

**Association for Consumer Research  
North America Conference 2017  
October 26-29, 2017  
San Diego, California**

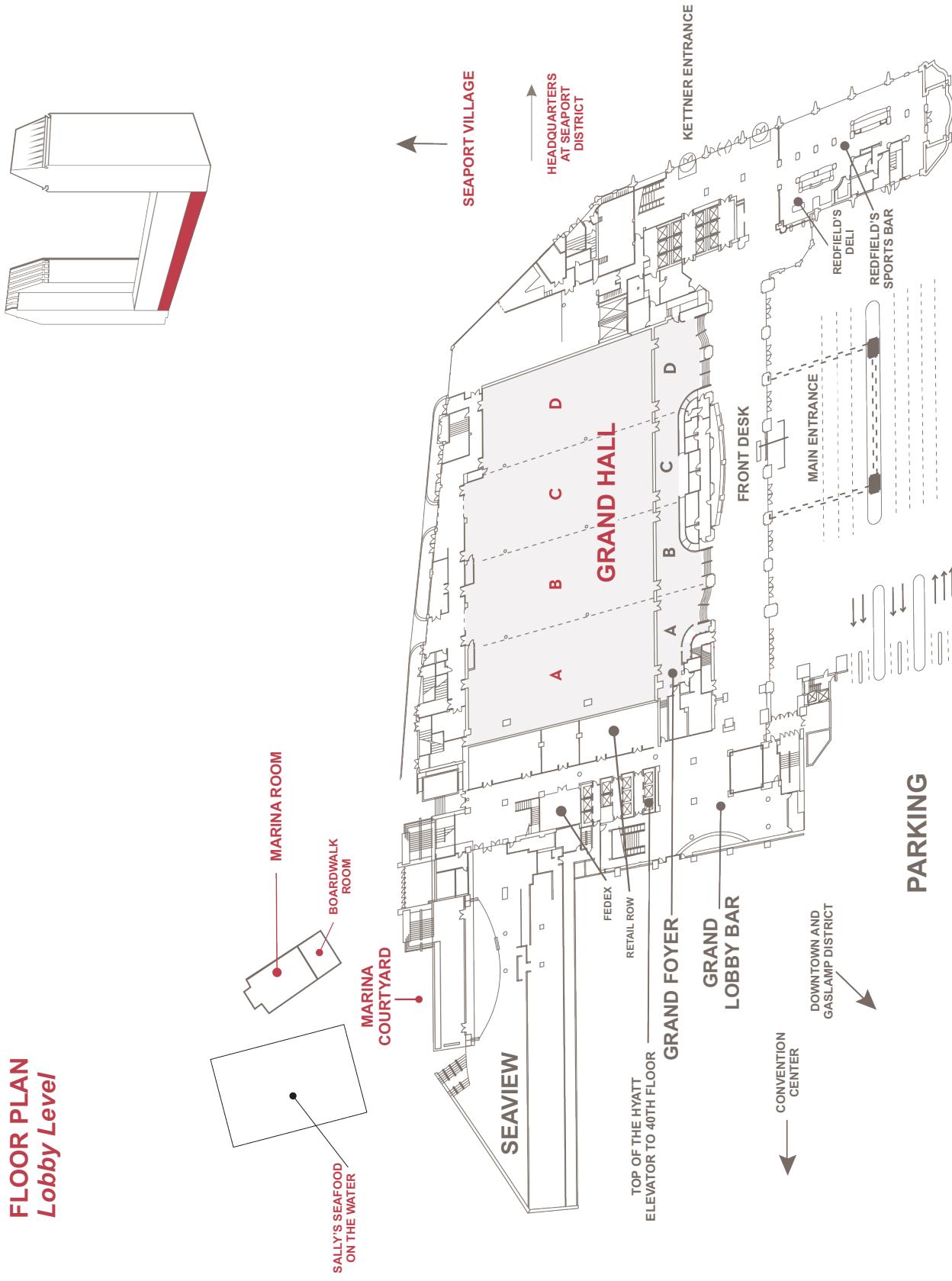
**PROGRAM (10/12/17)**



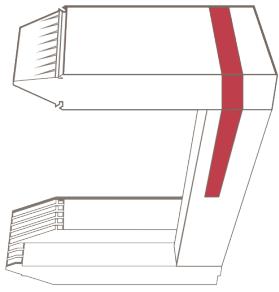
**Conference Co-Chairs:**  
Ayelet Gneezy, University of California San Diego  
Vlad Griskevicius, University of Minnesota  
Patti Williams, University of Pennsylvania

**ACR President:**  
Margaret C. Campbell, University of Colorado Boulder

**FLOOR PLAN**  
*Lobby Level*

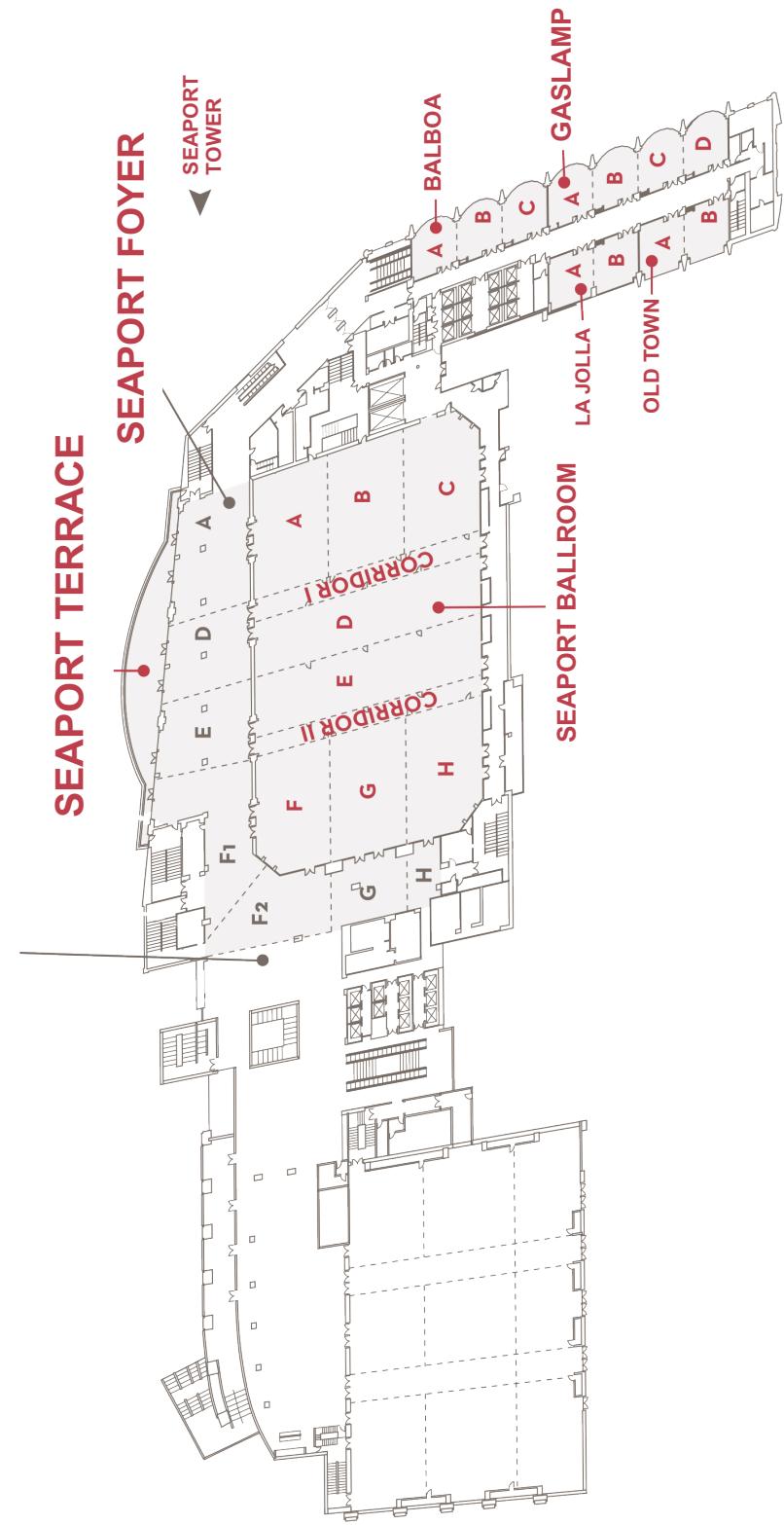


**FLOOR PLAN**  
*Second Level - Seaport Tower*

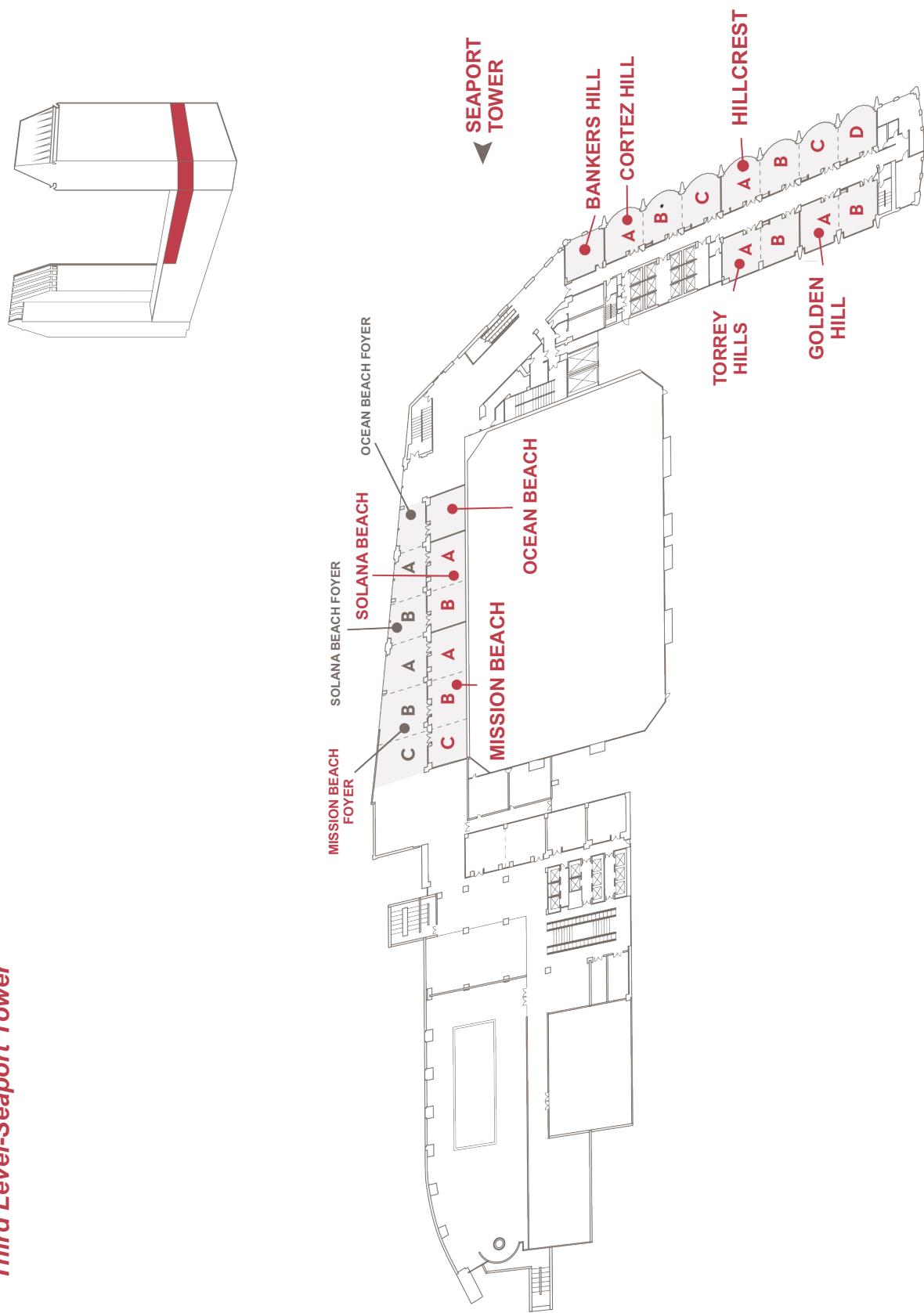


**PALM FOYER**

**SEAPORT TERRACE**



**FLOOR PLAN**  
*Third Level-Seaport Tower*



# Program Overview

## Thursday, 26 October, 2017

7:00am - 6:30pm	Conference Registration ( <b>Seaport Foyer - 2nd Floor</b> )
8:15am - 4:50pm	The ACR Doctoral Symposium ( <b>Seaport D/E - 2nd Floor</b> )
10:00am - 11:45am	SCP Publications Committee Meeting ( <b>Balboa A/B - 2nd Floor</b> )
11:00am - 5:00pm	ACR Board Meeting ( <b>Old Town A/B - 2nd Floor</b> )
12:00pm - 4:00pm	JACR Special Issue Pre-Conference Workshop ( <b>La Jolla - 2nd Floor</b> )
12:00pm - 2:00pm	SCP Executive Committee Meeting ( <b>Balboa A/B - 2nd Floor</b> )
2:45pm - 4:45pm	Early Career Mentoring Workshop ( <b>Gaslamp - 2nd Floor</b> )
5:00pm - 6:30pm	ACR Fellows Address ( <b>Grand Hall C – Lobby Level</b> )
6:30pm - 8:30pm	Opening Reception ( <b>Pool Deck - 4th Floor</b> )

## Friday, 27 October, 2017

All Day	Co-Author Meeting Space ( <b>Seaport Foyer A – 2nd Floor</b> )
6:30am – 8:00am	Continental Breakfast ( <b>Seaport Foyer – 2nd Floor</b> )
6:30am - 7:30am	Yoga ( <b>Marina Room - Lobby Level</b> )
7:00am - 6:30pm	Conference Registration ( <b>Seaport Foyer - 2nd Floor</b> )
7:00am - 8:00am	Newcomers Breakfast ( <b>Seaport A - 2nd Floor</b> )
7:00am - 8:00am	J-ACR Policy Board Meeting ( <b>Bankers Hill - 3rd Floor</b> )
All Day	Videography Track ( <b>Torrey Hills A - 3rd Floor</b> )
8:00am - 9:15am	SESSION I
9:15am - 9:35am	Break
9:30am - 10:50am	2018 ACR Program Committee ( <b>Torrey Hills B – 3rd Floor</b> )
9:35am - 10:50am	SESSION II
10:50am - 11:10am	Break
11:10am - 12:25pm	SESSION III
12:30pm - 2:00pm	Lunch ( <b>Seaport Ballroom - 2nd Floor</b> )
2:15pm - 3:00pm	Presidential Address ( <b>Grand Hall C - Lobby Level</b> )
3:00pm - 4:30pm	JCR Associate Editors Meeting ( <b>Marina Room - Lobby Level</b> )
3:10pm - 4:25pm	SESSION IV
4:25pm - 4:45pm	Break
4:30pm - 6:30pm	JCR ERB Meeting ( <b>Seaview - Lobby Level</b> )
4:45pm - 6:00pm	SESSION V
6:30pm - 8:30pm	Working Paper Session and Reception ( <b>Seaport Ballroom - 2nd Floor</b> )

## Saturday, 28 October, 2017

All Day	Co-Author Meeting Space ( <b>Seaport Foyer A – 2nd Floor</b> )
7:30am	5K Run ( <b>Meet in Hotel Lobby near Redfield's Sports Bar</b> )
7:30am - 8:30am	Nia ( <b>Marina Room - Lobby Level</b> )
7:30am - 8:45am	Improv for Academics Workshop ( <b>Old Town A/B - 2nd Floor - Registration Required</b> )
8:00am – 9:00am	Continental Breakfast ( <b>Seaport Foyer – 2nd Floor</b> )
8:00am - 9:00am	JMR AE Meeting (( <b>Bankers Hill - 3rd Floor</b> ))
All Day	Videography Track ( <b>Torrey Hills A - 3rd Floor</b> )
9:00am - 10:15am	SESSION VI

10:15am - 10:35am	Break
10:35am - 11:50am	SESSION VII
12:00pm - 1:30pm	Awards Lunch ( <b>Seaport Ballroom - 2nd Floor</b> )
1:45pm - 3:00pm	SESSION VIII
3:00pm - 3:20pm	Break
3:20pm - 4:35pm	SESSION IX
4:35pm - 4:50pm	Break
4:50pm - 6:05pm	SESSION X
4:50pm - 6:05pm	JCP AE Meeting ( <b>Bankers Hill - 3rd Floor</b> )
6:05pm - 7:30pm	JCP ERB Meeting ( <b>Seaport H - 2nd Floor</b> )
8:00pm - 12:00am	Saturday Evening Gala ( <b>San Diego Air &amp; Space Museum</b> )

## Sunday, 29 October, 2017

7:30am - 12:30pm	JCR Policy Board Meeting ( <b>Balboa A - 2nd Floor</b> )
9:30am - 12:00pm	JCR Incoming Editors Meeting ( <b>Balboa B/C - 2nd Floor</b> )

# Short Program

## Thursday, 26 October, 2017

**Conference Registration**

**7:00am - 6:30pm**

**Seaport Foyer - 2nd Floor**

**The ACR Doctoral Symposium**

**8:15am - 4:50pm**

**Seaport D/E - 2nd Floor**

**SCP Publications Committee Meeting**

**10:00am - 11:45am**

**Balboa A/B - 2nd Floor**

**ACR Board Meeting**

**11:00am - 5:00pm**

**Old Town A/B - 2nd Floor**

**JACR Special Issue Pre-Conference on Brand Relationships, Emotions, and the Self**

**12:00pm - 4:00pm**

**La Jolla - 2nd Floor**

This pre-conference open to authors of an upcoming issue of the Journal of the Association for Consumer Research on Brand Relationships, Emotions, and the Self. Authors will present their research and discuss their paper's relationship to the goals of the forthcoming JACR issue (volume 3, issue 2).

**By invitation only.**

**SCP Executive Committee Meeting**

**12:00pm - 2:00pm**

**Balboa A/B - 2nd Floor**

**Early Career Mentoring Workshop**  
**2:45pm - 4:45pm**  
**Gaslamp - 2nd Floor**

The Mentoring Workshop is targeted to faculty members who are pre-tenure. The event will begin with a panel discussion during which time attendees will hear panelists' perspectives on a variety of issues such as mid-career moves, choosing external evaluators, advising PhD students, managing a research portfolio, and balancing work and family. Following the panel, attendees will attend roundtable discussions with additional faculty drawn from a variety of different types of institutions located around the globe.

**Maximum Registrants: 100**

**ACR Fellows Address**  
**5:00pm - 6:30pm**  
**Grand Hall C - Lobby Level**

**Opening Reception**  
**6:30pm - 8:30pm**  
**Pool Deck - 4th Floor**

# Friday, 27 October, 2017

**Co-Author Meeting Space**

**All Day**

**Seaport Foyer A – 2nd Floor**

**Yoga**

**6:30am - 7:30am**

**Marina Room - Lobby Level**

**Led by Stephanie Lin (Singapore Management University)**

Come prepare yourself for two days of ACR sessions in this vinyasa flow yoga class! Class will be relatively fast-paced but modifications will be available for all levels. Wear comfortable clothing (and bring water and a towel).

