintained, enhanced and lost in interpersonal interaction. The loss of face often leads to feelings of embarrassment. As a consequence of the metaphorical link between embarrassment and the concept of losing face, people symbolically cope with embarrassment by choosing products that either hide their face (e.g., sunglasses) or repair it (e.g., face-restoring cosmetics). Moreover, these two symbolic coping strategies have different behavioral consequences. In particular, although symbolically repairing one's face eliminates aversive feelings of embarrassment and restores one's willingness of public exposure, symbolically hiding one's face has no such effects.

The Ironic Effect of Excuses on Consumer Perceptions

Elise Chandon Ince, Virginia Tech, USA

Nora Moran, Virginia Tech, USA*

Rajesh Bagchi, Virginia Tech, USA

We study the role of a noncontroversial service recovery strategy—providing an excuse—and show that excuses decrease satisfaction after minor failures. We also identify the underlying process, and delineate boundary conditions. Specifically, we find that individuals' expectations for excuses after a minor failure are low. However, once an excuse is offered, it prompts consumers to elaborate and become more critical of the failure, increasing discontent with the service. These effects are reversed when individuals are suspicious of a negative ulterior motive.

7.5 Symposium: Mind The Gap: Psychological Distance and Perceptions of Ethicality

Room: Concepcion

Chair: Shahar Ayal, IDC Herzliya, Israel

Nina Mazar, University of Toronto, Canada

Distancing Response to Ethical Dissonance

Rachel Barkan, Ben-Gurion University of the Negev, Israel

Shahar Ayal, IDC Herzliya, Israel*

Francesca Gino, Harvard University, USA

Dan Ariely, Duke University

We demonstrate the “pot calling the kettle black” phenomenon whereby people are guilty of the very fault they identify in others. Recalling an undeniable ethical failure, people experience ethical dissonance between their moral values and their behavioral misconduct. Our findings indicate that to reduce ethical dissonance, individuals use a double-distancing mechanism. They judge others more harshly and simultaneously present themselves as more virtuous and ethical (Studies 1 and 2). We show this mechanism is exclusive for ethical dissonance and is not triggered by salience of ethicality (Study 3) or ethically-neutral cognitive dissonance (Study 4).

The Effect of Construal Level on Consumers' Anticipations Involving Ethical Behavior

Nelson Amaral, University of Minnesota, USA*

Joan Meyers-Levy, University of Minnesota, USA

This research explores how variations in consumers' construal level may influence their own unethical behavior, as well as their expectations about how ethically others as well as the self will behave. Construal levels are manipulated socially, temporally, meta-cognitively and through established psychological primes. Tests of mediation and mediated moderation indicate that by changing the relative priority placed on the desirability of end-state goals or of feasibility means of accomplishing those goals, changes in construal level have predictable effects on both actual and expected unethical behavior.

Going the Extra Mile: Defaults as Psychological Barriers to Dishonesty

Nina Mazar, University of Toronto, Canada*

Scott Hawkins, University of Toronto, Canada

The presence or absence of a default option can significantly influence individuals' tendency to comply with a public policy goal such as organ donation. We extend that notion and explore the role defaults can play in encouraging honest behavior. Building on previous research on omission and commission across two studies we show that it is psychologically harder to cheat when it requires overriding a default, correct answer rather than simply giving an incorrect answer. Furthermore, while people share this intuition, they do not appreciate the different physical and psychological costs of cheating and thus, view transgressors as equally immoral.

Infectious Counterfeiting: Labeling Products as Fakes can Contaminate Perceived and Actual Efficacy

Moty Amar, Ono Academic College, Israel*

Ziv Carmon, INSEAD, Singapore

Dan Ariely, Duke University, USA

This paper explores the customer-level consequences of counterfeiting by showing that simply presenting products as counterfeits can affect their perceived and actual quality. For example, experienced golfers played objectively less well with a (non-fake) club said to be a counterfeit versus with a non-fake club. The data suggest that assessments of ethical offense can mediate the effect. Furthermore, counterfeiting can contaminate similar non-fake products. Altogether, this paper illustrates the harmful effects of counterfeiting from the consumer perspective and contributes to emerging research streams on psychological contamination, marketing effects of unethical-behavior, and the placebo effects of marketing actions.