**Continental Breakfast**

**6:30am – 8:00am**

**Seaport Foyer - 2nd Floor**

**Conference Registration**

**7:00am - 6:30pm**

**Seaport Foyer - 2nd Floor**

**Newcomers' Breakfast**

**7:00am - 8:00am**

**Seaport A - 2nd Floor**

**J-ACR Policy Board Meeting**

**7:00am - 8:00am**

**Bankers Hill - 3rd Floor**

**Videography Track**

**All Day**

**Torrey Hills A - 3rd Floor**

**9:35am - 10:50am: Session 2 Videography Track (Torrey Hills A (3rd Floor))**

**11:10am - 12:25pm: Session 3 Videography Track (Torrey Hills A (3rd Floor))**

**3:10pm - 4:25pm: Session 4 Videography Track (Torrey Hills A (3rd Floor))**

**4:45pm - 6:00pm: Session 5 Videography Track (Torrey Hills A (3rd Floor))**

**SESSION I**

**8:00am - 9:15am**

**Perspectives: Emerging Industry Practices for Consumer Insights: Data and Technologies Used by Modern Marketers to Derive Consumer Insights (Golden Hill A/B (3rd Floor))**

**Roundtable: The Evolution of Signals (Old Town A/B (2nd Floor))**

**1.1 Illusions of Diagnosticity (Seaport H (2nd Floor))**

**1.2 Givers and Recipients: When and Why They Don't See Eye-to-Eye (Hillcrest C/D (3rd Floor))**

**1.3 Temporal Dynamics of Consumption Experience (La Jolla A/B (2nd Floor))**

**1.4 Willing and Wanting Versus Impervious and Resisting: When Consumers Filter In and Out Motivational Cues (Gaslamp A/B (2nd Floor))**

**1.5 Viewing Social Exclusion with a Broader Scope: Contemporary Consequences of Social Exclusion (Gaslamp C/D (2nd Floor))**

**1.6 I've Got the Power (Balboa A (2nd Floor))**

**1.7 On the Unique Effects of Self-Connected Brands (Balboa B (2nd Floor))**

**1.8 Morality in the Marketplace (Balboa C (2nd Floor))**

**1.9 Believe It or Not: Effects of Gender and Implicit Theories (Cortez Hill A (3rd Floor))**

**1.10 Know Your Customer's Culture: How Culture Impacts Choice Deferral, Design Preferences, Price Sensitivity, and Ingredient Information Search (Cortez Hill B (3rd Floor))**

**1.11 How Product Features Affect Product Appeal (Cortez Hill C (3rd Floor))**

**1.12 Yum! Complicated Relationships with Food (Hillcrest A (3rd Floor))**

**1.13 Motivations, Experiences, and Resulting Satisfaction (Hillcrest B (3rd Floor))**

**Break**

**9:15am - 9:35am**

**2018 ACR Program Committee**

**9:30am - 10:50am**

**Torrey Hills B – 3<sup>rd</sup> Floor**

**SESSION II**

**9:35am - 10:50am**

**Roundtable: Toward an Integrated Understanding of Resource Scarcity (Old Town A/B (2nd Floor))**

**Data Blitz 1: Social Influence, Goals, and Motivation (Golden Hill A/B (3rd Floor))**

**2.1 Understanding the Use of Online Reviews and Recommendations in Consumer Judgment and Decision-Making (Seaport H (2nd Floor))**

**2.2 Eyes on the Prize: When Rewards Hurt vs. Help Motivation (Hillcrest C/D (3rd Floor))**

**2.3 This Looks, Feels, and Smells Healthy: Multi-Sensory Tools to Encourage Healthy Consumption (La Jolla A/B (2nd Floor))**

**2.4 New Insights into the Psychology of Product Assortments (Gaslamp A/B (2nd Floor))**

**2.5 Age-Related Changes in Decision Preferences: From Mechanisms to Interventions (Gaslamp C/D (2nd Floor))**

**2.6 New insights into Advertising Effectiveness and Persuasion (Balboa A (2nd Floor))**

- 2.7 The Real Deal? Counterfeits and Authenticity (Balboa B (2nd Floor))**
- 2.8 The Ups and Downs of Uncertainty: Novel Antecedents and Consequences of Uncertainty in Consumer Judgment and Choice (Balboa C (2nd Floor))**
- 2.9 Space and Consumption: Using Lefebvre to Examine an Interplay of Multi-Level Forces in the Consumptive Process of Space (Cortez Hill A (3rd Floor))**
- 2.10 Impacts of Language on Consumer Behavior (Cortez Hill B (3rd Floor))**
- 2.11 Emotions in Consumption and Consumer Interactions (Cortez Hill C (3rd Floor))**
- 2.12 Pro-Social Behavior (Hillcrest A (3rd Floor))**
- 2.13 Wired for Belonging and Community (Hillcrest B (3rd Floor))**

**Break**

**10:50am - 11:10am**

**SESSION III**

**11:10am - 12:25pm**

**Roundtable: Conspicuous Consumption Revisited in the Digital Era (Old Town A/B (2nd Floor))**

**Data Blitz 2: Evaluation, Judgment, and Context (Golden Hill A/B (3rd Floor))**

**3.1 How do Humans Interact with Machines? Implications for Experience and Identity (Seaport H (2nd Floor))**

**3.2 Consumer Financial Decision Making Research with Impact (Hillcrest C/D (3rd Floor))**

**3.3 Come and Have Fun with Us: Social Influences and Social Perception in Leisure Activities (La Jolla A/B (2nd Floor))**

**3.4 The Curious Case of Risk and Uncertainty (Gaslamp A/B (2nd Floor))**

**3.5 Mind and Plate: Cognitive Processes in Health (Gaslamp C/D (2nd Floor))**

**3.6 Experience is Everything: The Interplay Between Experiences and Emotion (Balboa A (2nd Floor))**

**3.7 The Mind Can Be a Dark Place: Fearful Stories and Imagery (Balboa B (2nd Floor))**

**3.8 Possessions and Wellbeing: Increasing, Sustaining and Sharing Happiness (Balboa C (2nd Floor))**

**3.9 Who's Looking Where? Social Comparisons and Consumer Behavior (Cortez Hill A (3rd Floor))**

**3.10 Promoting Prosocial: Factors Influencing Consumer's Donations and Moral Decisions (Cortez Hill B (3rd Floor))**

**3.11 Reasoning and Evaluating Under Conditions of Ambiguity: The Role of Ambivalence, Uncertainty, and Affective-Cognitive Inconsistency in Persuasion and Choice (Cortez Hill C (3rd Floor))**

**3.12 Assembling Consumption, Culture, and Media (Hillcrest A (3rd Floor))**

**3.13 When Modern Consumers Face Moral Violations (Hillcrest B (3rd Floor))**

**Lunch**

**12:30pm - 2:00pm**

**Seaport Ballroom - 2nd Floor**

**Presidential Address**

**2:15pm - 3:00pm**

**Grand Hall C - Lobby Level**

**JCR Associate Editors Meeting**  
**3:00pm - 4:30pm**  
**Marina Room - Lobby Level**

**SESSION IV**

**3:10pm - 4:25pm**

**Roundtable: Everyday Consumer Aesthetics (Old Town A/B (2nd Floor))**

**Data Blitz 3: Emotions and Knowledge (Golden Hill A/B (3rd Floor))**

**4.1 Wisdom from Words (Seaport H (2nd Floor))**

**4.2 Changing for the Better: When & Why People Fail (or Succeed) to Engage in Beneficial Behavior Change (Hillcrest C/D (3rd Floor))**

**4.3 Challenging Intuitions on Intuitive Statistics (La Jolla A/B (2nd Floor))**

**4.4 Intended and Unintended Signals from Conspicuous Actions (Gaslamp A/B (2nd Floor))**

**4.5 New Perspectives on Anthropomorphism: Examining the Role of Anthropomorphism in Financial Decision-Making and Consumer Welfare (Gaslamp C/D (2nd Floor))**

**4.6 Point of Purchase Marketing and Consumer Responses (Balboa A (2nd Floor))**

**4.7 Consumer Information Processing: Learning and Goals (Balboa B (2nd Floor))**

**4.8 Depends on Your Frame of Mind: The Wide-Ranging Effects of Framing on Judgments, Decisions, and Behaviors (Balboa C (2nd Floor))**

**4.9 A Bouquet of Scents: Olfactory Effects on Product Evaluation & Consumption (Cortez Hill A (3rd Floor))**

**4.10 The Role of Emotions in Persuasion (Cortez Hill B (3rd Floor))**

**4.11 Powerlessness, Insecurity and Threat (Cortez Hill C (3rd Floor))**

**4.12 Branding Rhetorics (Hillcrest A (3rd Floor))**

**4.13 Risk Perception and Control in Consumer Healthcare Decisions (Hillcrest B (3rd Floor))**

**Break**

**4:25pm - 4:45pm**

**JCR ERB Meeting**

**4:30pm - 6:30pm**

**Seaview - Lobby Level**

**SESSION V**

**4:45pm - 6:00pm**

**5.1 It's A Brave New World - The Consequences of Consumers' Self-Disclosure in Online Settings (Seaport H (2nd Floor))**

**5.2 Nonconscious Attention and Imagery: Impact on Perception and Preference (Hillcrest C/D (3rd Floor))**

**5.3 Effects of Resource Scarcity on the Consumer Decision Making Process (La Jolla A/B (2nd Floor))**

**5.4 Improving Consumer Well-Being Through Meaning vs Happiness (Gaslamp A/B (2nd Floor))**

**5.5 Consumption Morality in the Marketplace (Gaslamp C/D (2nd Floor))**

**5.6 New Perspectives on Reference Points and Consumer Motivation (Balboa A (2nd Floor))**

**5.7 Heuristics and Judgments in Financial Decisions (Balboa B (2nd Floor))**

**5.8 The Darker Side of Giving: Exploring Implicit Motives that Negatively Shape Behavior (Balboa C (2nd Floor))**

**5.9 It's Not About What You Do, But How You Do It: The Impact of Technology-Enabled Modalities (Cortez**

**Hill A (3rd Floor)**

- 5.10 Branding for Better or Worse: Consumer Response to Brand Extensions, Alliances, Relationships, and Failures (Cortez Hill B (3rd Floor))**
- 5.11 Relationship Research: How Interpersonal and Brand Relations Affect Prosocial and Antisocial Behavior (Cortez Hill C (3rd Floor))**
- 5.12 On the Fluidity and Fortitude of Gender (Hillcrest A (3rd Floor))**
- 5.13 Navigating Marketplace Inequality (Hillcrest B (3rd Floor))**

**Working Paper Session and Reception**

**6:30pm - 8:30pm**

**Seaport Ballroom - 2nd Floor**

**Pod 1: Aesthetics**

**Pod 2: Brands**

**Pod 3: Construal**

**Pod 4: Culture**

**Pod 5: Emotions**

**Pod 6: Evolution & Gender**

**Pod 7: Experiential**

**Pod 8: Financial Decisions**

**Pod 9: Health, Well-being & Food**

**Pod 10: Judgement & Framing**

**Pod 11: Morality & Prosocial**

**Pod 12: Motivation & Goals**

**Pod 13: Online Behaviors**

**Pod 14: Preferences & Persuasion**

**Pod 15: Sensory Influence**

**Pod 16: Sharing & Ownership**

**Pod 17: Social Influence & Evaluation**

**Pod 18: Sustainability & Environment**

**Pod 19: Uncertainty, Risk & Variety**

**Pod 20: Word of Mouth & Social Sharing**

# Saturday, 28 October, 2017

**Co-Author Meeting Space**

**All Day**

**Seaport Foyer A – 2nd Floor**

**Videography Track**

**All Day**

**Torrey Hills A - 3rd Floor**

**10:35am - 11:50am: Session 7 Videography Track Replay (Torrey Hills A (3rd Floor))**

**1:45pm - 3:00pm: Session 8 Videography Track Replay (Torrey Hills A (3rd Floor))**

**3:20pm - 4:35pm: Session 9 Videography Track Replay (Torrey Hills A (3rd Floor))**

**5K Run**

**7:30am**

**Meet in Hotel Lobby near Redfield's Sports Bar**

**Led by Steven Dallas (New York University)**

**Join us for a scenic 5K run through beautiful San Diego! Runners of all speeds and experience levels are encouraged to join!**

**Nia**

**7:30am - 8:30am**

**Marina Room - Lobby Level**

**Combining dance, martial arts and mindfulness, Nia tones your body while transforming your mind. Each workout brings mindfulness to your dance movement experience, leaving you energized and mentally clear.**

**Nia is non-impact, practiced barefoot, and adaptable to individual abilities.**

**Improv for Academics Workshop**

**7:30am - 8:45am**

**Old Town A/B - 2nd Floor - Registration Required**

**Led by Jim Mourey (Depaul University) and Morgan Poor (San Diego State University)**

**Good communication is imperative to achieving success in both teaching and research. It is also the cornerstone of improvisational theater. For the first time, we are bringing improv to ACR to show you how basic techniques can help you become a better teacher and researcher. This 75-minute workshop is highly interactive and thus, attendance is capped in order to maximize the experience for attendees. Sign up NOW! And get ready to learn how to listen and respond, and foster teamwork. Go to <http://bit.ly/2w3pcLq> to reserve your spot.**

**Continental Breakfast**

**8:00am – 9:00am**

**Seaport Foyer - 2nd Floor**

**JMR AE Meeting**

**8:00am - 9:00am**

**(Bankers Hill - 3rd Floor)**

**SESSION VI**

**9:00am - 10:15am**

**Roundtable: What is a Consumption Experience? (Old Town A/B (2nd Floor))**

**6.1 What Makes for Impactful Reviews? New Perspectives on Factors Driving the Influence of Online Reviews  
(Seaport H (2nd Floor))**

**6.2 The Social Context of Consumption (Hillcrest C/D (3rd Floor))**

**6.3 Salience and Consumer Decision-Making (La Jolla A/B (2nd Floor))**

**6.4 Forward Looking Consumers and Firms: Biases and Economic Consequences (Gaslamp A/B (2nd Floor))**

**6.5 The Role of Authenticity in Consumer Behavior (Gaslamp C/D (2nd Floor))**

**6.6 How Power Drives Consumer Behavior (Balboa A (2nd Floor))**

**6.7 Consumer Acceptance of Innovation and Creativity (Balboa B (2nd Floor))**

**6.8 Improving Consumer Health and Well Being (Balboa C (2nd Floor))**

**6.9 Global Mobility, Territory, and Nationalism (Cortez Hill A (3rd Floor))**

**6.10 A New Look at Psychological Distance: How Feelings of Closeness Interact with Technology and Time  
(Cortez Hill B (3rd Floor))**

**6.11 Causes and Consequences of Charitable Behavior (Cortez Hill C (3rd Floor))**

**6.12 Investments in Affect, Memories, and Other Resources (Hillcrest A (3rd Floor))**

**6.13 On Being Healthy, Wealthy, and Wise (Hillcrest B (3rd Floor))**

**Break**

**10:15am - 10:35am**

**SESSION VII**

**10:35am - 11:50am**

**Workshop: Single Paper Meta-Analysis (Golden Hill A/B (3rd Floor))**

**Roundtable: Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social  
Neuroscience Informs Consumer Behavior (and Vice Versa) (Old Town A/B (2nd Floor))**

**7.1 Spending and Construing Time to Enhance Well-Being (Seaport H (2nd Floor))**

**7.2 The Effect of Morality in the Marketplace (Hillcrest C/D (3rd Floor))**

**7.3 How Can I Help You (or Not)? Choice Architecture and Consumers' Decision Appraisal in Product  
Assortments (La Jolla A/B (2nd Floor))**

**7.4 Prosociality with Impact: Examining and Overcoming Roadblocks to Effective Altruism (Gaslamp A/B  
(2nd Floor))**

- 7.5 Brand Journeys: Exploring the Boundaries of Consumer-Brand Relationships (Gaslamp C/D (2nd Floor))**
- 7.6 The Effect of Affect (Balboa A (2nd Floor))**
- 7.7 How Past, Present, and Expected Future Resource Scarcity Shapes Decision Making for One's Present and Future Wellbeing (Balboa B (2nd Floor))**
- 7.8 Beyond the Negative Consequences of Crowding: New Psychological Processes (Balboa C (2nd Floor))**
- 7.9 Consumers' Attempts to Make Sense of Information in Complex Situations (Cortez Hill A (3rd Floor))**
- 7.10 Social Media (Mis)Behaviors (Cortez Hill B (3rd Floor))**
- 7.11 When Numbers Get Serious: How Numbers Influence Consumer Behavior (Cortez Hill C (3rd Floor))**
- 7.12 P is for Promotions (Hillcrest A (3rd Floor))**
- 7.13 Eating Healthy (Hillcrest B (3rd Floor))**

**Awards Lunch**

**12:00pm - 1:30pm**

**Seaport Ballroom - 2nd Floor**

**SESSION VIII**

**1:45pm - 3:00pm**

**Perspectives: Academic and Practitioner Perspectives on Brand Meaning (Golden Hill A/B (3rd Floor))**

**Roundtable: Friends with Money: The Interplay of Social and Financial Well-Being (Old Town A/B (2nd Floor))**

- 8.1 Human-Object Relationships: How Consumers Interact with Analog and Digital Things in Analog and Digital Worlds (Seaport H (2nd Floor))**
- 8.2 Influences of Social Comparison on Consumer Judgment and Choice (Hillcrest C/D (3rd Floor))**
- 8.3 A New Look into Intrinsic and Extrinsic Motivations of Variety-Seeking (La Jolla A/B (2nd Floor))**
- 8.4 The Interplay Between Power and Lay Theories in Influencing Consumer Behavior (Gaslamp A/B (2nd Floor))**
- 8.5 Food, Health, and the Marketplace (Gaslamp C/D (2nd Floor))**
- 8.6 How Consumers Communicate Their Values (Balboa A (2nd Floor))**
- 8.7 When Low Control and Uncertainty Do Good (Balboa B (2nd Floor))**
- 8.8 New Insights on the Role of Aesthetics in Consumer Behavior (Balboa C (2nd Floor))**
- 8.9 Designing Consumption Spaces (Cortez Hill A (3rd Floor))**
- 8.10 Ups and Downs in Self-Regulation: A New Look at Regulatory Strategies and Foci in Consumer Behavior (Cortez Hill B (3rd Floor))**
- 8.11 Sharing is Caring (Cortez Hill C (3rd Floor))**
- 8.12 Numbers and Words (Hillcrest A (3rd Floor))**
- 8.13 What Our Brains, Eyes and Actions Tell Us About How Communication Works (Hillcrest B (3rd Floor))**

**Break**

**3:00pm - 3:20pm**

**SESSION IX**

**3:20pm - 4:35pm**

**Workshop: Journal of Consumer Research Reviewer Workshop (Golden Hill A/B (3rd Floor))**

**Roundtable: Charting the Future of the Transformative Consumer Research Movement (Old Town A/B (2nd Floor))**

**9.1 You, Me, or We? Conceptualizing and Testing Consumer Choices for Others (Seaport H (2nd Floor))**

**9.2 Why Aren't We Intrinsic Motivation Enough? Novel Insights into the Origination and Expression of Intrinsic Motivation (Hillcrest C/D (3rd Floor))**

**9.3 360 Degrees of Social Influence: How Others' Presence, Attitudes and Behaviors Change the Way We Think and Behave (La Jolla A/B (2nd Floor))**

**9.4 Your Money or Your Time: How Consumers Perceive and Respond to Constraints and Tradeoffs in Money and Time (Gaslamp A/B (2nd Floor))**

**9.5 Creativity Triggers: The Influence of Novel Antecedents on Creative Cognition (Gaslamp C/D (2nd Floor))**

**9.6 Consumption on High: Morality, Religion, and Sacredness (Balboa A (2nd Floor))**

**9.7 Me, Myself, and My Variety: Exploring the Relationship Between Variety and the Self (Balboa B (2nd Floor))**

**9.8 The Role of Attributes and Goals in Branded Product Choices (Balboa C (2nd Floor))**

**9.9 Control and Impulsivity in Shopping Choices (Cortez Hill A (3rd Floor))**

**9.10 On Enhancing the Effectiveness of Prosocial Messaging (Cortez Hill B (3rd Floor))**

**9.11 New Insights into Product Evaluations (Cortez Hill C (3rd Floor))**

**9.12 Old Biases, New Paradoxes (Hillcrest A (3rd Floor))**

**9.13 Taste Distinctions and Constraints (Hillcrest B (3rd Floor))**

**Break**

**4:35pm - 4:50pm**

**SESSION X**

**4:50pm - 6:05pm**

**Workshop: Field Studies and Increasing Experimental Realism (Golden Hill A/B (3rd Floor))**

**Roundtable: Expanding the Horizons of Videographic Consumer Research (Old Town A/B (2nd Floor))**

**10.1 It is All in the Pitch: New Insights into How the Framing of a Charitable Appeal Influences Giving (Seaport H (2nd Floor))**

**10.2 The Time of Our Lives: Examining Utility from Experiential Consumption Over Time (Hillcrest C/D (3rd Floor))**

**10.3 To Be, or Not to Be (Me)? Role of Identity in Creating Custom Products (La Jolla A/B (2nd Floor))**

**10.4 Judgment Effects on Food and Health Choices (Gaslamp A/B (2nd Floor))**

**10.5 It's Not What You Say, It's How You Say It: New Effects of Choice Elicitation Modes on Decision Outcomes (Gaslamp C/D (2nd Floor))**

**10.6 Word of Mouth: Face to Face and Online (Balboa A (2nd Floor))**

**10.7 Choosing How to Choose: New Perspectives on Information Avoidance and Disclosure for Consumer Decision Making (Balboa B (2nd Floor))**

**10.8 Encouraging Pro-environmental Choices Among Consumers (Balboa C (2nd Floor))**

**10.9 Market Evolution and Resistance (Cortez Hill A (3rd Floor))**

**10.10 Inferences About Human Agency for Brands and Marketing Messages (Cortez Hill B (3rd Floor))**

**10.11 You Are What You Own: Ownership in Consumer Behavior (Cortez Hill C (3rd Floor))**

**10.12 How Resource Scarcity Affects Us (Hillcrest A (3rd Floor))**

**10.13 Who Am I? Consumers and the Self (Hillcrest B (3rd Floor))**

**JCP AE Meeting**

**4:50pm - 6:05pm**

**Bankers Hill - 3rd Floor**

**JCP ERB Meeting**

**6:05pm - 7:30pm**

**Seaport H - 2nd Floor**

**Saturday Evening Gala**

**8:00pm - 12:00am**

**San Diego Air & Space Museum**

**Buses Departing from Hotel Starting at 7:30pm**

## **Sunday, 29 October, 2017**

**JCR Policy Board Meeting**

**7:30am - 12:30pm**

**Balboa A - 2nd Floor**

**JCR Incoming Editors Meeting**

**9:30am - 12:00pm**

**Balboa B/C - 2nd Floor**

# Long Program

## Thursday, 26 October, 2017

### Conference Registration

7:00am - 6:30pm

Seaport Foyer - 2nd Floor

### The ACR Doctoral Symposium

8:15am - 4:50pm

Seaport D/E - 2nd Floor

### SCP Publications Committee Meeting

10:00am - 11:45am

Balboa A/B - 2nd Floor

### ACR Board Meeting

11:00am - 5:00pm

Old Town A/B - 2nd Floor

### JACR Pre-Conference on Brand Relationships, Emotions, and the Self.

12:00pm - 4:00pm

La Jolla - 2nd Floor

This pre-conference open to authors of an upcoming issue of the Journal of the Association for Consumer Research on Brand Relationships, Emotions, and the Self. Authors will present their research and discuss their paper's relationship to the goals of the forthcoming JACR issue (volume 3, issue 2).

By invitation only.

### SCP Executive Committee Meeting

12:00pm - 2:00pm

Balboa A/B - 2nd Floor

**Early Career Mentoring Workshop**  
**2:45pm - 4:45pm**  
**Gaslamp - 2nd Floor**

The Mentoring Workshop is targeted to faculty members who are pre-tenure. The event will begin with a panel discussion during which time attendees will hear panelists' perspectives on a variety of issues such as mid-career moves, choosing external evaluators, advising PhD students, managing a research portfolio, and balancing work and family. Following the panel, attendees will attend roundtable discussions with additional faculty drawn from a variety of different types of institutions located around the globe.

**ACR Fellows Address**  
**5:00pm - 6:30pm**  
**Grand Hall C - Lobby Level**

**Opening Reception**  
**6:30pm - 8:30pm**  
**Pool Deck - 4th Floor**

# Friday, 27 October, 2017

**Co-Author Meeting Space**

**All Day**

**Seaport Foyer A – 2nd Floor**

**Yoga**

**6:30am - 7:30am**

**Marina Room - Lobby Level**

**Led by Stephanie Lin (Singapore Management University)**

**Come prepare yourself for two days of ACR sessions in this vinyasa flow yoga class! Class will be relatively fast-paced but modifications will be available for all levels. Wear comfortable clothing (and bring water and a towel).**

**Continental Breakfast**

**6:30am – 8:00am**

**Seaport Foyer - 2nd Floor**

**Conference Registration**

**7:00am - 6:30pm**

**Seaport Foyer - 2nd Floor**

**Newcomers' Breakfast**

**7:00am - 8:00am**

**Seaport A - 2nd Floor**

**J-ACR Policy Board Meeting**

**7:00am - 8:00am**

**Bankers Hill - 3rd Floor**

**Videography Track**

**All Day**

**Torrey Hills A - 3rd Floor**

**9:35am - 10:50am: Session 2 Videography Track**

**Room: Torrey Hills A (3rd Floor)**

**1. Stealing from the Rich**

Stefan H. Szugalski, Stockholm School of Economics, Sweden\*

Jonas Colliander, Stockholm School of Economics, Sweden

Magnus Söderlund, Stockholm School of Economics, Sweden

Sofie Sagfossen, Stockholm School of Economics, Sweden

Intended Contribution to Knowledge:

We explore the effects bad behavior might have and look at this from a marketplace morality perspective. Researchers have mainly focused on good and bad behavior as two different acts. With this videography, we expect to widen the knowledge on morality in the marketplace, and specifically add perspectives on self-interest. We extend knowledge by revealing how economical and other self-interests contradict each other. We discuss personal desires and the effects the experience of winning may have on a group of people, to the extent that it might impact a whole town.

Literature Foundations:

The theoretical foundation of the study is the assumption that a marketplace of morality is a market of morality inputs and outputs (Dunfee 1988). Here, we study a case in which a person donated money (good behavior) to a sports organization, which were obtained illegally (bad behavior) and investigate the possible positive effects of it. What really makes this case interesting from a research perspective is that the person that carried out the dishonest behavior, was also the one who lost money as the funds were embezzled from his family business.

Research Method:

The empirical base is an interview with the person that carried out the illegal act (the input). We also conducted interviews with people living in the town where it all took place. Together with secondary data (articles from 2003-2010), this gave us a ground to explore the impact a “winning culture” might have on collective well-being (the output).

Findings and implications:

We extend the knowledge on the possible positive effects immoral behavior may have on the marketplace, and about value-transfer in the marketplace. This story sheds light on the impact of winning, and demonstrates how experiences can increase well-being in a way that products do not.

## ***2. Luxurious Emirati Weddings: The Expenses, Pressures and Consequences***

Damien Arthur, Zayed University, UAE\*

Sara Mohamed Al Marzooqi, Zayed University, UAE

Nuha Nasser Salem Al Amri, Zayed University, UAE

**Intended Contribution to Knowledge:** This videography explores a ritual and site that due to religious and cultural norms is typically not for public broadcast. It is the first study to date to systematically analyze the expenses, pressures and consequences associated with luxurious Emirati Weddings. It provides a unique insight into a closed culture where traditional rituals and values exist, but have been warped by wealth and commercialization.

**Literature Foundations:** This videography builds on the work of Russell Belk, Rana Sobh and their colleagues (2011, 2012, 2013, 2014) who explored how the concepts of hospitality, privacy, mimetic excess and gendered spaces are enacted by the people of the Arabian Gulf.

**Research Method:** In-depth interviews and focus groups were undertaken with Emirati brides, grooms, mothers of grooms, wedding attendees, wedding planners and venue managers. As society's norms encourage women to protect their image, a major obstacle we overcame was depicting the female-only wedding reception without filming the occasion (as it is prohibited), and finding Emirati women willing to be interviewed on camera about the sensitive topic of marriage. To itemize the costs and quantify the pressures associated with hosting an Emirati wedding an online self-completion survey of 44 Emirati brides and 50 mothers of Emirati grooms was also conducted.

**Findings and implications:** The omnipresent forces of culture, religion and wealth have combined to normalize the commercialized and luxurious weddings of the indigenous people of the UAE. The average cost of hosting an Emirati wedding is now over US \$185,000. It is being driven largely by normative pressure to conform and avoid criticism that may impact family honor. Cultural values of hospitality and generosity also promote excess and are at odds with the Islamic value of modesty. Concerns about the cultural and societal impact exist, however the population exhibit little will to change.

## **11:10am - 12:25pm: Session 3 Videography Track**

**Room: Torrey Hills A (3rd Floor)**

### ***1. Tomorrowland Festival: A Journey in Devirotopia***

Julie Masset, University of Namur, Belgium\*

Alain Decrop, University of Namur, Belgium\*

Intended contribution: Each year, the music festival ‘Tomorrowland’ gathers in Belgium about 180,000 people who come from all over the world. A large number of festival-goers walk around with national flags, accessories or fancy dresses, which makes the festival unique. This research investigates consumers’ identity construction and expression through such material objects. Few studies have explored identity issues related to a music festival and the paraphernalia consumed during a festival.

Literature: This videography relies on consumer research literature related to the meanings of objects (i.e., the role of material objects in consumers’ identity construction) and the consumption experiences (e.g., experiential marketing).

Methodology: Through a naturalistic interpretive approach, we interviewed 29 informants of both genders and of different ages, nationalities, educational levels, and professional statuses. We also observed the festival and camping sites, and the behaviors of festival-goers.

Findings and implications: Emerging from data analysis and interpretation, this videography documents various profiles of festival-goers from their material possessions (i.e., the patriot, the devotee, the child, the bohemian girl, and the provocateur) as well as the functions fulfilled by these possessions in their identity construction (i.e., national pride, egological exhibitionism, universal brotherhood, and normalized deviation). We also propose two more original interpretations that enhance our contribution to the literature. First, the consumption of paraphernalia used at Tomorrowland is typical of a cathartic release of inner tensions and emotions. The festival creates an “absorbing experience” that allows a “controlled decontrolling of emotions” in an increasingly disenchanted and ruled contemporary world. Second, referring to Foucault’s concept of heterotopia, the festival can be considered as a heterotopia of deviation because many festival-goers take benefit from Tomorrowland to regress and/or transgress societal rules and norms. The film illustrates a series of ritualized and commoditized deviant behaviors taking place in the fantasy and idle context of the festival.

***2. Re-Assembling: Social Entrepreneurship, Motorcycles and Cast-Away Youth***

Joonas Rokka, EMLYON Business School, France\*

Joel Hietanen, Aalto University, Finland\*

Klaus Kangaspunta, Finland

John Schouten, St. John University, Canada\*

“Re-assembling” is a videography that explores the notion of social entrepreneurship in the context of how ‘cast-away’ youth, with little or no marketable professional skills, can be brought back to working-life and re-connected with meaningful lives and sustainable ways of being. The film unfolds as a story about and around our social entrepreneur. Working at his “workshop” where bikes and motorbikes are re-assembled from abandoned, lost, or used parts, often discovered from trash, or parts re-circulated in second-hand bike market. The parts are carefully re-worked, re-connected and put together as unique, beautiful manually crafted bikes that are then sold or traded forward. But he not only re-assembles and sells bikes. He has a broader mission and calling that links his workshop with a social cause. For three years, he has started to bring along youngsters, often from difficult backgrounds, to his workshop to learn what he calls ‘basic life skills’. It is this ongoing re-assembling – of both material objects but also humans – that the film examines, and its implications for conceiving potential new forms of social entrepreneurship. We thus seek to illuminate how the new form entrepreneurship performed in one field – such as the practice of motorcycle construction – via accumulation of resources (material, social networks, and skills), may engender potential for the possibility for translating those resources to simultaneously addressing a social cause – here, by supporting the cast-away youngsters. In this way, we hope to increase understandings about the work and challenges of such social entrepreneurship.

**3:10pm - 4:25pm: Session 4 Videography Track**

**Room: Torrey Hills A (3rd Floor)**

***1. Searching for RNGesus: A Study on the Use of Randomization in Video Games***

Jacob Hiler, Ohio University, USA\*

William Northington, Idaho State University, USA

Laurel Cook, West Virginia University, USA

The discussion of randomization in marketing up until this point has focused primarily on its use as an experimental methodological tool. This study, however, focuses on studying intentional randomization in consumer experiences, notably in the video game industry. The focus of this study is to explore both how randomization is employed by developers in video games as well as how it is experienced and perceived on the part of their consumers. As Kozinets (2015) suggests in Netnography Redefined, more netnographic attention needs to be placed on video websites such as YouTube and Twitch rather than textual data in online forums and communities, especially since many online communities and much of the discourse are moving to more video based discussions. Thus, using this netnographic videography approach, the filmmakers immersed themselves in over 25 hours of user-generated video content shared publicly on YouTube and Twitch, and various user-generated text commenting on the nature of the random across various forums, comment sections, and reddit.

**2. Excessive Online Gaming: Inside the Routine of an E-Sports Fanatic**

Thiago Rafael Ferreira Marques, SENAC, Brazil\*

Tania Veludo-de-Oliveira, Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas – FGV EAESP, Brazil

Although playing digital games online is an enjoyable experience, literature reveals that playing online excessively, in extreme cases, may lead to symptoms commonly related to addiction, such as alienation from the real world, degradation of academic performance, loss of sense of Time, mood swings, and so on (Chiu, Lee & Huang, 2004). Therefore, there is a need to study the motivations that lead to excessive behavior with the aim to outline new strategies to prevent the abusive consumption of online games (Kuss & Griffiths, 2012). The objective of this videography is to identify these motivations and analyze how they interact in the context of competitive online games (e-sports). A series of in-depth interviews (20) was conducted with players of Dota 2 and Counter strike who closely follow the competitive scene of these games. It was observed that much of the players' experience is anchored in the social relations and friendship created within the game circle, and by the competitive mindset of the players. The informants reported a high perception of flow state during the online gaming experience, which corroborates the findings of previous studies (e.g.: Lee, 2009). Flow's perception was found to be a highly influential factor of the behavior in question. The informants also reported a strong identification with the professional players, who serve as role models to them. The mimicry of their role models' gaming behavior, as seen in the consumer doppelganger effect (Ruvio, Gavish, & Shoham, 2013), further explains the excessive gaming. The videography contributes with rich insights to deal with abusive e-sports online gaming. It offers important subsidies for the creation of marketing cues which could drive consumers away from both the near-addictive or addictive stages of behavior (Martin et al., 2013), and closer to a healthy consumption habit.

## 4:45pm - 6:00pm: Session 5 Videography Track

Room: Torrey Hills A (3rd Floor)

### **1. Becoming the Character: The Cosplayer Experience in a Con**

Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil\*

João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil

Rafael Mello, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil

Intended Contribution to Knowledge:

This study aims at contributing to the knowledge on the role played by the consumer when he produces elements of his consumption experience (Weijo, 2016) and to understand how this process might be used to contribute to their personal development (RYFF & SINGER, 2008).

Literature Foundations

We know that many products can generate unique experiences that wouldn't happen without their usage (e.g. surfboard, Guevarra & Howell, 2015), however, with few exceptions (such as Seregina & Weijo, 2016), we know little about how the consumer can play an active role in taking this products to consumption environments and how this can create positive experiences that contribute to them as persons.

- Research Method:

The study involved a participant observation on 12 days of geek culture events and cons and also 14 interviews were videorecorded. Field notes and interviews were transcribed, and read many times, leading to the interpretation of results, according to ideas of Spiggle (1994); McCracken, (1988); and Arnould and Wallendorf (1994).

-Findings and implications:

As the cosplayers bring a product with them to the conventions, they dedicate themselves to change their consumption experience, generating a new set of behaviors and meanings. Many consume these events as a form of enjoyment, however, there are some who consume the events aiming at living a significant experience, that can be also a personal challenge for them, such as overcoming shyness or the lack of skills, therefore the consumption ends up being a form of personal growth.

## ***2. Envisioning How New Technologies Can Fulfill Customers' Unmet Needs***

Yaliang Chuang, Eindhoven University of Technology, The Netherlands\*

Yu-Shan Athena Chen, Eindhoven University of Technology, The Netherlands\*

Lin-Lin Chen, National Taiwan University of Science and Technology, Taiwan

Yung-Hsun Chen, National Taiwan University of Science and Technology, Taiwan

### **Intended Contribution to Knowledge:**

Undeniably, home is the most important environment for human beings. This study investigates customers' unmet needs, develops design concepts with new IoT technologies, envisions the values for family members, and reveals its impact on human life and interpersonal relationships.

### **Literature Foundations:**

The videography contributes to the literature regarding human-centered design and the acceptance and diffusion of innovation. We demonstrate the contextual approach in finding customers' unspoken needs from their living contexts.

### **Research Method:**

Our focus is to reveal how future technology impacts interaction among household members. There are five folds of studies. First, ten families (with 2-6 household members, and living in 712-1,300 m<sup>2</sup> living space) were longitudinal followed and interviewed. Second, employing the thematic analysis, six critical needs in home environment were consolidated. Third, through multidisciplinary workshops, three value propositions were identified for generating a hundred ideas. Fourth, the video prototyping was used to sketch the user experiences. Finally, a focus group was conducted to gather target consumers' feedbacks, purchasing attitudes, and marketing potentials.

### **Findings and implications:**

Our first contribution is the five unmet needs for household markets: a house with emotional intelligence, having an adaptive atmosphere, singing songs everywhere as you wish, collecting living memories, and the assistance of parenting. These scenarios could assist markers and designers to scheme the future home environment. Then, we consolidate two value propositions which enhance consumers' well-being and life satisfaction. First, the home environment should provide emotional fulfillments. Second, it could bridge the parent-children communications and educate the young children to build their routines that are compatible to the parents. Those concepts were envisioned in the videography and validated by eight target customers participated in the focus group discussion. The smart home is expected to ease tensions and bring happiness to family members.

**SESSION I**

**8:00am - 9:15am**

## **Perspectives: Emerging Industry Practices for Consumer Insights: Data and Technologies Used by Modern Marketers to Derive Consumer Insights**

**Room: Golden Hill A/B (3rd Floor)**

**Co-chairs:** Carl Mela, Duke University and MSI Executive Director, USA

John Lynch, University of Colorado, USA

With increased access to data and use of technologies (e.g., social, text and images, UGC, eye tracking/facial recognition, mobile, AI), companies have new opportunities to arrive at keen consumer insights. This session will highlight how companies are actually generating and using measurement in the real world to help identify gaps in understanding the consumer experience and attempt to bridge academic endeavors with industry practices.

**Panelists:**

Wesley Moons, Ph.D., CEO of Moons Consulting

Naomi Grewal, Ph.D., Head of Partner Insights, Pinterest

Melissa Friebe, SVP of Brand and Consumer Insights, Taco Bell

Jenna Gopilan, Director of Analytics, Crimson Hexagon

## **Roundtable: The Evolution of Signals**

**Room: Old Town A/B (2nd Floor)**

**Chair:** Katherine M. Crain, Duke University, USA

**Participants:**

Russ Belk, York University, Canada

Silvia Bellezza, Columbia University, USA

Jonah Berger, University of Pennsylvania, USA

James R. Bettman, Duke University, USA

David Gal, University of Illinois at Chicago, USA

Anat Keinan, Harvard University, USA

Amna Kirmani, University of Maryland, USA

Ayalla Ruvio, Michigan State University, USA

Yajin Wang, University of Maryland, USA

Morgan K. Ward, Emory University, USA

Caleb Warren, University of Arizona, USA

Consumers leverage the symbolic nature of products to signal unobservable characteristics such as identity or status. Due to their symbolic nature, the meaning and hence use of signals is constantly evolving. This roundtable discussion explores open questions regarding the antecedents and consequences of signal evolution.

## **1.1 Illusions of Diagnosticity**

**Room:** Seaport H (2nd Floor)

**Chair:** Aner Sela, University of Florida, USA

### **1. Seeing the Self in Choices: How Intuition Creates Attitude Certainty**

Sam Maglio, University of Toronto, Canada\*

Taly Reich, Yale University, USA

Does the use of intuitive feelings in decisions reveal something about the self? In four studies, focusing on feelings (versus deliberation) fosters stronger attitudes through a mechanism by which consumers view chosen options as more diagnostic of their true self. In turn, consumer attitudes prove more resilient against negative feedback.

### **2. How Self-Control Shapes Inferences from Choice**

Aner Sela, University of Florida, USA\*

Jonah Berger, University of Pennsylvania, USA

Joshua Kim, University of Florida, USA

People often infer preferences from choice, but we show that self-control weakens this choice-preference link. Activating the notion of self-control (i.e., through priming or choice in an unrelated domain) leads people to see choices as less diagnostic of their preferences. This occurs because self-control is associated with attenuated choice-preference correspondence.

### **3. Not All Bad Apples Spoil the Bunch: Order Effects on the Evaluation of Groups**

Janina Steinmetz, Utrecht University, Netherlands

Rima Toure-Tillery, Northwestern University, USA\*

Ayelet Fishbach, University of Chicago, USA

When group members are encountered in a random sequential order, people expect the first (vs. middle or last) member to be more diagnostic of the group. Therefore, they weigh the performance of the first (vs. middle or last) more heavily in their predictions and decisions about the whole group.

### **4. What Two Wrongs Make Alright: Examining the Psychological Factors Underlying the Tendency to Temper Judgments of Intoxicated People**

Kelly Goldsmith, Northwestern University, USA\*

Hal E. Hershfield, University of California Los Angeles, USA

Chelsea Galoni, Northwestern University, USA

We reveal that the negative signal from a deviant behavior is seen as less diagnostic of underlying individual traits under a condition that is itself often considered deviant—intoxication. Further, we reveal that when the behavior is psychologically distant, intoxication attenuates negative judgments through a shift in dispositional attributions.

## **1.2 Givers and Recipients: When and Why They Don't See Eye-to-Eye**

**Room: Hillcrest C/D (3rd Floor)**

**Chair:** Julian Givi, Carnegie Mellon University, USA

### ***1. Sentimental Value and Gift Giving: A Giver-Recipient Mismatch***

Julian Givi, Carnegie Mellon University, USA\*

Jeff Galak, Carnegie Mellon University, USA

Three studies demonstrate that when faced with the choice between sentimental and preference-matching gifts, givers do not give the former as often as recipients prefer. This appears to arise because givers feel certain that preference-matching gifts will be liked by recipients, but uncertain that this is true for sentimental gifts.

### ***2. Sometimes It's Okay to Give a Blender: Giver and Recipient Preferences for Hedonic and Utilitarian Gifts***

Elanor Williams, Indiana University, USA\*

Emily Rosenzweig, Tulane University, USA

Gift givers are often torn between fun but frivolous gifts and useful but less fun gifts. We suggest givers favor hedonic gifts, because they focus on the moment of exchange when choosing gifts, but recipients focus on owning the gift and are more satisfied with utilitarian gifts than givers expect.

### ***3. The Quality Versus Quantity Trade-Off: A Dual-Risk Account for How Choices for The Self Versus Others Differ***

Peggy Liu, University of Pittsburgh, USA

Ernest Baskin, St. Joseph's University, USA\*

Consumers commonly make tradeoffs between quality and quantity, yet little is understood about this tradeoff. Four studies show that consumers choosing for other (vs. self) were less likely to choose quantity over quality because usage risk and social risk were higher when choosing quantity over quality for others.

### ***4. When Giving Thanks Means More: The Impact of Publicly versus Privately Sharing Gratitude in Gift-Giving***

Lauren Grewal, University of Pittsburgh, USA\*

Mary Steffel, Northeastern University, USA

Dhruv Grewal, Babson College, USA

We explore how people in gift exchanges choose and perceive gratitude expressions. We find that gift-recipients express their gratitude publicly less often than gift-givers would prefer. Recipients incorrectly believe that givers will like public (versus private) expressions of gratitude less due to misperceptions of how personal public expressions are perceived.

## 1.3 Temporal Dynamics of Consumption Experience

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Sarah Wei, University of Alberta, Canada

Masha Ksendzova, Boston University, USA

### ***1. The Primacy of Experience: Comparing the Contributions of Anticipation, Experience, and Memory to Total Utility***

Masha Ksendzova, Boston University, USA\*

Michael I. Norton, Harvard University, USA

Carey K. Morewedge, Boston University, USA

The total utility of an event is the sum of the utility provided by its anticipation, experience, and recollection. Most models of total utility propose to weight phases equally, by duration. By contrast, we find that people accord experience more weight than other phases, regardless of its duration.

### ***2. Consuming Regardless of Quality: Consumers Overestimate the Impact of Quality Differences on the Amount Consumed***

Tom Meyvis, New York University, USA

Heeyoung Yoon, New York University, USA\*

Across four studies, we find that people overestimate how much quality differences influence the amount they end up consuming. We propose that consumers overestimate the mindfulness of their consumption decisions, resulting in an overestimation of the influence of consumption norms, and an underestimation of the influence of visceral factors.