7.6 Conversations: Food Consumption & Policy

Room: Madero B

Discussants: Vishal Singh, New York University

Pierre Chandon, INSEAD

Koert van Ittersum, Georgia Tech

BREAK

3:30 pm - 3:45 pm

5th Floor Iberian Foyer, 4th Floor El Cabildo, 3rd and 2nd Floor Foyers

SESSION 8

3:45 pm - 5:00 pm

8.1 Symposium: Pay-what-you-want and pay-it-forward: Fairness, Generosity, and Greed.

Room: Espada

Chair: Minah Jung, University of California Berkeley, USA

Leif Nelson, University of California, Berkeley, USA

Dollars and (Non)Sense: Consumer Overpayment in Pay-What-You-Want Contexts

Shelle Santana, New York University, USA*

Vicki Morwitz, New York University, USA

When buyers have complete pricing power, such as in Pay What You Want (PWYW) settings, they should not pay more than their reference price for the product, yet they do. Three laboratory studies show that consumer mindset during the pricing task determines overpayment in PWYW settings. This “mindset” contains both economic utility and generosity goals (versus one or the other). These goals are naturally uncorrelated, but contextual manipulations—such as the presence of a suggested price and whether or not the proceeds will be shared with a charity—heightens the salience of one vs. other, which influences overpayment.

Are You Really Paying What You Wish? The Interplay of Social Motivations in Consumers' Price Decisions

Sae Rom Lee, Pennsylvania State University, USA*

Hans Baumgartner, Pennsylvania State University, USA

Rik Pieters, Pennsylvania State University, USA

This research suggests a framework for understanding consumers' price decisions in the context of Pay-What-You-Wish pricing, incorporating self-interest, fairness, prestige sensitivity, and conformity motivations. The importance of social motivations and the dynamic interplay of different motivations for price decisions are demonstrated in four studies. Economic self-interest motivation leads consumers to pay less than the regular suggested price, but fairness and prestige sensitivity constrain self-interest and result in higher price offers. The effect of prestige sensitivity can be attenuated by social signals indicating the appropriateness of paying a low price, whereas fairness concerns are not attenuated by such social signals.

People Pay More When They Pay-It-Forward

Minah Jung, University of California Berkeley, USA*

Leif Nelson, University of California Berkeley, USA

Ayelet Gneezy, University of California San Diego, USA

Uri Gneezy, University of California San Diego, USA

How will a customer respond when a company abandons fixed prices in favor of "gifts"? In six studies we compare behaviors under the Pay-it-Forward pricing to those under the economically identical Pay-What-You-Want pricing. Field experiments showed that people paid more under Pay-it-Forward pricing in both non-profit and for-profit settings. Laboratory experiments showed that the effect remained regardless of whether people knew the giver or receiver. And people paid more when they signaled their generosity and were strongly influenced by information about others' payments. In our last field experiment, people paid more when reminded of giving a gift than receiving one.

Paying What Forward: The Limits of Generosity in Generalized Reciprocity

Kurt Gray, University of North Carolina, USA

Adrian Ward, Harvard University

Michael Norton, Harvard Business School, USA*

People's first impulse when the victim of greed or recipient of generosity is often to pay back that behavior in kind. What happens when people cannot reciprocate, but instead have the chance to pay it forward to someone entirely different? In a series of experiments, participants received greedy, equal, or generous divisions of money or labor from an anonymous person, and then divided additional resources with a new anonymous person. While equal treatment was paid forward in kind, greed was paid forward more than generosity. This asymmetry was driven by negative affect; a positive affect intervention disrupted paying greed forward.

8.2 Individual Papers: The Price is Right: Consequences and Perceptions of Pricing Strategies

Room: San Jose

Chair: Lindsay McShane, Wilfrid Laurier University

A Penny Saved Is Another Penny Spurned: The Effect of Promotions on Consumer Impatience

Franklin Shaddy, Columbia University, USA*

Leonard Lee, Columbia University, USA

We investigate impatience as a potential consequence of exposure to promotions. We propose that promotions, which possess high incentive value, heighten desire for rewards; such a reward-seeking tendency, in turn, yields desire for instant gratification and thus impatience. Three experiments reveal that exposure to promotions both increases willingness to spend money to avoid waiting and decreases willingness to wait to obtain more money. Moreover, we find that BAS sensitivity moderates the causal relationship between promotions and impatience. Therefore, although consumers value promotions as opportunities to save money, exposure to promotions may “backfire” such that consumers are actually worse off financially.