### ***3. The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment***

Sarah Wei, University of Alberta, Canada\*

Gerald Häubl, University of Alberta, Canada

How does knowing that a pleasurable experience is about to end influence consumers' enjoyment of it? Evidence from three experiments shows that the imminent end reduces enjoyment when consumers' perceived control over the hedonic quality of an experience is low, but that it increases enjoyment when perceived control is high.

### ***4. The Role of Holistic Processing on Enjoyment During Simultaneous Consumption***

Robert Smith, Ohio State University, USA\*

Joseph P. Redden, University of Minnesota, USA

People frequently consume multiple stimuli simultaneously, such as listening to music while eating. We find that these combined experiences are more enjoyable when processed holistically versus analytically/locally. Primes or individual differences that focus attention on the whole experience make the individual components seem more complementary and the experience more coherent.

## **1.4 Willing and Wanting Versus Impervious and Resisting: When Consumers Filter In and Out Motivational Cues**

**Room: Gaslamp A/B (2nd Floor)**

**Chair:** Kathleen Vohs, University of Minnesota, USA

### ***1. Motivated Construals: How Goals Implicitly Change Object Meaning***

Melissa Ferguson, Cornell University, USA

Szu-chi Huang, Stanford University, USA\*

Ying Zhang, Peking University, China

Ayelet Fishbach, University of Chicago, USA

We found that activating a goal changes the implicit meaning of objects, making them more goal-facilitative. This effect occurs because goals change the accessibility of those features that are relatively less common constituents in the object's construal, therefore having the most informational value in shaping the meaning of objects.

### ***2. The Effect of Implicit Theories on Progress or Proficiency in Self-Learning***

Lama Lteif, Baruch College, USA\*

Ozge Aybat, Pennsylvania State University, USA

Pragya Mathur, Baruch College, USA

Lauren Block, Baruch College, USA

The marketplace has seen a proliferation of products (fitness trackers, smartphone applications) that encourage consumers to engage in self-learning behaviors. These products provide two types of feedback: progress or proficiency cues. Three studies found that consumer learning is guided by implicit theories guiding attention to progress versus proficiency cues.

### ***3. Images Change Implicit Attitudes More than Text: Evidence from Corrective Advertising Attempts***

Olivier Trendel, Grenoble Ecole de Management, France\*

Kathleen Vohs, University of Minnesota, USA

Marc Mazodier, University of Nottingham, China

We studied corrective information (product recalls, misleading advertising warnings), which are important efforts to change consumer attitudes. Six experiments found that while text and image-based information equivalently change explicit attitudes, only images change implicit attitudes. Manipulations that enhanced and hindered mental imagery creation showed it was the key driver.

### ***4. When Less is More: Counter-Attitudinal Appeals are More Effective When They Are Ignored***

Steven Dallas, New York University, USA\*

Gavan Fitzsimons, Duke University, USA

The current research proposes a novel, counter-intuitive path to increase the effectiveness of counter-attitudinal appeals. Three studies found that counter-attitudinal appeals are more effective when consumers habituate to them. This result contrasts sharply with the common practice of using in-your-face, attention-grabbing appeals.

## **1.5 Viewing Social Exclusion with a Broader Scope: Contemporary Consequences of Social Exclusion**

**Room: Gaslamp C/D (2nd Floor)**

**Co-chairs:** Lei Su, Hong Kong Baptist University, Hong Kong

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

### ***1. The Impact of Social Exclusion on Density Preference***

Lei Su, Hong Kong Baptist University, Hong Kong\*

Echo Wen Wan, University of Hong Kong, Hong Kong

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Four studies revealed that excluded consumers prefer more visually dense patterns than those who do not feel socially excluded. This effect is mediated by a feeling of emptiness. That is, visually denser images can metaphorically alleviate the feeling of emptiness perceived among excluded consumers.

### ***2. The Impact of Social Exclusion on Consumers' Attitudes Toward Probabilistic Selling***

Linying (Sophie) Fan, Hong Kong Polytechnic University, Hong Kong\*

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Four experiments demonstrate that socially-excluded consumers exhibit less favorable attitudes toward probabilistic selling than their peers who do not feel excluded. This effect is mediated by a thwarted sense of personal control, and moderated by control restoration and information vividness.

### ***3. The Broken Bargain: Social Exclusion Reduces Willingness to Incur Personal Costs for the Sake of Society***

Iman Naderi, Fairfield University, USA

Nicole L. Mead, University of Melbourne, Australia\*

Competing explanations for the detrimental effect of social exclusion on pro-environmental behaviors was examined. Contrary to the belief that exclusion reduces prosocial behavior through empathy, we argue and find that exclusion reduces pro-environmental behavior because it renders people unwilling to incur costs for the benefit of society.

### ***4. Is It Still Important to Be a Moral Person When You Are Lonely?***

Jinfeng (Jenny) Jiao, SUNY Binghamton University, USA

Jing (Alice) Wang, University of Iowa, USA\*

We examine how loneliness and empathy influence consumer moral identity. Across five studies, we find the positive effect of empathy on moral identity only among lonely participants, but the effect was diminished among non-lonely participants. We demonstrate these effects with both psychological measures of moral identity and real moral behaviors.

## 1.6 I've Got the Power

**Room:** Balboa A (2nd Floor)

**Chair:** Sergio Carvalho, Dalhousie University, Canada

### **1. I've Got the Power: Investigating Dynamic Brand Logos**

Stacey Baxter, University of Newcastle, Australia\*

Jasmina Ilicic, Monash University, Australia

We find dynamic brand logos (motion and force) are more effective than kinematic (motion only) brand logos in increasing brand related attitudinal and behavioral judgments, through perceived brand energy. However, when a thrust force (propelling force) is depicted in a brand logo, the brand energy effect is attenuated.

### **2. Personal Control and Perceived Product Efficacy**

Noah VanBergen, University of Miami, USA\*

Caglar Irmak, University of Miami, USA

We demonstrate that low (vs. high) personal control increases perceived product efficacy. This phenomenon represents a combination of strategies to regain control: Efficacious products are external sources of control, and perceiving greater efficacy thus implies using an external source to bolster one's own ability to bring about desired outcomes.

### **3. Going with the Flow-ency: The Role of Perceived Control on Fluency Effects**

Jerry Han, University of Texas at Austin, USA\*

Claire Tsai, University of Toronto, Canada

Across four experiments, we find that perceptions of high control reduce fluency effects, whereas low perceived control facilitates fluency effects. We further show that this is because experiences of high vs. low control differentially influence people's affective responses to fluency.

### **4. It Happens Because I'm Watching It: The Effect of Observing an Uncertain Event on Probability Estimation**

Amin Attari, University of Kansas, USA\*

Promothesh Chatterjee, University of Kansas, USA

Frank Cabano, University of Kansas, USA

This research investigates whether observing the occurrence of an uncertain event affects probability estimation of the event's outcome. Across four experiments, we show that consumers overestimate the likelihood of a positive outcome occurring when they observe the event unfolding in front of them.

## 1.7 On the Unique Effects of Self-Connected Brands

**Room: Balboa B (2nd Floor)**

**Co-chairs:** Kristen Lane, University of Arizona, USA

Jennifer Savary, University of Arizona, USA

### **1. When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands**

Kristen Lane, University of Arizona, USA\*

Jennifer Savary, University of Arizona, USA

Jesper H. Nielsen, University of Arizona, USA

Research shows that people often avoid negative information, especially when it threatens their mood or self-beliefs. We demonstrate the opposite: when negative information is about a self-relevant brand (i.e. brands with high self-brand connections) consumers seek negative information about the brand, because addressing the potential identity threat overrides other considerations.

### **2. Brand Complexity's Impact on Product Liking and Consumer's Sense of Self**

Maria A. Rodas, University of Minnesota, USA\*

Carlos J. Torelli, University of Illinois at Urbana-Champaign, USA

We explore brand complexity—the extent to which a brand embodies multiple human traits and values—as a new construct and find evidence that it positively impacts brand liking and ultimately connections to the brand. We find that this effect is driven by consumers' self-expansion and moderated by self-concept clarity.

### **3. The Influence of Incidental Tokenism on Attitudes Toward Stereotype-Typifying Products**

Iman Paul, Georgia Institute of Technology, USA\*

Jeffrey R. Parker, Georgia State University, USA

Sara Loughran Dommer, Georgia Institute of Technology, USA

Five studies find that being a token in an incidental consumer group activates the negative stereotypes associated with the tokenized identity. Consequently, incidental tokens report less favorable private attitudes toward products that typify the negative stereotypes of their tokenized identity in an attempt to avoid conforming to those negative stereotypes.

### **4. Brands as Mitigators of Physical Pain: The Mediating Role of Social Connectedness**

Martin Reimann, University of Arizona, USA\*

Sandra Nuñez, Tecnológico de Monterrey, Mexico

Raquel Castaño, Tecnológico de Monterrey, Mexico

Close interpersonal relationships are known to help people cope with their pain. It is unclear, however, why close brand relationships are similarly effective. Two experiments provide convergent empirical support that feelings of social connectedness explain the pain-insulating prowess of close brand relationships.

## 1.8 Morality in the Marketplace

**Room:** Balboa C (2nd Floor)

**Chair:** Yuliya Strizhakova, Rutgers University, USA

### **1. The Biographies of Things: Provenance and the Pursuit of Moral Consumption**

Todd Weaver, Point University, USA

Pam Ellen, Georgia State University, USA

Carolyn Curasi, Georgia State University, USA\*

Consumers are increasingly concerned about the biography of products they purchase and want this information to help guide their pursuit of moral consumption. Our findings suggest that product biographies are commonly incomplete and can create tension and dilemmas for consumers who feel they must balance their often-conflicting consumption objectives.

### **2. Moral Consumers and the Moral Economy**

Mansour Omeira, University of Neuchâtel, Switzerland\*

Valéry Bezençon, University of Neuchâtel, Switzerland

The concept of moral consumer is typically understood as encompassing those individuals who engage in moral (ethical) consumption. Drawing on multiple disciplines the paper proposes a broader understanding. It develops theoretical propositions about what and who moral consumers are, and about their interface with the moral economy.

### **3. Sustaining Behavioural Change: The Power of Positive Emotions**

Samanthika Gallage, Nottingham University, UK\*

Teresa Heath, Nottingham University, UK

Caroline Tynan, Nottingham University, UK

This paper explores the emotions experienced by individuals who give up excessive drinking. A narrative methodology, based on in-depth interviews and diary records, was adopted. Findings indicate that individuals' (mostly) positive emotions work as a powerful mechanism in maintaining their responsible drinking behavior.

### **4. Corporate Branding as a Source for Employees' Moral Identity Work**

Philipp Wegerer, University of Innsbruck, Austria\*

This paper studies how employees use an ethical brand as a resource for their identity work. The findings show that the brand works through three modes: i) Moral self-definition by differentiation, ii) Explicating moral and values as moral superiority, and, iii) Categorization and affiliation into a common sense of mission.

## 1.9 Believe It or Not: Effects of Gender and Implicit Theories

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Alessandro Biraglia, University of Leeds, UK

### **1. Examining the Effect of Gender on Thinking Style, Price-Quality Perceptions, and the Actual Prices that Consumers Pay**

Vahid Rahmani, Rowan University, USA\*

Elika Kordrostami, Humboldt State University, USA

John Ford, Old Dominion University, USA

Using student sample, adult sample, and real-world data, six studies showed that gender influences the thinking style, price-quality perceptions, and the final prices in the marketplace; men are more likely than women to believe that “you get what you pay for,” and they pay a high price for this misconception.

### **2. Certainty of Popularity: Extending Naïve Theories of Popularity with Uncertainty Reduction**

Robert P.G. Goedegebure, Wageningen University, The Netherlands\*

Erica van Herpen, Wageningen University, The Netherlands

Hans C.M. van Trijp, Wageningen University, The Netherlands

This research extends existing perspectives on effects of popularity on choice and demonstrates the existence of currently overlooked processes. Across five experiments, we show that, informed by naïve theories, consumers use information of popularity to make inferences on uncertainty reduction to inform their choices over and above quality inferences.

### **3. Your Lay Beliefs about Your Personality Predict Your Political Ideology**

JaeHwan Kwon, Baylor University\*

Claire Heeryung Kim, Indiana University, USA

Dhananjay Nayakankuppam, University of Iowa, USA

Adam Duhachek, Indiana University, USA

The current research proposes that an individual's implicit self-theory affects his/her political ideology. We show that entity theorists feel greater personal control over their environment, thereby supporting conservatism. On the contrary, incremental theorists feel lower personal control, thereby supporting liberalism.

### **4. Sneakers Made of Used Plastic? How Consumers' Implicit Theories Affect Buying Recycled Products**

Alessandro Biraglia, University of Leeds, UK\*

J Joško Brakus, University of Leeds, UK\*

Ambra Brizi, University of Rome "Sapienza", Italy

Lucia Mannetti, University of Rome "Sapienza", Italy

We investigate how implicit theories influence consumers' intentions to acquire products made from recycled materials. In three experiments, we show that incremental theorists—compared to entity theorists—favor such products more, especially when they think a firm has put effort in transforming the used material to produce a new product.

## **1.10 Know Your Customer's Culture: How Culture Impacts Choice Deferral, Design Preferences, Price Sensitivity, and Ingredient Information Search**

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Harshit Maurya, University of Lucknow, India

### ***1. Close the Deal Now or Later?: The Impact of Power Distance Belief on Choice Deferral***

Hyejin Lee, Indiana University, USA\*

Ashok Lalwani, Indiana University, USA

The current research explores the link between power distance belief (PDB) – the extent to which people endorse hierarchy – and choice deferral. Results revealed that high (vs. low) PDB individuals are less likely to defer choice for products high (vs. low) in symbolism. The relationship is mediated by impression management.

### ***2. How Does Power Distance Belief Affect Consumers' Preference for User- versus Designer-Designed Products?***

Xiaobing Song, Dalian University of Technology, China\*

Yinlong Zhang, University of Texas at San Antonio, USA

Vikas Mittal, Rice University, USA

This study uncovers an important cultural boundary condition for the positive effect of user design. We demonstrate that low-PDB consumers prefer user-designed to designer-designed products because they identify more with user-driven companies. In contrast, high-PDB consumers prefer designer-designed to user-designed products due to these consumers' stronger trust in designer-driven companies.

### ***3. I Can Find a Better Deal: The Effect of Power Distance Belief on Price Sensitivity***

Hyejin Lee, Indiana University, USA\*

Ashok Lalwani, Indiana University, USA

The present research explores how PDB – the extent to which people accept and endorse hierarchy – influences price sensitivity. Four experiments suggest that high (vs. low) PDB individuals are less price sensitive because they have lower perceptions of self-efficacy, which reduces their perceived ability to get better deals.

### ***4. Will It Taste Better If You Think about What You Are Eating? Cultural Differences in Food-Ingredient Information Seeking***

Hao Shen, Chinese University of Hong Kong, China\*

Jun Pang, Renmin University of China, China\*

This research examines the cultural differences in ingredient information seeking when consumers evaluate foods. Through four studies, we show that compared to Chinese, Americans have a greater need for ingredient information and process this information more separately, thus evaluating foods more favorably when the ingredients are displayed separated (vs. mixed).

## 1.11 How Product Features Affect Product Appeal

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Morgan Poor, University of San Diego, USA

### **1. The Lure of a Product's Origin: How Upcycling Attracts Consumers**

Bernadette Kamleitner, Wirtschafts University, Austria\*

Carina Thürridl, Wirtschafts University, Austria\*

Brett A.S. Martin, Queensland University of Technology, Australia

Four experiments demonstrate that origin (vs. outcome) appeals boost the demand for upcycled products because they increase consumers' perceived status. Status, in turn, is driven by the history imbued in the products. Subtle (vs. visible) displays of origin generate higher status perceptions, which eventually results in greater demand.

### **2. The Influence of Visual Aesthetics on Food Choice: The Moderating Effect of Food Processing**

Jacob Suher, Portland State University, USA\*

Courtney Szocs, Portland State University, USA

Koert van Ittersum, University of Groningen, The Netherlands

Billions of pounds of safe-to-eat fruits and vegetables are discarded due to aesthetic imperfections. Yet restaurants and manufacturers intentionally design processed foods to contain aesthetic imperfections. We examine this phenomenon and how the effects of aesthetic imperfections on consumer choice vary based on whether the foods have been mechanically processed.

### **3. When Less is More: Not Showing the Product's Picture in an Advertisement Can Increase Product Evaluations**

Tao Tao, Hong Kong Baptist University, Hong Kong, China\*

Leilei Gao, Chinese University of Hong Kong, China

Four experiments showed that leaving out (vs. presenting) the product's picture in an advertisement can lead to more favorable ad and brand evaluations. This effect only occurs when the content of the ad is less relevant to the viewers' current life experiences.

### **4. Mind the Gap: How Smaller Numerical Differences Can Increase Product Attractiveness**

Meyrav Shoham, Bar-Ilan University, Israel\*

Yael Steinhart, Tel-Aviv University, Israel

Sarit Moldovan, The Open University of Israel, Israel

We show that smaller numerical differences can be perceived larger, and consequently increase product attractiveness. We find that when the change in product's numerical information is decimal-to-integer (3.4 to 4) rather than integer-to-integer (3 to 4), it reflects crossing a category threshold after several incremental tweaks, which boosts product appeal.

## **1.12 Yum! Complicated Relationships with Food**

**Room:** Hillcrest A (3rd Floor)

**Chair:** Hamed Aghakhani, Dalhousie University, Canada

### ***1. Guilt and Loathing in the Kitchen: Why Sustainable Consumers Waste Food***

Karolina Kraus, Bauhaus University of Weimar, Germany

Julie Emontspool, University of Southern Denmark, Denmark\*

This paper studies how and why consumers justify failure to lowering food waste, focusing on their reflections relative to the role of the individual in addressing sustainability issues. It complements existing understandings of sustainable consumption by introducing three types of customer responses to their lacking limitation of food waste.

### ***2. Towards a New Framework of Eco-Food Consumption: The Importance of Contextual Drivers***

Natalia Maehle, Western Norway University of Applied Sciences, Norway\*

Cele Otnes, University of Illinois at Urbana-Champaign, USA

Nina M. Iversen, BI Norwegian Business School, Norway

Leif Hem, Norwegian School of Economics, Norway

This study explores how contextual drivers (e.g., cultural values, media discourses, food safety regulations, and geographical characteristics) influence consumers' perceptions and attitudes toward eco-food in the US and Norway. As a result, we suggest a new conceptual framework adding a contextual dimension to our understanding of eco-food consumption.

### ***3. Why Don't Parents Walk Their Talk? Exploring Parental Deviant Food Socialization Behaviors within the Family***

Tanyatip Kharuhayothin, University of Manchester, UK\*

Ben Kerrane, Lancaster University, UK

This study, drawing on neutralization theory, explores how parents neutralize their feelings of guilt when performing deviant food socialization practices (e.g. offering unhealthy food to their children). The findings highlight how neutralization techniques help lessen parents' self-blame through performing negative displays of parenthood.

### ***4. Constructing a Narrative Identity of Los Angeles Through a Gastronoir Adventure***

Mine Ucok Hughes, California State University Los Angeles, USA\*

Rossen Ventzislavov, Woodbury University, USA

Tony Stovall, Towson University, USA

We introduce the concepts of dominant and emergent narratives and how they conflate within the context of the city as a consumed entity. We chose food as a system of communication to expound on the way narrative modes of thinking and expression contribute to the identity of the city.

## **1.13 Motivations, Experiences, and Resulting Satisfaction**

**Room: Hillcrest B (3rd Floor)**

**Chair:** Aleksandra Kovacheva, State University of New York at Albany, USA

### ***1. The Influence of Purchase Motivation on Assortment Size Preferences***

Sarah Whitley, Boston University, USA\*

Remi Trudel, Boston University, USA

Didem Kurt, Boston University, USA

We examine how hedonic and utilitarian purchase motivations influence the number of options consumers consider. Across seven studies, consumers prefer larger assortments for hedonically motivated purchases and comparatively smaller assortments for utilitarian motivated purchases. Perceptions of preference uniqueness and difficulty in preference matching underlie this difference in preferred assortment size.

### ***2. Buyers Are More Impatient Than Sellers: Divergent Preferences for the Timing of Peak in Experiential Purchase***

Zhenyu Jin, University of Wisconsin - Milwaukee, USA\*

Wei Lu, Shanghai Jiao Tong University, China

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Meng Duan, Shanghai Jiao Tong University, China

Jin Luo, Shanghai Jiao Tong University, China

Previous research demonstrated that the later the peak occurs, the greater happiness people feel (Baumgartner et. al. 1997; Fredrickson and Kahneman 1993). We proposed that experience-buyer becomes more impatient than experience-seller while waiting for the delayed peak of an experience due to varying construal levels.

### ***3. You'd Better Sit Down for This: The Effects of Physical Posture on Food Taste Evaluations***

Courtney Szocs, Portland State University, USA\*

Dipayan Biswas, University of South Florida, USA

Annika Abell, University of South Florida, USA

Four studies examine the effects of physical body posture on food taste evaluations. We show that maintaining a sitting (vs. standing) posture while eating leads to more favorable taste evaluations. The effect of posture on taste is due to increased physiological stress associated with standing postures.

### ***4. Is My Failure Your Problem?: Examining Carryover Effects of Prior Consumer Failure on Customer Satisfaction***

Matthew J. Hall, University of Nebraska-Lincoln, USA\*

Jamie D. Hyodo, University of Nebraska-Lincoln, USA

Consumers often attempt and fail a task before calling a professional. We explore the impact of said failure on satisfaction with subsequent service provision. Four studies find that mindset and self-efficacy qualify positive responses to post-failure service offerings, with shame identified as a key mediating process.

**Break**

**9:15am - 9:35am**

**2018 ACR Program Committee**

**9:30am - 10:50am**

**Torrey Hills B – 3rd Floor**

**SESSION II**

**9:35am - 10:50am**

**Roundtable: Toward an Integrated Understanding of Resource Scarcity**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Caroline Roux, Concordia University, Canada

Meng Zhu, Johns Hopkins University, USA

Kelly Goldsmith, Vanderbilt University, USA

**Participants:**

Andrea Morales, Arizona State University, USA

Angela Lee, Northwestern University, USA

Anthony Salerno, University of Cincinnati, USA

Anuj Shah, University of Chicago, USA

Brent McFerran, Simon Fraser University, Canada

Chiraag Mittal, Texas A&M University, USA

Danit Ein-Gar, Tel Aviv University, Israel

Darren Dhal, University of British Columbia, Canada

Debora Thompson, Georgetown University, USA

Deborah Roedder John, University of Minnesota, USA

Esha Sharma, Dartmouth College, USA

Juliano Laran, University of Miami, USA

Julio Sevilla, University of Georgia, USA

Kirk Kristofferson, Arizona State University, USA

Lan Nguyen Chaplin, University of Illinois at Chicago, USA

Liat Levontin, Israel Institute of Technology, Israel

Meryl Gardner, University of Delaware, USA

Rebecca Hamilton, Georgetown University, USA

Rebecca Ratner, University of Maryland, USA

Sarah Hill, Texas Christian University, USA

Kristina Durante, Rutgers University, USA

This roundtable aims to encourage constructive discussion and create a space for researchers interested in resource scarcity to start integrating the different definitions, operationalizations, and findings from extant scarcity research into a coherent framework, in order to identify gaps requiring further attention and share ideas that will stimulate future collaborations.

## **Data Blitz 1: Social Influence, Goals, and Motivation**

**Room: Golden Hill A/B (3rd Floor)**

**Chair:** Andrew Gershoff, University of Texas at Austin, USA

### **1. "Broken Eggs" and "Good Eggs": Understanding "Post-IVF" Consumer Ambivalence Through Autography**

Jennifer Takhar, Novancia Business School, France\*

This visual and narratological analysis of IVF consumption through autobiography/visual memoir demonstrates the multiple representational advantages afforded by the genre for consumer research; notably it allows privileged access to elusive, experiential consumer "veracity". It also elucidates deep consumer ambivalence about IVF that is indissociable from its normalization as a technology.

### **2. Preemptive Social Influence: (Not) Choosing Personal Favorites in Shared Consumption?**

Yijie Wang, Hong Kong Polytechnic University\*

Dongjin He, Hong Kong Polytechnic University

Yuwei Jiang, Hong Kong Polytechnic University

Consumers are less likely to choose their personal favorite option when making decisions for shared consumption. This effect is weakened when consumers believe that they are similar to others or there is a high-power distance in the society, and is strengthened when they share consumption with their close friends.

### **3. The Motivating Effect of Expectation-Inconsistent Social Information**

Katherine Flaschen, Stanford University, USA\*

Szu-chi Huang, Stanford University, USA

We explore the impact of expectations about social others on goal-directed behavior. Across four studies, we find that people experience a motivational boost from witnessing another person's expectation-inconsistent (versus expectation-consistent) behavior, but only when such behavior is goal facilitative (e.g., observing an unfit person jogging).

### **4. Friends Without Benefits? How the Costs of Having a Relationship Influence Risk-taking**

Jennifer K. Lee, University of Southern California, USA\*

Lisa A. Cavanaugh, University of British Columbia, Canada

While having close relationships is known to increase risk-taking, we identify conditions leading to reduced risk-taking. When consumers focus on the costs (rather than benefits) of having a relationship and when the risk consequence affects both relationship partners, risk-taking decreases. However, when individuals lack these close relationships, risk-taking behavior increases.

### **5. Emoji and Brand Engagement on Social Media**

Ethan Pancer, Saint Mary's University, Canada\*

Lindsay McShane, Carleton University, Canada

Maxwell Poole, Saint Mary's University, Canada

Brands, both human and corporate, are increasingly communicating with their social media audience using emoji. The current work examines whether emoji use shapes online engagement (likes & retweets). Two field studies demonstrate that emoji presence increases engagement with brands. Facial emoji were particularly effective at increasing engagement with organizations.

### **6. Inspired to Speak Up: Role of Inspiration on Minority Opinion Expression**

Xingbo Li, University of Louisville, USA\*

Zengxiang Chen, Sun Yat-sen University, China

Expressing unpopular or minority opinions has consequences, even though the opinion holders may have their groups' best interest at heart. The current research examines when and why inspiration prompts people to express minority opinions.

### **7. The Effect of Information About Previous Donation Impact on Recurring Donations**

Zohar Gilad, Technion – Israel Institute of Technology, Israel\*

Liat Levontin, Technion – Israel Institute of Technology, Israel

Nonprofits experience around 90% donor attrition rates. Our aim is to understand the antecedents of recurring donations and develop strategies to cope with attrition. As donors are seldom informed about their donations' impact, we suggest and find that informing donors about the positive impact of their donation increases subsequent donations.

### **8. When Small Predicts Large: The Effect of Initial Small Contributions on Subsequent Contributions to a Crowdfunding Project**

Yael Steinhart, Tel Aviv University, Israel\*

Leilei Gao, Chinese University of Hong Kong, China\*

Tingting Fan, Chinese University of Hong Kong, China\*

Large donations are considered to be vital for crowdfunding success. Herein, large-scale field data and lab experiments show that, counterintuitively, small (rather than large) initial donations increase subsequent donations. This effect is mediated by the lay belief that small (vs. large) donations are likely to be from strangers (vs. friends).

### **9. Effect of Missing Marketing Promotions on Future Consumption**

Ilana Shanks, Florida State University, USA\*

This research examines how missing a marketing promotion acts as a cue to consumers to increase future consumption. Two studies demonstrate that missing a marketing promotion results in consumers intending to increase their food consumption during the next visit. This effect is moderated by deprivation.

**10. When More is Not Merrier: The Effect of Feedback Frequency on Goal Performance**

Isabel Ding, National University of Singapore, Singapore\*

Leonard Lee, National University of Singapore, Singapore

Consumers often receive feedback in goal pursuit. This article examines the effect of feedback frequency on consumers' goal performance — does higher frequency feedback lead to higher goal performance? Four studies demonstrate that while consumers hold the lay belief that higher (vs. lower) frequency feedback leads to higher goal performance, empirical results show that it leads to lower goal performance. This occurs because higher frequency feedback increases the level of perceived goal progress, which reduces consumers' tendency to continue pursuing the goal. This effect only holds when the feedback information is relevant to goal progress, but is attenuated when the information is irrelevant. Furthermore, this effect is attenuated when the goal is specific.

## **2.1 Understanding the Use of Online Reviews and Recommendations in Consumer Judgment and Decision-Making**

**Room:** Seaport H (2nd Floor)

**Chair:** Elizabeth C. Webb, Columbia University, USA

### **1. The Drivers and Downstream Consequences of the J-shaped Distribution of Consumer Online Reviews**

Verena Schoenmueller, Columbia University, USA\*

Oded Netzer, Columbia University, USA

Florian Stahl, University of Mannheim, Germany

We analyze over 130 million online reviews across 18 platforms to examine the prevalence and drivers underlying the J-shaped distribution of online reviews. Using secondary data, experiments and surveys we demonstrate that due to self-selection of which products to review, average ratings do not represent well consumers' preferences and opinions.

### **2. Using Reviews to Determine Preferences: How Variance in Customer-Generated Reviews Affects Choice**

Elizabeth C. Webb, Columbia University, USA\*

Itamar Simonson, Stanford University, USA

In a series of experiments, we show that observed customer review variance moderates susceptibility to several choice effects. In particular, more dispersed customer-generated reviews promote more risky choices, including choosing less variety, avoiding compromises, and making rather than deferring purchase decisions. We provide evidence for the mechanism underlying these effects.

### **3. "Don't Tell Me What to Do!" Shoppers Rely Less on Consumer Reviews for Experiential than Material Purchases**

Hengchen Dai, Washington University in St. Louis, USA

Cindy Chan, University of Toronto, Canada

Cassie Mogilner, University of California Los Angeles, USA\*

An analysis of 6,508,574 reviews on Amazon.com and six experiments reveal that shoppers rely less on consumer reviews for experiential purchases than for material purchases. This tendency is driven by perceptions of preference uniqueness: people believe that their evaluations are more unique for experiential purchases than for material purchases.

**4. Consumers and Managers Reject (Superior) Algorithms Because They Fail to Compare Them to the (Inferior) Alternative**

Berkeley J. Dietvorst, University of Chicago, USA\*

In five experiments, I find that consumers and managers often choose (inferior) human judgment over (superior) algorithms (e.g. recommender systems) because they fail to compare algorithms' performance to that of human judgment. Instead they decide whether or not to use an algorithm by comparing its performance to their performance goal.

## 2.2 Eyes on the Prize: When Rewards Hurt vs. Help Motivation

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Kaitlin Woolley, University of Chicago, USA

Ayelet Fishbach, University of Chicago, USA

### **1. How “Effort Balancing” Explains Dynamic Effects of Incentives on Motivation**

Indranil Goswami, University of Buffalo, USA\*

Oleg Urminsky, University of Chicago, USA

Short-term reductions in task engagement after a temporary incentive ends do not represent “crowding-out”, but are instead due to a temporary desire for a taking a break after exerting extra effort. The temporary reduction in engagement is mitigated by having exerting less effort, taking pride in accomplishment, and task novelty.

### **2. Donate to Be a Hero: Social Power Moderates the Effect of Incentives on Donation**

Zheshuai Yang, National University of Singapore, Singapore

Yan Zhang, National University of Singapore, Singapore\*

Yih Hwai Lee, National University of Singapore, Singapore

Some research finds that self-benefiting incentives reduces donation but others find the opposite. We demonstrate that perceived social power can explain the inconsistency in the effect of incentives on donation. While offering incentives (both monetary and non-monetary) discourages powerful individuals from donating, it increases the donation intention among powerless individuals.

### **3. Immediate Rewards Render Activities More Intrinsically Motivating**

Kaitlin Woolley, University of Chicago, USA\*

Ayelet Fishbach, University of Chicago, USA

Can immediate rewards increase consumers’ intrinsic motivation? Across five studies (N=1125), immediate (vs. delayed) rewards increased intrinsic motivation for activities consumers care about (exercising; visiting museums; reading). This effect is specific to intrinsic (vs. extrinsic) motivation and operates by strengthening the association between an activity and its outcome.

### **4. Journey Takes You Beyond the Destination: The Use of Linguistic Metaphor in Sustaining Post Goal-Attainment Motivation**

Szu-chi Huang, Stanford University, USA\*

Jennifer Aaker, Stanford University, USA

Studies with executives, dieters and students show that applying a journey metaphor (versus no metaphor or a destination metaphor) to describe a goal-attainment experience leads to greater meaning, which fuels motivation to continue the behaviors that helped people achieve the goal in the first place.

## **2.3 This Looks, Feels, and Smells Healthy: Multi-Sensory Tools to Encourage Healthy Consumption**

**Room: La Jolla A/B (2nd Floor)**

**Chair:** Dipayan Biswas, University of South Florida, USA

### ***1. The Primacy of “What” Over “How Much”: How Type and Quantity Shape Healthiness Perceptions of Food Portions***

Peggy Liu, University of Pittsburgh, USA\*

Joseph Redden, University of Minnesota, USA

Kelly Haws, Vanderbilt University, USA

James Bettman, Duke University, USA

Karen Scherr, Duke University, USA

Gavan Fitzsimons, Duke University, USA

Six studies test our proposal that consumers treat food type as a primary dimension and food quantity as a secondary dimension in health impact, such that a change in type (vs. quantity) has a greater impact on perceived health impact, even when holding objective impact constant in terms of calories.

### ***2. Some Like it Hot: The Effect of Serving Temperature on Perceived Caloric Content and Intent to Purchase Complementary Food***

Sara Baskentli, Baruch College, USA\*

Lauren Block, Baruch College, USA

Maureen Morrin, Temple University, USA

This research introduces the serving temperature bias, defined as the belief that a food or beverage served hot has more calories than the same item served cold. Across an observational field study and controlled experiments, we demonstrate the robustness of this bias and the theoretical process underlying the effect.

### ***3. Unpacking Self-Control: When More Categories Lead to Lower Calorie Budgets***

Miaolei (Liam) Jia, National University of Singapore, Singapore\*

Aradhna Krishna, University of Michigan, USA

Xiuping Li, National University of Singapore, Singapore

Consumers set calorie budgets in different ways, e.g., by day (“overall approach”) or by meal (“categorical approach”). Contrary to prior unpacking effects, we show that the categorical (vs. overall) approach results in lower budgets and lower consumption; one reason is that it provides more opportunities for self-control in consumption.

### ***4. The Smell of Healthy Choices: The Paradoxical Effects of Ambient Scent on Children’s and Adults’ Food Choices***

Dipayan Biswas, University of South Florida, USA

Courtney Szocs, Portland State University, USA\*

We examine how food-related ambient scents nudge children and adults towards healthier choices. The results of three field experiments conducted at a middle school cafeteria and two laboratory studies show that prolonged exposure to an indulgent/unhealthy (vs. non-indulgent/healthy) food-related ambient scent paradoxically leads to more healthful food choices.

## 2.4 New Insights into the Psychology of Product Assortments

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Sarah Wei, University of Alberta, Canada

Tao Tao, Chinese University of Hong Kong, China

### **1. Choice vs. Search Mindsets and Consumers' Assortment Size Preference**

Benedict G.C. Dellaert, Erasmus University Rotterdam, The Netherlands

Gerald Häubl, University of Alberta, Canada\*

Sarah Wei, University of Alberta, Canada

Consumers' assortment-size preference depends critically on whether they approach a purchase decision in a choice mindset or a search mindset – specifically, they prefer smaller (larger) assortments when they are in a choice (search) mindset. Moreover, these mindsets moderate how the size of an assortment affects purchase deferral and decision quality.

### **2. The Role of Abundance Salience in Consumers' Assortment Preference**

Yangjie Gu, HEC Paris, France

Yuechen Wu, University of Maryland, USA\*

Four studies demonstrate that making an abundant product inventory salient to consumers, or more in general, putting consumers in an abundant mindset, increases a relative preference for smaller assortments. This is because abundance salience satisfies consumers' feelings of control and substitutes for the sense of control provided by larger assortments.

### **3. The Influences of Randomly Displaying a Set of Products on Shopping Evaluations**

Tao Tao, Chinese University of Hong Kong, China\*

Leilei Gao, Chinese University of Hong Kong, China

Five experiments show that a randomly displayed set of products can elicit a higher level of arousal than a categorized set, increasing consumers' emotional reactions and the favorableness of their shopping evaluations. This effect only occurs when shopping is not task-oriented and when consumers' attitude towards shopping is positive.

### **4. Global Context: Extremeness Aversion in a Dual Context Setting**

Ryan Hamilton, Emory University, USA\*

Oleg Urminsky, University of Chicago, USA

Gülen Serial-Abi, University of Bocconi, Italy

This research investigates the role of the “global” context—like the reputation of a retailer—in driving extremeness aversion. For example, global extremeness aversion can lead to consumers choosing less expensive items from Whole Foods than they would if choosing from exactly the same set of options sold at Walmart.

## **2.5 Age-Related Changes in Decision Preferences: From Mechanisms to Interventions**

**Room: Gaslamp C/D (2nd Floor)**

**Chair:** Vinod Venkatraman, Temple University, USA

### ***1. Affective Forecasting Improves Across the Life Span***

Lisa Zaval, Columbia University, USA

Ye Li, University of California Riverside, USA\*

Eric Johnson, Columbia University, USA

Across four studies, we show evidence of age-related improvements in affective forecasting: Older adults are less likely to predict that their affective response to an event will be less intense if it occurs later in time—a reduction of future anhedonia. We examine several theoretically-implicated mechanisms for this finding.

### ***2. Loss Framing Attenuates Delay Discounting in OA***

William Hampton, Temple University, USA\*

Vinod Venkatraman, Temple University, USA

Age-related differences and the interaction of decision making biases have been understudied older adults discounted future rewards less steeply, yet projected collecting Social Security sooner. Both older adults and younger discounted future rewards less when choices are loss framed, but older adults exhibited a higher susceptibility to loss framing.

### ***3. Taking the Best and Worst First: Age Differences in Preferences for Monetary and Hedonic Sequences***

Jonell Strough, West Virginia University, USA\*

Wändi Bruine de Bruin, University of Leeds, UK

Andrew Parker, Rand Corporation, USA

When given positive and negative hedonic and monetary scenarios, older age was associated with taking both the best and worst event in a sequence sooner instead of saving either for last. Self-reports of using reason, experience, and emotion to make decisions were associated with age differences in sequence preferences.

### ***4. Individual Differences in Skewed Financial Risk Taking Across the Adult Life Span***

Kendra Seaman, Yale University, USA\*

Josiah Leong, Stanford University, USA

Charlene Wu, Stanford University, USA

Brian Knutson, Stanford University, USA

Gregory Samanez-Larkin, Yale University, USA

We examined adult age differences in choice and neural activity as individuals considered risky gambles. Results revealed age biases towards positively-skewed gambles and age differences in corticostriatal regions during skewed risk taking. These results have implications for identifying financial decision biases across adulthood.

## 2.6 New insights into Advertising Effectiveness and Persuasion

**Room:** Balboa A (2nd Floor)

**Chair:** Anoop Bhogal-Nair, De Montfort University, UK

### **1. The Implications of Self-Regulation Difference Between Heavy versus Light Media Multitaskers for Advertising Effectiveness**

Emma Beuckels, Ghent University, Belgium\*

Snezhanka Kazakova, Ghent University, Belgium

Verolien Cauberghe, Ghent University, Belgium

Liselot Hudders, Ghent University, Belgium

Patrick De Pelsmacker, University of Antwerp, Belgium

Past research suggests that heavy media multitaskers (HMMs) perform worse on tasks that require self-regulation compared to light media multitaskers (LMMs). Our two studies suggest that motivation rather than ability to self-regulate drives these performance differences and consequently that HMMs are more susceptible towards advertising within a media multitasking context.

### **2. Does Bigger Equal Better? How Product-Model Size Ratio and Brand's Social Role Impact Ad Effectiveness**

Chun-Tuan Chang, National Sun Yat-sen University, Taiwan\*

Xing-Yu Chu, National Sun Yat-sen University, Taiwan

Hsin-Yi Wang, National Sun Yat-sen University, Taiwan

Dickson Tok, National Sun Yat-sen University, Taiwan\*

In this research, we adopt the “size embodies power” metaphor and suggest that this metaphorical link may influence ad effectiveness: a larger size contrast between product and model images in an ad will make it easy for consumers to associate the advertised product with a greater social power.

### **3. How Group Identification and Stereotype Content Determine the Effectiveness of Ads Portraying Positive Stereotypes**

Linyun Yang, University of North Carolina - Charlotte, USA\*

Tanya Chartrand, Duke University, USA

Gavan Fitzsimons, Duke University, USA

How consumers respond to positive stereotypes in advertising depends on their identification with the stereotyped group and the content of the positive stereotype. For ads portraying warmth-related stereotypes, high identifiers evaluate promoted products more favorably than low identifiers. However, for ads depicting competence-related stereotypes, we find the opposite effect.

### **4. Grammatical Subject, Base Rates, and Persuasion**

Max Ostinelli, Winthrop University, USA\*

David Luna, Baruch College, USA

Four experiments show that for success claims, user-subjects, where users are the grammatical subject of a sentence (e.g., 90% of users succeed with this product), are more persuasive than product-subjects (e.g., this product succeeds for 90% of users), where the product is the grammatical subject. The opposite holds true for failure claims.

## 2.7 The Real Deal? Counterfeits and Authenticity

**Room:** Balboa B (2nd Floor)

**Chair:** Yael Zemack-Rugar, University of Central Florida, USA

### **1. Counterfeits Can Benefit Original Brands When People are Caught Using Counterfeits: The Role of Face Restoration**

Liangyan Wang, Shanghai Jiaotong University, USA\*

Qin Wang, Arizona State University, USA\*

L. Robin Keller, University of California Irvine, USA

Eugene Chan, Monash University, Australia

We examine consumers' preference and purchase intentions for genuine products after they are caught using counterfeit versions. We show that consumers with an interdependent self-construal increase their preference for genuine products when caught using counterfeit symbolic (vs. functional) products because they wish to restore face.

### **2. I am a Fashionista and I (think) I Know It: The Role of Fashion Knowledge in Preferences for Counterfeits**

Ludovica Cesareo, University of Pennsylvania, USA\*

Silvia Bellezza, Columbia University, USA

We investigate the role of fashion knowledge in consumers' preference for counterfeits. Across four studies, we demonstrate how low fashion-knowledge consumers, relative to high fashion-knowledge consumers, have a more positive reaction to counterfeits because they feel flattered. Moreover, ownership of the real brand plays a moderating role, enhancing positive reactions.

### **3. Engineered Essence and Authenticity**

Chelsea Galoni, Northwestern University, USA

Brendan Strejcek, Northwestern University, USA\*

Kent Grayson, Northwestern University, USA

We propose a multi-process model of branded product authenticity. Branded products can gain authenticity from both contagious essence transfer and engineering of essence through instructed transformations. These processes are independent, function through distinct psychological mechanisms, and have consequences for product valuation.