Can price discounts backfire? Examining predictions from partitioned pricing, prospect theory and mental accounting

Abhijit Guha, Wayne State University, USA*

Abhijit Biswas, Wayne State University, USA

Bidisha Burman, Appalachian State University, USA

Joydeep Srivastava, University of Maryland, USA

Price discounts generally increase sales. In some cases, price discounts may lower quality perceptions and thus backfire, reducing sales. But, are there other reasons due to which price discounts may backfire. To answer this question, we draw from theory on partitioned prices, prospect theory and mental accounting. We propose that offering a price discount may, in some specific conditions (derived from marrying work in prospect theory and mental accounting), negatively impact shipping cost fairness perceptions. In turn, such negative shipping cost perceptions may reduce purchase intentions. Across four studies, we find support for the sequence of propositions above.

Consumer Reactance to Conditional Price Promotions

Aylin Aydinli, London Business School, UK

Marco Bertini, London Business School, UK*

The authors examine the role of conditional price promotions in degrading consumer product choice. Though firms often prefer to offer monetary incentives subject to some desired additional behavior, consumers may perceive this decision as a constraint on their freedom and react by exercising restraint, purchasing cheaper and fewer options than they otherwise would. We present experiments that demonstrate this phenomenon and test situational and dispositional factors that are expected to play a significant role in moderating the effect, as suggested by the theory of psychological reactance.

What does this price differential say about me? Self-threat and consumers' price fairness judgments

Lindsay McShane, Wilfrid Laurier University, Canada*

Ashworth Laurence, Queens University, Canada

Prices commonly vary across consumers, stores and time. Such differentials are considered the basis of price unfairness perceptions. Yet, the extant literature reveals that the perceived unfairness of such differentials varies greatly. We show across three experiments that a crucial determinant of unfairness in such situations is the extent to which the differential threatens distinct aspects of the self, where threatening differentials are deemed particularly unfair. We find that deliberate price differentials threaten one's social identity, particularly when consumers value their relationship with the seller. Differentials for which the consumer feels at least partially responsible, however, threaten one's personal identity by conveying incompetence.

8.3 Individual Papers: The Hedonic Consumer: Evaluations and Consequences of Hedonic Experiences

Room: Madero A

Chair: Cindy Chan, University of Pennsylvania

First Impressions Matter More When Co-experiencing With Others: Temporal Sequences in Joint Versus Solo Contexts

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

Nicole Montgomery, College of William and Mary

Consumption experiences, consisting of a temporal sequence of episodes, may be shared with others (joint context) or experienced alone (solo context). This work investigates the moderating role of social context on experienced enjoyment and global, retrospective evaluations of sequences. We find an improving sequence preference in solo contexts, but demonstrate an attenuation of this preference in joint contexts. Because individuals feel more connected to others during joint experiences, they hold a more holistic (less analytic) processing style, which contributes to greater weighting of the start in their retrospective evaluations and greater assimilation to the start in their experienced enjoyment.

The Best and the Bizarre: Prototype and Exemplar-based Retrospective Evaluations of Experiences

Robert Latimer, New York University, USA*

Priya Raghubir, New York University, USA

Consumers may judge past experiences based on either a unified, abstracted representation of an experience (prototype) or their recall of individual components of an experience (exemplars). Unusual or distinctive components of experiences form strong exemplars, but are weak inputs into prototypes. Four studies examine how distinctive and highly enjoyable components of experiences influence overall evaluations. When exemplars are contextually accessible, distinctive components dominate overall evaluations. Increasing the distinctiveness of highly enjoyable components improves overall evaluations after a delay in contexts suited to exemplar formation, but reduces overall evaluations in contexts well suited to prototype formation.

Two Paths from Boredom to Consumption

Soo Kim, Northwestern University, USA*

C. Miguel Brendl, Northwestern University, USA

As our intuitions would believe, boredom has consequences on consumption. However, this work shows that what type of consumption boredom elicits depends on to which source consumers attribute their boredom experience. We find that, when situation-attributed, boredom leads consumers to exhibit a relative preference for vices because vices are thought to better provide pleasurable stimulation than virtues. More interestingly, however, we find that when self-attributed, boredom leads consumers to exhibit a relative preference for virtues because virtues are thought to better provide a sense of meaningfulness than vices.

Experiential Gifts Are Socially Connecting

Cindy Chan, University of Pennsylvania, USA*

Cassie Mogilner, University of Pennsylvania, USA

What type of gifts are most connecting—material gifts or experiential gifts? Five field and laboratory studies examine actual gift exchanges and reveal that people who receive experiential gifts consequently feel more connected to their gift-giver than those who receive material gifts. This effect stems from the greater emotion evoked by experiential gifts, particularly when the emotional experience is shared between the gift-giver and recipient. With the primary goal of gift-giving being a means to cultivate relationships, this research identifies giving experiential gifts as a highly effective form of prosocial spending.