### **4. Ironic Consumption**

Caleb Warren, University of Arizona, USA\*

Gina S. Mohr, Colorado State University, USA

Ironic consumption refers to using a product while trying to dissociate from the meaning or identity that the product normally signals. We investigate how people consume ironically, when an audience detects that a consumer is being ironic, and how ironic consumption influences the impressions that the consumer makes on others.

## **2.8 The Ups and Downs of Uncertainty: Novel Antecedents and Consequences of Uncertainty in Consumer Judgment and Choice**

**Room: Balboa C (2nd Floor)**

**Chair:** Mehmet Yavuz Acikalin, Stanford University, USA

### ***1. Guilt-Free Indulgence at the Cost of Certainty***

M. Yavuz Acikalin, Stanford University, USA\*

Uzma Khan, University of Miami, USA

Baba Shiv, Stanford University, USA

Extant research suggests that consumers are uncertainty-averse. In contrast, we show that instead of avoiding uncertainty, consumers choose a probabilistic mixture of multiple options over a single certain option despite not being indifferent between the options. We further show that consumers choose uncertain options as a guilt reduction mechanism.

### ***2. Know Thyself Financially: How Financial Self-Awareness Benefits Consumers***

Nivriti Chowdhry, Rice University, USA\*

Utpal Dholakia, Rice University, USA

We consider the relation between an individual's uncertainty about their own current financial assets, liabilities, and spending patterns (financial self-awareness), and downstream financial behaviors. The effect of FSA is mediated by financial self-efficacy. The effect of FSA on saving and investment decisions, but not on financial satisfaction or spending decisions, is moderated by financial literacy via response-efficacy.

### ***3. The Persuasive Advantage of Change***

Daniella Kupor, Boston University, USA

Jayson S. Jia, University of Hong Kong\*

Zakary L. Tormala, Stanford University, USA

We show that references to product changes enhance the persuasive impact of messages. Five studies reveal that this occurs because the mention of change sparks curiosity (i.e., a perceived knowledge gap that consumers desire to fill), which in turn boosts processing of information about the changed product.

### ***4. How Does Risk Sound? The Fit Between Harsh (Soft) Names and Uncertainty (Certainty)***

Keith Botner, Lehigh University, USA\*

Arul Mishra, University of Utah, USA

Himanshu Mishra, University of Utah, USA

In this research, we propose that the uninformative factor of the sound of a word affects decisions under uncertainty. After quantifying names on a comfortable–uncomfortable continuum, we present evidence from naturalistic and controlled examinations showing greater preference for comfortable- (uncomfortable-) sounding names in scenarios of greater certainty (uncertainty).

## **2.9 Space and Consumption: Using Lefebvre to Examine an Interplay of Multi-Level Forces in the Consumptive Process of Space**

**Room: Cortez Hill A (3rd Floor)**

**Chair:** Annetta Grant, Bucknell University, USA

### ***1. Home is Where the Tension Is? Examining the Cultural Complexity of Creating the Space of Home***

Annetta Grant, Bucknell University, USA\*

Jay M. Handelman, Queens University, Canada

We mobilize Lefebvre's spatial triad to analyze how consumers negotiate the creation of space through home renovations. We introduce the role of a market visionary, who helps consumers maintain alignment between an historical understanding of the home, marketers' representations of home, and the home as a site for self-enactment.

### ***2. No Place like Home? An Investigation of the Competing Understandings of Taste in a Midcentury Modern Neighborhood***

Ankita Kumar, University of Wisconsin - Madison, USA\*

We investigate how middle-class consumers with different cultural capital levels, understand and interpret the meanings of midcentury modern residential design. We uncover an ideological tension between traditional and neoliberal values. Practices of singularization and simulation, and displays of wealth and sovereignty set residents apart and activate different logics of governmentality.

### ***3. How Multiple Stakeholders Produce Branded Urban Spaces***

Rodrigo Castilhos, Unisinos Business School, Brazil\*

This article analyses the production of branded urban spaces. Drawing on Lefebvre's spatial triad, I show how architecture and urbanism, brand narrative, and spatial governance concur to constitute the material, imagined, and lived dimensions of space, contributing to legitimize an exclusionary upper-class neighborhood in a Brazilian city.

### ***4. Representations of Space: Methodological Tensions in Spatial Consumer Research***

D. Matthew Godfrey, University of Arizona, USA\*

Melanie Wallendorf, University of Arizona, USA

We explore the methodological tensions and disconnections between consumers' lived spatial experiences and researchers' representations of these experiences. Proposing a novel approach that combines ethnographic, historical, and Geographic Information Systems (GIS) research, we examine ways that consumer research can better align theoretical and methodological perspectives on space.

## 2.10 Impacts of Language on Consumer Behavior

**Room:** Cortez Hill B (3rd Floor)

**Co-chairs:** Ernest Baskin, Saint Joseph's University, USA

Peggy Liu, University of Pittsburgh, USA

### **1. The Unexpected Implications of Product Descriptors on Product Perceptions**

Ernest Baskin, Saint Joseph's University, USA\*

Peggy Liu, University of Pittsburgh, USA

Meaningless descriptors make products seem more expensive by increasing uncertainty about the product's characteristics, which leads consumers to assume the product is a more exceptional (i.e., special, unique, fancy) one. Additionally, in the case of food products, the uncertainty increases the risks associated with consumption, decreasing perceptions of anticipated taste.

### **2. Make Your Tweety Bird Tweet: Use of Textual Paralanguage in Brand and Spokescharacter Online Communications**

Andrea Luangrath, University of Iowa, USA\*

Joann Peck, University of Wisconsin - Madison, USA

Victor Barger, University of Wisconsin - Whitewater, USA

We explore how the use of textual paralanguage (TPL) on social media affects consumer perceptions of brands. We find varying effects on brand warmth but consistent negative effects on brand competence. We show that the negative effects on competence can be avoided by communicating through the brand's spokescharacter.

### **3. Do You E-care? Analyzing the Impact of Conversational Agreement in Online Customer Service**

Francisco Ordenes, University of Massachusetts - Amherst, USA\*

Dhruv Grewal, Babson College, USA

To assess online consumers' service evaluations, many firms use automated sentiment analysis, yet this method does not capture dialogues dynamics between consumers and employees. Drawing on relational communication and text mining, we assess the non-linear effect of the dialogue agreement, content positivity, feedback type, and their interaction, on conversational sentiment.

### **4. Asymmetry in Emotion Language is Consequential for Evaluative Judgments**

Chiara Longoni, Boston University, USA\*

Geeta Menon, New York University, USA

We show that positive emotion words are less chronically accessible and more effortful to generate than negative emotion words, and that the subjective feeling of effort associated with generating several positive emotion words is detrimental for evaluative judgments in various contexts including visual stimuli, personal experiences, product reviews.

## **2.11 Emotions in Consumption and Consumer Interactions**

**Room: Cortez Hill C (3rd Floor)**

**Chair:** Zoey Chen, University of Miami, USA

### ***1. Don't Kill the Suspense: The Duality of Suspense in Entertainment Consumption***

Mujde Yuksel, Suffolk University, USA

Elizabeth Miller, University of Massachusetts, USA\*

Easwar Iyer, University of Massachusetts, USA

In this paper, we propose a duality of suspense and show that the relationship between these two forms of suspense varies by context, in turn, affecting the nature of suspense and viewing decisions. Our findings contribute to an increased understanding of the drivers of suspense.

### ***2. Keep Calm and Smell the Roses: The Differential Impact of Low and High Arousal Emotions on Consumption Outcomes***

Maria Rodas, University of Minnesota, USA\*

Rohini Ahluwalia, University of Minnesota, USA

We propose and find evidence in four studies that low (vs. high) arousal emotions has a positive impact on several consumption outcomes. We find that this occurs because low arousal emotions reduce mind-wandering, increasing consumers' focus on the consumption experience itself, allowing for stronger connections with the product to develop.

### ***3. The Paradoxical Impact of Positive Mood on Goal Favorability: Consumers in Positive Mood Favor Maintenance Goals Yet Believe Attainment Goals to be Better for Fostering Positive Mood***

Haiyang Yang, Johns Hopkins University, USA\*

Antonios Stamatogiannakis, IE Business School, Spain\*

Although extant mood theories and consumers' lay beliefs suggest that, when in positive mood, consumers may favor attainment goals (i.e., achieve better outcomes) more than maintenance ones (i.e., achieve the same), we show that the opposite can occur. Field and lab studies demonstrate its nonconscious nature, boundary conditions, and implications.

### ***4. Birds of a Feather Feel Together: Emotional Ability Similarity in Consumer Interactions***

Blair Kidwell, University of North Texas, USA\*

Chris Blocker, Colorado State University, USA

Virginie Kidwell, University of North Texas, USA

Erick Mas, University of North Texas, USA

The authors examine emotional ability similarity (EAS) to explain key outcomes in consumer interactions beyond the effects of traditional variables in the similarity-attraction paradigm. Three studies examine how and why similar abilities to use emotional information promotes relational success and joint consumer decisions through creating easy and comfortable interactions.

## 2.12 Pro-Social Behavior

**Room: Hillcrest A (3rd Floor)**

**Chair:** Tanuka Ghoshal, Indian School of Business, India

### **1. Pain of Payment and the Moral Tax: The Neural Basis of the Credit Card Effect**

Sachin Banker, University of Utah, USA\*

Derek Dunfield, Massachusetts Institute of Technology, USA

Alex Huang, Massachusetts Institute of Technology, USA

Drazen Prelec, Massachusetts Institute of Technology, USA

Credit cards are believed to heighten the willingness to pay for products by alleviating the pain of payment during purchase. We evaluated this hypothesis at a neural level in an fMRI shopping task. Our findings revealed that payment methods were associated with distinct neural processes distinguishing purchase from non-purchase.

### **2. Redesigning the Market for Volunteers: A Donor Registry**

Ellen Garbarino, University of Sydney, Australia\*

Stephanie Heger, University of Sydney, Australia

Robert Slonim, University of Sydney, Australia

Carmen Wang, Harvard University, USA

Daniel Waller, Australian Red Cross Blood Service, Australia

Using a field experiment, we created a registry to motivate marginal blood donors. Compared to control groups, Registry members are more likely to volunteer and respond to shortage appeals. The Registry's effectiveness stems from selection by altruistic volunteers and volunteer's preference for commitment, but find no evidence of ask avoidance.

### **3. The Begging Game: On the Power of the Ask in Charitable Exchange**

Mark Ratchford, Tulane University, USA\*

Ethan Pew, Stony Brook University, USA

Bart Victor, Vanderbilt University, USA

Much of charitable giving results from formal solicitations. However, asking has been largely ignored in the altruism and generosity literature, which relies heavily on the dictator and ultimatum games. Through the begging game (a variant of the dictator game) we offer insights on the role asking plays in charitable exchange.

### **4. How Discount Price Negatively Influences Ethical Consumption**

Yuhosua Ryoo, University of Texas at Austin, USA\*

Minette Drumwright, University of Texas at Austin, USA

This research demonstrates that discount prices can have a negative impact on the purchase of ethical products—a boomerang effect. This effect is mediated by perceived product efficacy and is prevalent among ethically minded consumers. Further, this research demonstrates how additional information can mitigate the boomerang effect of discount price.

## 2.13 Wired for Belonging and Community

**Room:** Hillcrest B (3rd Floor)

**Chair:** Kat Duffy, University of Glasgow, UK

### 1. *WeChat Brands: Communal Interaction and Brand Publicity in Chinese Social Media*

Yuxin Bai, Lancaster University, UK\*

Xin Zhao, Lancaster University, UK

Hayley Cocker, Lancaster University, UK

Recent research on communal consumption has shifted its theoretical focus from a brand's linking value in sustaining interaction to its publicity value of facilitating visibility. We examine brands on Chinese social media platform WeChat and report a hybrid form of sociality that conceptually lies between communal interaction and brand publicity.

### 2. *Self-Disclosure Asymmetry in Online Communities: A Challenge of Demographic Diversity*

**Cornelia (Connie) Pechmann, University of California Irvine, USA**

Kelly EunJung Yoon, University of California Irvine, USA\*

Denis Trapido, University of Washington Bothell, USA

Judith J. Prochaska, Stanford University, USA

We explored how self-disclosure of demographic differences enhances overall engagement and goal attainment among community members within the context of Twitter-based smoking cessation community. We examined whether inhibited self-disclosure may help to explain why goal-oriented online communities with unfamiliar and demographically dissimilar members often experience weak ties.

### 3. *The Belonging Process: Elements and Enactment within a Consumption Context*

Robert Arias, University of Illinois at Urbana-Champaign, USA\*

Cele Otnes, University of Illinois at Urbana-Champaign, USA

This research investigates how individuals proactively leverage consumption activities to pursue a sense of belonging. Theoretical constructs emerge from written narratives and a longitudinal study to illuminate the processual nature of belonging. We delineate these emergent constructs and offer theorization regarding how they relate. Implications for future research are discussed.

### 4. *Web 2.0: Online Communities or Bla-Bla Land?*

Natalia Drozdova, Norwegian School of Economics, Norway\*

Denis Utochkin, Norwegian School of Economics, Norway\*

Ingeborg A. Kleppe, Norwegian School of Economics, Norway\*

This paper explores users' interactions on Twitter and Kickstarter. Not only do users interact with each other significantly more often on Kickstarter than on Twitter, they also express a stronger community feeling. This paper contributes to the understanding of the variations of possible interactions across different online platforms.

**Break**

**10:50am - 11:10am**

**SESSION III**

**11:10am - 12:25pm**

**Roundtable: Conspicuous Consumption Revisited in the Digital Era**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Qing Wang, University of Warwick, UK

Felicitas Morhart, HEC Lausanne, Switzerland

Simone Griesser, University of Warwick, UK

**Participants:**

David Dubois, INSEAD, France

Paurav Shukla, Essex University, UK

Valentina Clergue, HEC Lausanne, Switzerland

Bruno Kocher, HEC Lausanne, Switzerland

Leif Brandes, Warwick University, UK

Martin Liu, Nottingham University, Ningbo Campus, China

Teck Y. Eng, University of Southampton, UK

Julia Wolny, University of Southampton, UK

Chunyan Xie, Western Norway University of Applied Sciences, Norway

Lily Wang, Zhejiang University, China

Elodie Caucigh, University of Vienna, Austria

Jeff Lee, NYU Shanghai, China

Chunyn Xie, Western Norway University, Norway

Nailya Ordabayeva, Boston College, USA

Digital technology including social media challenge fundamental premises of luxury brands including exclusivity, status, authenticity, and sensory experiences. Digital luxury experiences differ from their offline counterparts and brought forward terms like “webmosphere” or “luxemosphere” indicating new approaches. Little is known about the underlying mechanisms manifested in these new phenomena.

## Data Blitz 2: Evaluation, Judgment, and Context

**Room:** Golden Hill A/B (3rd Floor)

**Chair:** Maura Scott, Florida State University

### **1. Effects of Implicit Theories on Customers' Satisfaction with Service Recovery: The Value of Process**

Xiaoyan Liu, Southwestern University of Finance and Economics, China

Shaobo Li, Nanyang Technological University, Singapore\*

Elison Lim, Nanyang Technological University, Singapore

Three studies examine how implicit theories impact customers' satisfaction with service recovery. We find that, compared to entity theorists, incremental theorists express higher satisfaction and are more likely to revisit the firm when the recovery is high in interactional justice, regardless of whether or not an appealing compensation is provided.

### **2. Choosing None versus Choosing "None of the Above": The Effect of No-Choice Decision Expression on Choice Outcomes**

Seung Eun (Sonia) Kim, Seoul National University, South Korea\*

Sung J. Jung, INSEAD, Singapore

Jin M. Kim, Yale University, USA

Kyoungmi Lee, Seoul National University, South Korea

When a ballot does not provide a selectable “none of the above” option, voters will cast blank ballots if none of the candidates are desirable – or will they? In this research, we investigate whether the choice context in which people must express their no-choice decision alters their choice outcomes.

### **3. Effort Type Predicts Preferences for Material or Experiential Goods**

Christopher A. Summers, University of South Carolina, USA

Eva C. Buechel, University of South Carolina, USA

Gustavo Schneider, University of South Carolina, USA\*

We propose that effort type can predict consumers' preferences for rewards. In three studies, we show that physical effort leads to a greater preference for material rewards, whereas mental effort leads to a greater preference for experiential rewards. Our results identify effort type as an antecedent to consumer preference.

### **4. What Make Products Weird? Antecedents to and Underlying Mechanism of Weirdness.**

Qian (Claire) Deng, University of Alberta, Canada\*

Paul Messinger, University of Alberta, Canada

Little research attention is paid to the concept of weirdness, because of the negative association of weirdness. This paper challenges this view, not only by identifying the key antecedent (extreme incongruity) to the weirdness and the underlying mechanism (failed sense-making), but also by showing its marketing potential (generating more WOM).

**5. Mental Stimulation and Cognitive Orientation: Implications for Children's and Adults' Food Choices**

Dipayan Biswas, University of South Florida, USA\*

Annika Abell, University of South Florida, USA

Courtney Szocs, Portland State University, USA

The results of two field experiments with children at a middle school cafeteria and two lab experiments with adults show that undertaking mental stimulation tasks (such as by solving math problems) before making a food choice leads to less indulgent food choices.

**6. Appetite for Destruction: Attractive Faces Alter People's Food Choices**

Tobias Otterbring, Aarhus University, Denmark, & Karlstad University, Sweden\*

Directly contradictory to the predictions made by marketing professors, exposure to attractive (vs. unattractive) opposite-sex faces made people choose unhealthy rather than healthy foods. This effect primarily influenced people who rated themselves as inferior on self-view-relevant attributes, but did not generalize to attractive (vs. unattractive) same-sex faces.

**7. The More Elongated, the More High-end: The Effect of Package Shape on Perceived Brand Status**

Huan Chen, Renmin University of China, China\*

Jun Pang, Renmin University of China, China

Minkyung Koo, University of Illinois at Urbana Champaign, USA

This research examines the effect of package shape on consumers' perceived brand status. Results from three studies show that consumers perceive a product with tall & slim (vs. short & stout) shape to have a high brand status. Moreover, perceived attractiveness is the mechanism underlying this effect on brand status perception.

**8. The Effect of Competitive Rivalry Associations on Brand Extensions**

Nicolas Pontes, Queensland University of Technology, Australia\*

Vivian Pontes, Queensland University of Technology, Business School, Australia

This research demonstrates the extent brands benefits from existing competitive rivalry associations. In particular, it shows that market leaders (but not challenger brands) benefit from a second mover advantage even when facing established, well-known brands in the extension category. Further, we show that a low category fit hinders these effects.

**9. There Is No Such Thing as a Free Lunch: The Negative Effect of Zero Price on Consumer Demand**

Fengyan Cai, Shanghai Jiao Tong University, China\*

Xiaomeng Fan, Northwestern University, USA\*

Both intuition and empirical evidences indicate that people like cheap products and free products are particularly attractive. But we showed a backfiring effect of zero price on consumer demand and identified a moderator that could drive the effect of zero price on demand into either positive or negative direction.

**10. When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases**

Zichuan Mo, Peking University, China\*

Jingjing Ma, Peking University, China

Prior research has shown that self-threats can evoke consumption that signals accomplishments in the domain of the threat. However, we show that this within-domain compensation is likely to backfire, especially when consumers compensate with experiential rather than material purchases. Identity relevance of experiential purchases could be the mechanism.

### **3.1 How do Humans Interact with Machines? Implications for Experience and Identity**

**Room:** Seaport H (2nd Floor)

**Chair:** Eugenia Leung, Erasmus University Rotterdam, The Netherlands

#### ***1. Object Experience and Object Consumers***

Donna Hoffman, George Washington University, USA

Thomas Novak, George Washington University, USA\*

The consumer IoT has the potential to revolutionize consumer experience because consumers can actively interact with smart objects. We develop a framework for understanding how object experience emerges in the smart home, how consumers can access these experiences, and implications of object experience for expanding the domains of consumer behavior.

#### ***2. Automation and Identity***

Eugina Leung, Erasmus University Rotterdam, The Netherlands\*

Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Automation (such as food processors or GPS) is an increasingly prevalent phenomenon in the marketplace. Although automation improves the efficiency of product experiences, we show across various studies that it might be detrimental for identity-based consumption because it reduces consumers' opportunity to attribute the outcome of product experiences to themselves.

#### ***3. Touch-Sensitive Computing Interfaces as Drivers of Experiential Consumption***

Christian Hildebrand, University of Geneva, Switzerland\*

Johnathan Levav, Stanford University, USA

Based on a large-scale field study and a series of experiments (in both field and lab settings), we show that touch-sensitive interfaces cause more experiential instead of instrumental product configuration experiences for consumers, which ultimately trigger a greater choice share of hedonic (relative to utilitarian) product features.

#### ***4. The Soul and the Machine: Humanlike Machines and Machinelike Humans***

Russell Belk, York University, Canada\*

Descartes attempted to distinguish the ensouled self from the machinelike body. Freed from Christian strictures, science has substituted the brain for Descartes' soul. Although the Tin Man longed for a brain, computerized robots may already have one. As a result, humans may need to become machinelike in order to survive.

## **3.2 Consumer Financial Decision Making Research with Impact**

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Quentin André, INSEAD, France

Nicholas Reinholtz, University of Colorado, USA

### ***1. Does Access to FICO Scores Influence Financial Behavior? Evidence from a Field Experiment with Student Loan Borrowers***

Tatiana Homonoff, New York University, USA

Rourke O'Brien, University of Wisconsin - Madison, USA

Abigail Sussman, University of Chicago, USA\*

We examine whether access to credit score information influences financial decisions. In a randomized experiment of more than 450,000 student loan borrowers, we vary the presence of email correspondence providing information about credit score availability. Viewing their FICO score appears to induce individuals to take steps to improve their creditworthiness.

### ***2. Consumption Responses to Pay Frequency: Evidence from "Extra" Paychecks***

Yiwei Zhang, University of Chicago, USA\*

To budget, households must manage cash inflows and outflows. This paper studies how households manage their cash flow when the timing of their income and the timing of their expenditures is misaligned. I show that spending responds to income variation arising from such misalignment in ways consistent with mental accounting.

### ***3. Can Food Stamps Reduce Food Consumption? The Unintended Consequences of Restricted-Use Funds on Budgeting Decisions***

Quentin André, INSEAD, France\*

Nicholas Reinholtz, University of Colorado, USA

John G. Lynch, University of Colorado, USA

We investigate the consequences of endowing consumers with resources that can only be spent on a limited range of products. Using a policy-relevant context, we show that consumers who receive a resource akin to food stamps spend less on food than consumers who receive an equivalent amount in money do.

### ***4. Shopping Behavior of Food Stamps Users: The Role of Decision Conflict***

Dinesh Gauri, University of Arkansas, USA

Yu Ma, McGill University, Canada

Manoj Thomas, Cornell University, USA\*

Analysis of shopping baskets suggests that food stamps users purchase a greater proportion of unhealthy food items relative to nonusers of food stamps. Furthermore, they seem less susceptible to the “mode-of-payment effect” (wherein paying in cash triggers more prudent purchase decisions). We discuss the policy implications of those findings.

### **3.3 Come and Have Fun with Us: Social Influences and Social Perception in Leisure Activities**

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Yuechen Wu, University of Maryland, USA

Rebecca Ratner, University of Maryland, USA

#### **1. The Decision to Share: From the Joy of Self-Possession to the Joy of Shared Consumption**

Adelle Yang, National University of Singapore, Singapore\*

Ann McGill, University of Chicago, USA

Why do people share desserts, which feel good, but not vegetables, which are good? When the resource re-allocation decision is immediately followed by consumption, we find that people are more willing to share affect-rich resources than affect-poor resources with others, holding the monetary value constant.

#### **2. Getting the Most from Shared Experiences: The Undervalued Impact of Goal Clarity on Shared Consumption**

Yuechen Wu, University of Maryland, USA\*

Nicole Kim, University of Maryland, USA

Rebecca Ratner, University of Maryland, USA

Rebecca Hamilton, Georgetown University, USA

We examine how clarity about a partner's objectives during a shared activity influences the consumer's own experience. We find that lack of clarity limits the consumer's ability to absorb consumption content and decreases enjoyment. However, consumers don't predict the benefits of clarity or take simple steps to increase clarity.

#### **3. Celebrations and Social Support**

Danielle Brick, University of New Hampshire, USA\*

Tanya Chartrand, Duke University, USA

Kelley Gullo, Duke University, USA

Gavan Fitzsimons, Duke University, USA

James Bettman, Duke University, USA

We explore how celebrations as joint consumption occasions contribute to positive life outcomes. Across four studies, we find evidence that celebrations increase perceptions of social support. Furthermore, we suggest some of the ways in which this process occurs and how different social roles within the celebration may function.

#### **4. Wasting Time and Money? How Consumers Evaluate Others' Resource (Mis)Management**

Jenny Olson, Indiana University, USA\*

Andrea Morales, Arizona State University, USA

Brent McFerran, Simon Fraser University, Canada

Darren Dahl, University of British Columbia, Canada

We extend past work on how consumers view choices made by income earners versus aid recipients. Not only are aid recipients denigrated for ethical, financial expenditures, negative judgments extend to donations of time and possessions. Spending resources on endeavors outside of paid employment is seen as wasteful and ultimately immoral.

### **3.4 The Curious Case of Risk and Uncertainty**

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Luxi Shen, Chinese University of Hong Kong, China

Kristen Duke, University of California San Diego, USA

#### ***1. Risks, Interrupted: The Effect of an Interruption on Decisions of Risk***

Daniella Kupor, Boston University, USA

Wendy Liu, University of California San Diego, USA\*

On Amir, University of California San Diego, USA

We demonstrate that interruptions increase risk-taking by reducing stimuli's sensory novelty due to the introduction of a repeat exposure to the decision. We further show how this mechanism is distinct from other disruptors, and we propose a general theory of interruption effects that extends previous literature.

#### ***2. Changing How Probability is Represented Attenuates the Reflection Effect***

Kristen Duke, University of California San Diego, USA\*

Daniel Mochon, Tulane University, USA

On Amir, University of California San Diego, USA

Individuals tend to be risk averse in gains, but risk seeking in losses. In four experiments, we demonstrate that changing how probabilities are represented from percentages to a format that can be mentally simulated (e.g., a coin toss) can eliminate this risk-attitude asymmetry by altering riskier alternatives' perceived likelihood.

#### ***3. Not All Money is Created Equal: Neural Signature of Mental Accounting***

Feng Sheng, University of Pennsylvania, USA\*

Ming Hsu, University of California Berkeley, USA

Baba Shiv, Stanford University, USA

Using a novel within-subject design, we provide evidence for mental accounting at both behavioral and neural levels. Specifically, we show income-based mental accounting selectively modulated individuals' attitude toward losses as opposed to risks, as well as elucidate neural mechanisms that underpins the operation of mental accounting.

#### ***4. A Field Experiment on the Effectiveness of Uncertain Incentives on Large Magnitude***

Luxi Shen, Chinese University of Hong Kong, China\*

Christopher Hsee, University of Chicago, USA

Joachim Talloen, Carnegie Mellon University, USA

We designed and tested different incentives on a Hong Kong pay-by-task survey platform and found that (a) in terms of entry decisions (preference "in prospect"), certain incentives attracted more workers, and (b) in terms of repetition decisions (performance "in process"), uncertain incentives better maintain the active-worker base.

### **3.5 Mind and Plate: Cognitive Processes in Health**

**Room: Gaslamp C/D (2nd Floor)**

**Chair:** Jonathan Berman, London Business School, UK

#### ***1. When Numbers Make You Feel: The Impact of Round versus Precise Numbers on Preventive Health Behavior***

Monica Wadhwa, INSEAD, Singapore\*

Kuangjie Zhang, Nanyang Technological University, Singapore

We show that exposing people to round (vs. precise) numbers in a preventive health message or even an unrelated context can increase their likelihood of adopting preventive health behaviors. We further show that the impact of round versus precise numbers on preventive health behavior is driven by affective reactions.

#### ***2. Don't Count Calorie Labeling Out: Calorie Counts on the Left Side of Menu Items Lead to Lower Calorie Food Choices***

Steven Dallas, New York University, USA\*

Peggy Liu, University of Pittsburgh, USA

Peter Ubel, Duke University, USA

Drawing on information processing theory, we propose a new explanation for why calorie information has been minimally effective in many existing studies: it is typically displayed to the right of menu items. Three studies show that positioning calorie information the left (vs. right) of menu items greatly increases its effectiveness.

#### ***3. The "Weight" of Product Claims and Vertical Location: Health Goes Up and Taste Goes Down***

Alexandra Festila, Aarhus University, Denmark\*

Polymeros Chrysochou, Aarhus University, Denmark

The present research shows that claims denoting healthy attributes will elicit more favorable consumer evaluations (towards ads, packages and products) when placed at higher locations, whereas claim denoting “unhealthy” attributes (e.g., taste) will elicit more favorable evaluations when placed at lower locations.

#### ***4. When Healthy is Scary: The Case of Detection versus Prevention Health Messages***

Chethana Achar, University of Washington, USA\*

Meng-Hua Hsieh, Pennsylvania State University, USA

Nidhi Agrawal, University of Washington, USA

We identify that engaging in a healthy behavior can be scary if it involves illness detection (vs. prevention). Five experiments demonstrate an interaction such that detection (vs. prevention) health messages are more persuasive under low (vs. high)-level thought and this is driven by the scariness of detection actions.

### **3.6 Experience is Everything: The Interplay Between Experiences and Emotion**

**Room:** Balboa A (2nd Floor)

**Chair:** Alixandra Barasch, New York University, USA

#### **1. Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment**

Taly Reich, Yale University, USA

Rosanna Smith, University of Georgia, USA\*

Ernest Baskin, Saint Joseph's University, USA

While prior work has established the benefits of experiential over material consumption, little attention has been devoted to the factors that differentially enhance the very same experience. We find that providing consumers with the architecture of an experience increases active participation and subsequent enjoyment of the experience.

#### **2. Embracing Experiential over Material Consumption: Thinking about Death Increases Consumer Preferences for Experiences**

Yoonji Shim, University of British Columbia, Canada\*

Katherine White, University of British Columbia, Canada

We examine the effect of mortality salience on preferences for experiential versus material purchases. We demonstrate that mortality salience leads people to prefer experiential over material consumption, and this tendency is driven by differences in perceived meaningfulness between experiential versus material purchases. We further demonstrate the moderating role of meaning-fulfillment.

#### **3. Experiences and Material Purchases Differently Evoke Envious Reactions**

Katarina Hellén, University of Vaasa, Finland\*

Maria Sääksjärvi, Delft University of Technology, The Netherlands\*

Envy can come in a desirable form and an undesirable form (benign and malicious envy). In three studies, we examine when benign vs. malicious envy is evoked. Results show that type of purchase, type of comparison and type of desirability differently evoke benign vs. malicious envy.

#### **4. Unpacking Mixed Emotions at Experiential Endings: Total Emotionality, and Differential Roles of Enjoyability, Meaningfulness and Sociality of Experience**

Xiaohua Zhao, Tsinghua University, China\*

Wendy Liu, University of California San Diego, USA\*

This research demonstrates that endings to positive experiences produce mixed emotions, and the key driver of this effect is the intensity of enjoyability of the experience, not meaningfulness or sociality. We further examine whether endings increase (decrease) total emotionality. We find endings to be a mixed, and subdued, emotional state.

### **3.7 The Mind Can Be a Dark Place: Fearful Stories and Imagery**

**Room: Balboa B (2nd Floor)**

**Chair:** Shankha Basu, University of Leeds, UK

#### ***1. Moved by Fear: Exploring Affect as a Driver of Narrative Transportation***

Matthew Farmer, University of Arizona, USA\*

Jesper Nielsen, University of Arizona, USA

Fear arousal's role in narrative transportation—a mechanism through which narratives persuade people—has not been well studied. Across three studies, we provide strong evidence that fear arousal actually leads to more transportation and, therefore, more persuasion, a possibility not predicted by existing transportation models.

#### ***2. The Power of Negative Visualizations: When Fear Appeals Motivate Consumer Behavior***

Kamila Sobol, Concordia University, Canada

Marilyn Giroux, Auckland University of Technology, New Zealand\*

The authors employ the technique of visualization to understand instances when fear appeals are, and are not, efficient at motivating behavior. Results reveal that processing style is a key determinant of the visualization's motivational outcome, and that affect is an important driving force behind the effects of fear visualizations.

#### ***3. Are Dark and Frightening Story Worlds Inspirational? An Analysis of the Narrative Persuasion Process***

Kerstin Barth-Strieler, Johannes Gutenberg University, Germany\*

Frank Huber, Johannes Gutenberg University, Germany

Applying the widely-accepted use of fear-appeals, we uncover the direct and indirect workflows of threatening narratives arousing story-related pros-social and health-conscious consumer reflections. Thus, we verify the debated importance of fear in terms of persuasion and contribute to the understanding of narrative persuasion mechanisms, whilst respecting main personality traits.

### **3.8 Possessions and Wellbeing: Increasing, Sustaining and Sharing Happiness**

**Room: Balboa C (2nd Floor)**

**Chair:** (Joyce) Jingshi Liu, Hong Kong University of Science and Technology

#### **1. My Favorite Thing: How Special Possessions Can Increase Subjective Wellbeing**

(Joyce) Jingshi Liu, Hong Kong University of Science and Technology\*

Amy N. Dalton, Hong Kong University of Science and Technology

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Valuing material possessions can increase wellbeing if consumers focus on possessions that are most special to them. In three studies, consumers who recalled a special possession reported greater subjective wellbeing than those who did not. This effect was mediated by a sense of connectedness derived from one's special possession.

#### **2. Satisfying Inherent Preferences to Promote Sustainable Happiness**

Yanping Tu, University of Florida, USA

Christopher Hsee, University of Chicago, USA

Xilin Li, University of Chicago, USA\*

We classify preferences as inherent and learned and propose satisfying more inherent preferences lead to longer-lasting happiness.

Two studies, in domains of personal purchase and life events, find supporting evidence. We discuss the implication of this insight given people in affluent societies invest too much in satisfying learned preferences.

#### **3. When Consumers Prefer to Give Material Gifts instead of Experiences: The Role of Social Distance**

Joseph K. Goodman, Ohio State University, USA

Sarah Lim, Cornell University, USA\*

When it comes to gift giving, consumers prefer giving material gifts instead of experiential ones, despite evidence suggesting experiences lead to more happiness. The authors explore this mismatch and propose that consumers' preferences for giving experiential gifts depend on the perceived social distance between the gift giver and the recipient. Compared to being socially distant, when givers and recipients are socially close, givers perceive greater knowledge about recipients' individual preferences and give more experiences. Further, the social risk associated with giving an experience moderates these effects.

#### **4. Losing Our Most Special Possession: The Unexpected Positivity of Dying**

Amelia Goranson, University of North Carolina at Chapel Hill, USA\*

Ryan Ritter, University of Illinois at Urbana-Champaign, USA

Adam Waytz, Northwestern University, USA

Michael I. Norton, Harvard University, USA

Kurt Gray, University of North Carolina at Chapel Hill, USA

In our imagination, losing our most valuable possession—our lives—seems distressing. However, two studies reveal that terminally ill patients (S1) and death row inmates (S2) are more positive than individuals simulating the experience of these deaths. This suggests that dying may be more pleasant than we imagine.

## **3.9 Who's Looking Where? Social Comparisons and Consumer Behavior**

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Julian Givi, Carnegie Mellon University, USA

### ***1. Experiential Purchases Trigger More Envy than Material Purchases Do***

Ruoyun Lin, University of Tübingen & Leibniz-Institut für Wissensmedien, Germany

Niels van de Ven, Tilburg University, The Netherlands\*

Sonja Utz, University of Tübingen & Leibniz-Institut für Wissensmedien, Germany

Experiential purchases make people happier than material purchases. However, we find that experiential purchases more likely trigger envy as well. Three studies test the reasons for this negative side effect of experiential purchases. Furthermore, we find that people mispredict this effect: they think material purchases will trigger more envy.

### ***2. Two's Company, Three's a Crowd: Givers' Oversensitivity to Other Givers' Gifts***

Julian Givi, Carnegie Mellon University, USA\*

Jeff Galak, Carnegie Mellon University, USA

Christopher Olivola, Carnegie Mellon University, USA

This research demonstrates that givers believe a recipient will like their (i.e., the giver's) gift more when it compares favorably (vs. unfavorably) to other givers' gifts, but a recipient's actual liking of a gift does not fluctuate in this manner. Downstream consequences of this miscalculation are also investigated.

### ***3. The Inequity Penalty: Consumers Show Heightened Sensitivity to Inequitable Treatment in the Context of Apology***

Emily Rosenzweig, Tulane University, USA\*

Clayton Critcher, University of California Berkeley, USA

The rise of customer loyalty programs means people are often aware that companies privilege and differentially reward higher status customers. We demonstrate people are uniquely troubled by inequitable treatment when it is offered in compensation for service failure, because it violates prescriptive norms surrounding restorative justice.

### ***4. How Comparison Standards and Political Ideology Influence Tradeoffs between Absolute and Relative Outcomes***

Sokiente Dagogo-Jack, Boston College, USA\*

Joshua Beck, University of Oregon, USA

Prior work indicates that consumers' preferences are influenced by social comparisons and temporal comparisons, but the relative strength of the two comparison standards remains in question. The present research shows that temporal (vs. social) standards have a stronger impact on individuals' preferences and demonstrates the moderating role of political ideology.

### **3.10 Promoting Prosocial: Factors Influencing Consumer's Donations and Moral Decisions**

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Mariam Beruchashvili, California State University at Northridge, USA

#### ***1. The Effect of Pre-giving Incentives on Relationship Norms and Donation Behavior***

Bingqing(Miranda) Yin, University of Kansas, USA\*

Yixin Li, University of Kansas, USA

Surendra Singh, University of Kansas, USA

We examined the effects of different types of pre-giving incentives on charitable donations. Low value monetary pre-giving incentives lead to lower donation amounts compared to comparable value non-monetary pre-giving incentives and no incentives. Results are explored via reciprocity, and communal and exchange relationship norms due to pre-giving.

#### ***2. Regulatory Focus and Donation to Proactive and Reactive Causes***

Zhiyong Yang, University of Texas at Arlington, USA

Sijie Sun, University of Texas at Arlington, USA\*

Ritesh Saini, University of Texas at Arlington, USA

Narayan Janakiraman, University of Texas at Arlington, USA

Three studies examine the effect of regulatory-focus on individuals' donation to proactive/reactive causes. Promotion-focused individuals donate more to proactive (vs. reactive) causes, whereas prevention-focused people donate equally to both. The key mechanism is perceived self-benefit of the cause. When other-benefit is activated, promotion-focused individuals behave similarly to prevention-focused people.

#### ***3. A Regulatory Focus Approach to Consumers' Moral Decision Making***

Maria Schwabe, Friedrich-Schiller-University of Jena, Germany\*

David B. Dose, Aston Business School, UK

Gianfranco Walsh, Friedrich-Schiller-University of Jena, Germany

In three studies the authors examine how a consumer's inherent or situationally induced regulatory focus influences whether he or she regulates or repeats moral consumption decisions. Further, the authors study contingencies of these effects.

#### ***4. Can Concern for the Disadvantaged Promote Disadvantage? Neglecting the Benefits of Exploitation***

Amit Bhattacharjee, Erasmus University Rotterdam, The Netherlands\*

Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Despite people's great capacity for sympathy, a tenth of the world's population still lives in extreme poverty. Across six studies, we show that moral concerns about unfair labor practices can divert consumers' attention away from the beneficial consequences of these opportunities for disadvantaged workers.

### **3.11 Reasoning and Evaluating Under Conditions of Ambiguity: The Role of Ambivalence, Uncertainty, and Affective-Cognitive Inconsistency in Persuasion and Choice**

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Eric Levy, University of Cambridge, UK

#### ***1. Same Same, But Different: How Refutational Two-sided Messages Steer Ambivalent Attitudes***

Anuja Majmundar, University of Southern California, USA

Erlinde Cornelis, San Diego State University, USA\*

Nico Heuvink, IÉSEG School of Management, France\*

This research introduces attitudinal ambivalence to message sidedness literature. The results show that two-sided messages only work when ambivalence is low (study 1). Including a refutation in a two-sided message overcomes this limitation (study 2) if this refutation is based on the same (vs. different) product attribute (study 3).

#### ***2. Effects of Matched and Mismatched Comparative Advertising Messages: The Moderating Role of Consumers' Processing Focus***

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Shailendra Jain, University of Washington, USA\*

Charles Lindsey, State University of New York at Buffalo, USA

Frank Kardes, University of Cincinnati, USA

Across two experiments, we find that consumers with a cognitive focus find comparative messages mismatching the ad context (e.g., using “better than the leading brand” comparative claims to promote a product in a large category) more effective. The reverse was true for consumers with an affective focus.

#### ***3. How Process Explanations Impact Assessments of Predictions of Uncertain Events***

Daniel Villanova, Virginia Tech, USA

Elise Chandon Ince, University of South Carolina, USA\*

Rajesh Bagchi, Virginia Tech, USA

Consumers often have to assess the accuracy (or believability) of probability predictions made by forecasters. While prior literature suggests that offering support for claims increases believability, we show that, for probabilistic predictions, additional process support lowers accuracy perceptions because individuals infer that the prediction-making process was too superficial.

#### ***4. Reason-Product (In)compatibility: Cognition and Affect in Consumer Reasoning***

Alexander DePaoli, Northeastern University, USA\*

Uzma Khan, University of Miami, USA

Itamar Simonson, Stanford University, USA

Previous literature argues that reasoning about a decision leads to less satisfying choices. We introduce a distinction between "cognition-based" and "affect-based" reasons, and illustrate that reasoning reduces satisfaction only when it leads to a distortion in choice behavior as a function of an incompatibility between reason types and product categories.

### **3.12 Assembling Consumption, Culture, and Media**

**Room: Hillcrest A (3rd Floor)**

**Chair:** Jason Stornelli, Oregon State University, USA

#### ***1. Consumers' Assemblages of Fear and Safety with Firearms: Obstacles to Addressing Gun Violence in an Armed America***

Aimee Huff, Oregon State University, USA\*

Michelle Barnhart, Oregon State University, USA

Brandon McAlexander, University of Arkansas, USA\*

Jim McAlexander, Oregon State University, USA

Using assemblage theory and ethnographic data, we present assemblages American consumers construct to generate safety in a society replete with firearms. We contribute to research on human-object interactions and ways meanings are negotiated in markets and consumer experience. Further, we illuminate the role of public policy in consumers' social worlds.