8.4 Individual Papers: Deliberating on Automaticity: System 1 and System 2 Processing

Room: El Capistrano

Chair: Ellie Kyung, Dartmouth College

I... Must... Resist: On the (Un)Controllability of Evaluative Conditioning

Mandy Hütter, Ruprecht-Karls-Universität Heidelberg, Germany

Steven Sweldens, INSEAD, France*

Changing brand attitudes by pairing brands with affectively laden stimuli is called evaluative conditioning. A long-standing question is whether such pairings can change brand attitudes via associative processes which operate automatically, that is, in the absence of awareness, uncontrollably and not influenced by intentions or processing resources. We develop a multinomial process dissociation procedure to distinguish controllable from uncontrollable processes causing the evaluative conditioning effect. In two experiments we show that both controllable and uncontrollable learning mechanisms contribute to the final brand evaluations. Implications for consumer research and for theories of associative learning are discussed.

The 'Automaticity' of Buying Behavior

Karsten Hansen, University of California San Diego, USA*

Romana Khan, Ozyegin University, Turkey

Vishal Singh, New York University, USA*

An extensive literature in psychology shows that a majority of our judgments and behaviors are guided by implicit cognition that is

spontaneous, effortless, and unconscious. This article provides a large scale empirical study on the extent to which our daily shopping behavior displays a level of “habituation” or “automaticity”. We utilize a unique database that records the details of grocery shopping histories for a nationwide sample of over 18,000 households observed over six years. Using measures of purchase concentration, we draw upon the theoretical literature to analyze how habits vary across households and products. Our results show a high level of purchase concentration across households and product categories, a phenomenon we loosely call “automaticity” of buying behavior. This behavior is moderated by a variety of household and product specific factors as theorized in the literature.

Tracing the impact of associative reasoning on consumer information processing

Sophie Chaxel, McGill University, Canada*

Catherine Wiggins, Cornell University, USA

We propose an alternative to methods that inhibit System 2 in order to study the impact of associative reasoning on consumer judgment. We hypothesize that associative reasoning is a cognitive procedure that has similar properties to mindsets. As such we propose a priming method to activate associative reasoning as a mindset and investigate its impact on judgment. Two preliminary studies validate our method by demonstrating an increased reliance on the availability heuristic and the representativeness heuristic in response to priming. Two follow-up studies investigate the impact of associative reasoning in two new domains: the sunk cost fallacy and implicit biases.

Knowing without Remembering: How Articulation Reduces the Accuracy of Numeric Comparisons

Ellie Kyung, Dartmouth College, USA*

Manoj Thomas, Cornell University, USA

Three experiments on memory-based price comparisons demonstrate a paradoxical finding: Participants first asked to articulate the comparison standard before making comparative judgments were less accurate than those not asked to do so. We propose that consumers rely on a subjective feeling of knowing when making comparative numerical magnitude judgments and that disrupting this FOK through (1) attempting explicit articulation of the comparison standard or (2) negative feedback can make these judgments less accurate. Ironically, merely attempting to articulate a memory-based comparison standard reduces the accuracy of comparative magnitude judgments. A fourth experiment replicated these findings in the context of frequency judgments.

8.5 Symposium: Making Sense of the Senses: The Impact of Different Sensory Cues on Consumer Decision Making

Room: Concepcion

Chair: Monica Wadhwa, INSEAD, Singapore

Vices Lurking in the Dark: The Impact of Background Color on Indulgent Consumption

Kuangjie Zhang, INSEAD, Singapore*

Monica Wadhwa, INSEAD, Singapore

Amitava Chattopadhyay, INSEAD, Singapore

Building on prior research on color cognition, we argue that darkness as compared to brightness is associated with both the concept of sin

and the concept of pleasure. In a series of four studies, we show that dark (vs. bright) color cues enhance consumers' desire and preference for indulgent food products when the pleasurable aspect of the indulgent consumption is more salient (e.g., when consumers have a pleasure goal). However, this effect is reversed when the sinful aspect of indulgent consumption is more salient (e.g., when consumers are primed with a health goal).

The Evoked-Dynamism Effect: Dynamic Imagery from Static Brand Logos

Luca Cian, University of Michigan, USA*

Aradhna Krishna, University of Michigan, USA

Ryan S. Elder, Marriott School of Management, Brigham Young University

We integrate findings from three disparate bodies of literature, art and visual design, cognitive psychology, and consumer behavior, in order to create a theoretical foundation for the downstream consequences of dynamism in logo design. We specifically propose and demonstrate “the Evoked-Dynamism Effect,” that visually static logos can generate dynamic imagery, including perceptions of movement, ultimately increasing overall attitudes toward the brand. Across a series of studies we demonstrate the important consequences of dynamic imagery stemming from static logos, provide support for our hypothesized process, and explore boundary conditions, such as the congruence between perceived movement and product type.

The Preference-Polarization Effect of Music: How Background Music Changes Preferences

Leonard Lee, Columbia University, USA*

Manoj Thomas, Cornell University, USA

Preferences are influenced by consummatory aspects of a product that elicit intrinsic attitudes (“I like snacks”) as well as by instrumental attributes (“this snack is reasonably priced”). We propose that background music can increase self-focused attention and augment the effect of intrinsic attitudes on preferences, thus polarizing consumers’ expressed preferences. We tested this preference-polarization effect of music in four experiments and provided support for the hypothesized self-focused-attention mechanism for the effect. Further, the effect manifests across different types of music (fast/slow, concordant/discordant), can be triggered by pure recall of a musical experience, and cannot be sufficiently explained by cognitive load.

It Can't Be That Bad If It Smells This Good: Do Pleasant Ambient Odors Diminish the Persuasiveness of Fear Appeals?

May O Lwin, Nanyang Technological University, Singapore

Maureen Morrin, Rutgers University, USA*

Jeffrey Neo Jun Rong, Nanyang Technological University, Singapore

Ambient scenting is increasingly used at locations such as doctors’ offices, hospitals, and dental clinics to reduce consumer anxiety. Might such efforts have negative unintended consequences? In this research we explore the effects of ambient scenting on the persuasiveness of a health-related warning about colon cancer. We report the results of a study (n = 236) showing that the effectiveness of a fear appeal is significantly reduced when the message is received in the presence of a pleasant ambient odor. We further show that the impact of scent on perceived threat is mediated by its tendency to inhibit fear arousal.

8.6 Individual Papers: Distance Makes the Mind Go Abstract: Psychological Distance and Construal Level

Room: Madero B

Chair: Ernest Baskin, Yale University

Influence of Spatial Reference Frame on Store Preference and Choice

Dipankar Rai, Binghamton University, State University of New York*

Kalpesh Desai, Binghamton University, State University of New York

Results of two studies show that spatial representation of direction to stores influences preference and choice of stores varying on social density and social distance. Allocentric reference frame, in which store location is represented with respect to other landmarks (e.g., West of college campus), induces abstract construal and choice of stores that are more crowded and frequented by dissimilar consumers. On the other hand, egocentric reference frame, in which store location is represented with respect to self (e.g., left to me), induces concrete construal and choice of stores that are less crowded and frequented by similar consumers.

Moving on and away: Psychological closure increases temporal and probabilistic psychological distance

Jae-Eun Namkoong, University of Texas at Austin, USA*

Andrew Gershoff, University of Texas at Austin, USA

Psychological closure is the feeling of completeness of an experience that enables people to move on. We show that psychological closure increases psychological distance, mediated by emotional intensity. Four experiments demonstrate that psychological closure causes people to feel that a negative consumer event (e.g. a product failure) happened a longer time ago (temporal distance) and is less likely to happen again (probabilistic distance). This led to reduced negative evaluation about the product/brand and lower intention to purchase warranty in the future that covers the same type of product failure.

The Benefits, and Drawbacks, of Strategic Distraction: The Role of Construal Level

Nelson Amaral, University of Minnesota, USA*

Despite the on-going attention that “strategic distraction” has received, there is still little understanding about how distraction accomplishes improvements on the performance of certain tasks. This research reports a series of studies, indicating that periods of distraction increase the psychological distance between the consumer and the issue, which elicits a more abstract construal of the information. Converging evidence for this mechanism is provided with both conceptual and perceptual tasks that are either aided or hindered by a period of distraction. The final study relies on tests of mediation to provide evidence for the practical implications of these findings.

What was I Thinking?: Effect of Construal Level on Memory-Based Choice

Ernest Baskin, Yale University, USA*

Cheryl Wakslak, University of Southern California, USA

Nathan Novemsky, Yale University, USA

While research in construal level theory (CLT) typically looks at stimulus-based decisions, we consider decisions that involve memory of information that is not part of the choice context. These situations point to an ambiguity in CLT. Does construal influence which aspects of a stimulus are noticed and encoded or which are weighed more heavily at retrieval? Does construal act through attribute weighting or memory representation and does this depend on the situation?

“SATURDAY NIGHT FEVER” DINNER AND PARTY

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Iberian Ballroom, 5th Floor

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