#### ***2. Navigating Symbolic Pollution through Symbolic Boundary Work – Shaping A Sense of Home and Family in Family Assemblages***

Carol Kelleher, University College Cork, Ireland\*

Deirdre O'Loughlin, University of Limerick, Ireland

In this paper, we explore how illness requiring care displaces family assemblages. Specifically, we illustrate how illness as a form of symbolic pollution transforms family relations and capacities necessitating symbolic boundary work to hold family assemblages together, which in turn, shapes both a sense of home and of family.

#### ***3. Gender as a Softly Assembled Performance: Interrogating the Tenuous Possession-Self Link When Women Don't Want Pink and Men Don't Want Blue***

Carly Drake, University of Calgary, Canada\*

Scott Radford, University of Calgary, Canada

The extant product gender literature uses experimental designs in arguing that consumers' [static] gender identities match their product choice. Conversely, interview data from the present study illustrate that decisions regarding product gender are not always a reflection of the [fluid] gendered self. These findings complicate theory on this possession-self link.

#### ***4. Extensions, Intensities and the Convergent Advertisement***

Hélène de Burgh-Woodman, University of Notre Dame, Australia\*

Convergence media disrupts how advertising is constructed, disseminated and used by consumers. Thus, this paper asks whether assemblage thinking can be mobilized to apprehend this new advertising/consumer landscape. If viewed as complex assemblages, rather than as texts or persuasive devices, a more reflexive theoretical frame for convergent advertising may evolve.

### **3.13 When Modern Consumers Face Moral Violations**

**Room: Hillcrest B (3rd Floor)**

**Chair:** Stephanie Lin, Singapore Management University, Singapore

#### ***1. Explaining Moralized Opposition to Genetically Modified Food in the U.S. and Europe***

Sydney Scott, Washington University in St. Louis, USA\*

Yoel Inbar, University of Toronto, Canada

Paul Rozin, University of Pennsylvania, USA

In representative surveys in the U.S., France, and Germany (total N = 1559), we find most opposition to genetically modified food is moralized opposition that is insensitive to cost-benefit arguments. Connectedness to nature predicts opposition in all countries, and religiosity predicts opposition in the United States better than Europe.

#### ***2. The First-Mover Authentic Advantage: How Order of Entry Signals Genuinely Good Character***

Brooke Kelly, University of Pennsylvania, USA\*

Deborah Small, University of Pennsylvania, USA

When judging good deeds of companies, actions matter, but so does the inference that motives are genuine. We find that first-movers are perceived as more authentically-motivated than followers and get more credit for doing the same good action. Nonetheless, copying is perceived as better than doing no good.

#### ***3. When Feeling Good Feels “Wrong”: Avoiding Hedonic Consumption When It Reflects Immoral Character***

Stephanie Lin, Singapore Management University, Singapore\*

Taly Reich, Yale University, USA

Tamar Kreps, University of Utah, USA

In contrast to traditional mood repair motivations, we find that people desire to experience negative emotions in response to moral violations. Therefore, people avoid hedonic consumption after negatively valenced moral content, and feel uncomfortable when negatively valenced moral content is followed by hedonic frivolous content in social media contexts.

#### ***4. Witnessing Moral Violations Increases Conformity in Consumption***

Ping Dong, Northwestern University, USA\*

Chen-Bo Zhong, University of Toronto, Canada

We show that exposure to moral violations increases consumers' subsequent conformity in consumption, driven by their heightened desire to restore social order. The effect disappears when the moral violator has already been punished and when the majority-endorsed option is viewed as being complicit with the moral violation.

**Lunch**  
**12:30pm - 2:00pm**  
**Seaport Ballroom - 2nd Floor**

**Presidential Address**  
**2:15pm - 3:00pm**  
**Grand Hall C - Lobby Level**

**JCR Associate Editors Meeting**  
**3:00pm - 4:30pm**  
**Marina Room - Lobby Level**

**SESSION IV**  
**3:10pm - 4:25pm**

## **Roundtable: Everyday Consumer Aesthetics**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Vanessa Patrick, University of Houston, USA  
Aparna Sundar, University of Oregon, USA

### ***Participants:***

Lauren Block, Baruch College, USA	Kelly Herd, Indiana University, USA
Laura Peracchio, University of Wisconsin - Milwaukee, USA	Maura Scott, Florida State University, USA
Claudia Townsend, University of Miami, USA	Martin Reimann, University of Arizona, USA
Mario Pandelaere, Virginia Tech, USA	Theodore Noseworthy, York University, USA
Ravi Mehta, University of Illinois at Urbana-Champaign, USA	Xiaojing Yang, University of Wisconsin – Milwaukee, USA
JoAndrea (Joey) Hoegg, University of British Columbia, Canada	Xiaoyan Deng, Ohio State University, USA
Maureen Morrin, Temple University, USA	Yuwei Jiang, Hong Kong Polytechnic University
Aradhna Krishna, University of Michigan, USA	Lei Jia, Ohio State University, USA
Maura Scott, Florida State University, USA	Rita To, University of Houston, USA
Luca Cian, University of Virginia, USA	Zhe Zhang, University of Houston, USA
Henrik Hagvtedt, Boston College, USA	Tim Doering, University of Michigan, USA
Adriana Madzharov, Stevens Institute of Technology, USA	Julio Sevilla, University of Georgia, USA

Everyday consumer aesthetics is defined as “non-art, non-nature aesthetic experiences that are diverse and dynamic and result in specific consumer actions (e.g. purchasing) and consumption behaviors” (Patrick 2016). The roundtable will discuss the current state of the literature, related research areas, and, future directions for this sub-field of consumer behavior.

## Data Blitz 3: Emotions and Knowledge

**Room: Golden Hill A/B (3rd Floor)**

**Chair:** Martin Mende, Florida State University, USA

### **1. Yuck! Feelings of Disgust, Self-threats and Compensatory Behaviors.**

Elena Fumagalli, HEC Paris, France\*

L.J. Shrum, HEC Paris, France

Consumers frequently encounter disgusting images. We examine how physical and moral disgust differentially affect consumers' identity and compensatory consumption. We show that physical disgust decreases consumers' sense of power, which prompts them to consume conspicuous goods. In contrast, moral disgust decreases consumers' self-esteem, causing them to act prosocially.

### **2. The Merits of Happy Consumption: Positive Affect and Psychological Ownership**

Carina Thürridl, Wirtschafts University, Austria\*

Bernadette Kamleitner, Wirtschafts University, Austria

Ruta Ruzeviciute, Wirtschafts University, Austria

Stephan Dickert, Queen Mary University of London, UK

Sophie Süßenbach, Wirtschafts University, Austria

The feelings consumers experience during consumption can have powerful effects, but can they also influence how possessive one feels towards the consumed? In this paper, we examine whether positive affect experienced during brand consumption can instill a sense of ownership for the consumed brand, subsequently leading to intended repeat consumption.

### **3. Incentive Design with Uncertainty: Keep the Hope Alive**

Xiyueyao Luo, Chinese University of Hong Kong, China\*

Luxi Shen, Chinese University of Hong Kong, China

Shen et al. (2015) shows consumers work harder for uncertain rewards than for certain rewards. How can marketers design an effort-score-payoff system with uncertainty? We find that to boost effort investment within a time limit, adding uncertainty to the score-payoff part is more effective than the effort-score part.

### **4. Maximizing Utility but Minimizing Wellbeing: A Meta-Analysis on the Maximizers' Paradox**

Alex Belli, University of Technology Sydney, Australia\*

François Carrillat, University of Technology Sydney, Australia

In an attempt to settle the debate on the relationship between maximization and well-being, a sub-group meta-analysis was conducted, accounting for well-being dimension valence (positive or negative). Findings revealed maximization is detrimental to well-being regardless of the dimension valence, but is moderated by the maximization scale and by long-term orientation.

**5. Feeling Flattered or Flawed? The Effects of Consumer Embarrassment on Self-perception**

Tracy Rank-Christman, University of Wisconsin - Milwaukee, USA\*

Danielle Warren, Rutgers University, USA

In a sequence of studies, we find that embarrassment stemming from personal mistakes (negative trigger) and special treatment (positive trigger) has a negative impact on consumers' self-perceptions. These effects are augmented by emotional contagion and mediated by feelings of social rejection.

**6. The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation**

Christian Hildebrand, University of Geneva, Switzerland\*

Building on the segregation of affective touch in the somatosensory cortex, we hypothesize and show that touch-sensitive interfaces cause a substantial increase in consumers' arousal relative to valence perceptions (using both objective and subjective measures of affect), ultimately promoting a greater impulse to purchase and willingness-to-pay for a focal product.

**7. Triangulating the Breadth of Explanatory Depth**

Scott Roeder, Washington University in St. Louis, USA\*

Leif Nelson, University of California, Berkeley, USA

We argue that the illusion of explanatory depth is attenuated not only by explanations of the focal item itself but also by explanations of other, entirely different things, implying the existence of a domain-agnostic process. We then show that this holds for relatively difficult, but not easy, explanations.

**8. The More You Know the More You Search: Post-Decision Information Search and the Effect of Prior Knowledge and Maximizing Tendencies**

Maura Ferreira, Pontifical Catholic University of Rio Grande do Sul, Brazil

Cristiane Pizzutti, Federal University of Rio Grande do Sul, Brazil\*

Previous literature argues that cognitive dissonance and feelings of regret or dissatisfaction increase the amount of information sought in post-decision timespan. We show that the knowledge individuals hold before the decision-making point predicts post-decision information search, as well. Additionally, we demonstrate that high levels of maximizing tendencies boost this effect.

## 4.1 Wisdom from Words

**Room: Seaport H (2nd Floor)**

**Co-chairs:** Grant Packard, Wilfrid Laurier University, Canada

Jonah Berger, University of Pennsylvania, USA

### **1. Differentiation and Cultural Success**

Jonah Berger, University of Pennsylvania, USA\*

Grant Packard, Wilfrid Laurier University, Canada\*

Why do some things catch on? We suggest that how similar an item is to related cultural items shapes success. Analysis of chart performance of thousands of songs demonstrates that songs whose lyrics are more differentiated from other songs in the same genre are more popular.

### **2. How do Authenticity Meanings Evolve? A Longitudinal Analysis of Music Album Reviews**

Matteo Corciolani, University of Pisa, Italy\*

Kent Grayson, Northwestern University, USA

Ashlee Humphreys, Northwestern University, USA

Previous research has focused on individual consumer evaluations and types of authenticity. We take an institutional perspective to explore field-level factors by analyzing the text of 4,924 album reviews. We find that authenticity criteria are a function of the institutional resources critics have available for judgment as a field matures.

### **3. When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications**

Oded Netzer, Columbia University, USA\*

Alain Lemaire, Columbia University, USA

Michal Herzenstein, University of Delaware, USA\*

We automatically process the raw text in thousands of loan requests from an online crowdfunding platform, and find that borrowers, consciously or not, leave traces of their intentions, circumstances, and personality traits in that text. Moreover, the text is predictive of default up to three years after it was written.

### **4. Make America Tweet Again: A Dynamic Analysis of Micro-blogging During the 2016 U.S. Republican Primary Debates**

Ron Berman, University of Pennsylvania, USA

Colman Humphrey, University of Pennsylvania, USA

Shiri Melumad, University of Pennsylvania, USA

Robert Meyer, University of Pennsylvania, USA\*

We examine how the substantive and affective content of Tweets evolved during debates leading to the 2016 Presidential election. One finding was that the “Twittersphere” increasingly resembled a tabloid as debates progressed, focusing primarily on sensationalist events. Implications for the role micro-blogging may play in influencing voter opinion are explored.

## **4.2 Changing for the Better: When & Why People Fail (or Succeed) to Engage in Beneficial Behavior Change**

**Room: Hillcrest C/D (3rd Floor)**

**Chair:** Alicea J. Lieberman, University of California, San Diego, USA

### ***1. The Mere Cost Effect***

Alicea J. Lieberman, University of California, San Diego, USA\*

On Amir, University of California, San Diego, USA

Ziv Carmon, INSEAD, Singapore

We propose a novel mechanism explaining behavior change failures: the mere perception of a cost to change behavior hinders one's willingness to do so, even when the benefit of change greatly outweighs the cost. Further, the longer a consumer engages in a suboptimal behavior the greater this cost is perceived.

### ***2. Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes***

Kirk Kristofferson, Arizona State University, USA

Andrea C. Morales, Arizona State University, USA\*

Brent McFerran, Simon Fraser University, USA

Darren W. Dahl, University of British Columbia, Canada

We propose that camera angles can change the way consumers watch sporting events. Specifically, building on work on identifiable victims, we demonstrate that watching football through zoomed-in (vs. regular) camera angles can elicit heightened negative emotions that cause consumers to view players as victims, thereby changing their attitudes and behaviors.

### ***3. Good People Don't Need Medication***

Sydney E. Scott, University of Pennsylvania, USA\*

Justin F. Landy, University of Chicago, USA

We show consumers sometimes dislike effective drug treatments (e.g., antidepressants, nicotine gum, anti-craving drugs), even though they understand those treatments are the most effective in the consideration set. Consumers avoid these treatments in part because they believe taking these drug treatments reflect poor character.

### ***4. Sustaining Sustainable Hydration: The Importance of Aligning Information Cues to Motivate Long Term Consumer Behavior Change***

Eleanor Putnam-Farr, Yale University, USA\*

Rhavi Dhar, Yale University, USA

We compare the effectiveness of information placed near an upstream choice (e.g., desks) versus near consumption (e.g., water dispensers) on behavior change (refilling reusable bottles). Over a 7-week field experiment, we find the signage near the upstream choice to be much more effective in creating habits in the post-intervention period.

## 4.3 Challenging Intuitions on Intuitive Statistics

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Quentin André, INSEAD, France

Bart de Langhe, University of Colorado, USA

Nicholas Reinholtz, University of Colorado, USA

### **1. High Chances and Close Margins: How Different Forecast Formats Shape Beliefs**

Oleg Urminsky, University of Chicago, USA

Sondre Skarsten, University of Chicago, USA\*

Luxi Shen, Chinese University of Hong Kong, China

People treat equivalent forecasts of the chances of an outcome (e.g., winning an election) as more extreme than forecasts of the equivalent margin of the outcome (e.g., vote share). This framing of forecasts shifts perceptions in voting, sports and statistical reasoning, and can entail downstream consequences for behavioral intentions.

### **2. It's Absolutely Relative: On the Processing of Absolute and Relative Differences**

Dan R. Schley, Erasmus University Rotterdam, The Netherlands\*

Quantitative differences can be described per their absolute difference (e.g., \$10 off) or their relative difference (e.g., 10% off of \$100). This research tests two opposing accounts regarding how consumers use these two modes of information, and a number of moderating factors.

### **3. Variance Spillover in Intuitive Statistical Judgments**

Quentin André, INSEAD, France\*

Nicholas Reinholtz, University of Colorado, USA

Bart de Langhe, University of Colorado, USA

We investigate consumers' ability to form category-specific representations of numerical information. We find that while consumers' judgments of central tendencies (means) are independent between categories, the same is not true of judgments of variance, which tend to be averaged across categories. We discuss implications for theory and practice.

### **4. Combining Estimates of Epistemic and Aleatory Uncertainty to Reduce Overprecision**

Daniel G. Goldstein, Microsoft Research, USA

David Rothschild, Microsoft Research, USA\*

Expectations of prices and quality are critical in consumers' decisions, and should be shaped by the distributional properties of the outcome and the uncertainty in a person's estimate of the average. We show that people do not naturally focus on all these sources, leading to excessively narrow confidence intervals.

## 4.4 Intended and Unintended Signals from Conspicuous Actions

**Room:** Gaslamp A/B (2nd Floor)

**Chair:** Adelle Yang, National University of Singapore, Singapore

### 1. *Prosocial Consequences of Counterfeits: Using Counterfeit Luxury Goods Can Lead to Prosocial Behavior*

Jinjie Chen, University of Minnesota, USA\*

Deborah John, University of Minnesota, USA

Yajin Wang, University of Maryland, USA

Courtney Carufel, UnitedHealthcare, USA

We show that using counterfeit luxury products can lead to greater prosocial behavior. We propose that counterfeit luxury use undermines the user's self-identity, and leads to compensatory actions to restore the self by volunteering and donating money, but only for counterfeit users who are owners of authentic luxury goods.

### 2. *When Modesty Pays*

Shalena Srna, University of Pennsylvania, USA

Alix Barasch, New York University, USA\*

Deborah Small, University of Pennsylvania, USA

Conspicuous consumption allows people to signal status, which is advantageous for attaining resources and social influence. However, we find that status-signalers are perceived as self-interested, rendering status-signaling disadvantageous for cooperation. Across six studies (N=1,824), this paper examines when people choose modesty and the advantages of remaining modest in cooperative contexts.

### 3. *Promoting Conspicuous Generosity: Justifying the ‘Brag’ by Removing the Choice*

Adelle Yang, National University of Singapore, Singapore\*

Christopher Hsee, University of Chicago, USA

People often feel conflicted about publicizing their pro-social behaviors (aka the braggart's dilemma). We show that while people do predict such social inferences, "brag-binding", i.e., making the publicity of a pro-social behavior mandatory instead of voluntary, can resolve this dilemma and motivate people to engage in conspicuous prosocial behaviors.

### 4. *Prosocial Referral Rewards*

Rachel Gershon, Washington University in St. Louis, USA\*

Cynthia Cryder, Washington University in St. Louis, USA

Leslie John, Harvard University, USA

We identify a context where prosocial incentives outperform selfish incentives. While most companies offer referral incentives that reward existing customers who refer, prosocial incentives that reward a friend are more effective. This effect emerges when 1) generosity is conspicuous and 2) the reward recipient is a close social contact.

## 4.5 New Perspectives on Anthropomorphism: Examining the Role of Anthropomorphism in

## Financial Decision-Making and Consumer Welfare

**Room:** Gaslamp C/D (2nd Floor)

**Chair:** Eric Levy, University of Cambridge, UK

### **1. Is Money Worth Saving? Money Anthropomorphism Increases Saving Behavior**

Lili Wang, Zhejiang University, China\*

Sara Kim, University of Hong Kong, Hong Kong\*

Xinyue Zhou, Zhejiang University, China

Does money anthropomorphism lead consumers to protect money and save money? The present research systematically examined the impact of money anthropomorphism on saving behavior. We find that money anthropomorphism leads people to consider money to be vulnerable and thus more likely to protect it by saving it.

### **2. Beauty (Value) Is in the Eye of the Beholder: How Anthropomorphism Affects the Pricing of Used Products**

Junhee Kim, Drexel University, USA

Marina Puzakova, Lehigh University, USA\*

Hyokjin Kwak, Drexel University, USA

Haeyoung Jeong, Drexel University, USA

This research demonstrates that brand anthropomorphization increases selling prices and decreases buying prices for used products. A buyer's creative mindset attenuates the negative impact of brand anthropomorphization on buying prices, whereas a seller's favorable attitude toward the past enhances its positive impact on selling prices of used products.

### **3. Moral Identity and Brand Anthropomorphism**

Eric Levy, University of Cambridge, UK\*

Sara Kim, University of Hong Kong, Hong Kong

Americus Reed II, University of Pennsylvania, USA

This research investigates the relationship between consumers' moral identity and their preference for anthropomorphized brands. In three studies, we find that higher moral identity is consistently associated with greater preference for anthropomorphized (vs. non-anthropomorphized) brands. Higher moral identifiers' perceptions of an anthropomorphized brand as being more "human-like" mediates this effect.

### **4. The Influence of Anthropomorphism on Choosing Multiple Products from an Assortment**

Rocky Peng Chen, Hong Kong Baptist University, Hong Kong\*

Echo Wen Wan, University of Hong Kong, Hong Kong

This research finds that anthropomorphism (vs. non-anthropomorphism) leads consumers to choose a whole set of products from an assortment, even at the cost of including less-preferred options. This effect occurs because anthropomorphism promotes a holistic thinking style, which is good at identifying relationships between objects.

## 4.6 Point of Purchase Marketing and Consumer Responses

**Room:** Balboa A (2nd Floor)

**Chair:** Li Huang, Hofstra University, USA

### **1. Hiding Gifts Behind the Veil of Vouchers: The Effect of Gift Vouchers in Conditional Promotions**

Yan Zhang, National University of Singapore, Singapore

Yu Ding, Columbia University, USA\*

To boost sales, companies often conduct gift promotions. Should companies present gifts directly or distribute vouchers that can be exchanged for gifts? Six experiments find that using a voucher, as compared to presenting a gift directly, decreases purchase intention for high-value-gift promotions but increases purchase intention for low-value-gift promotions.

### **2. The Effect of Facial Resemblance on Product Purchase: The Moderating Role of Mental Construal**

Fan Liu, Adelphi University, USA\*

Xin He, University of Central Florida, USA

Ze Wang, University of Central Florida, USA\*

This research investigates how collective facial appearance of a team influences consumers' product purchase likelihood. Such effect is moderated by consumers' mental construal. These findings extend prior literature on consumers' face-based judgments of individuals to their perceptions of teams.

### **3. Driven by the Cues: Goal Attainment Makes Consumers More Responsive to Shopping-Related Contextual Cues**

Sebastian Sadowski, University of Groningen, The Netherlands\*

Bob M. Fennis, University of Groningen, The Netherlands

Koert van Ittersum, University of Groningen, The Netherlands

We demonstrate how goals overriding the shopping goal drive consumer responsiveness to subtle contextual cues. We show that assortment structure can lead to product choices from varying locations, but only when highly desired goals (e.g., hunger has been satisfied) have been already attained, not when they are merely anticipated.

### **4. Satisfaction-Driven Nonresponse Bias in Consumer Feedback Surveys: Venting, Reciprocation and Exiting**

Chris Hydock, Georgetown University, USA\*

Kurt Carlson, College of William & Mary, USA

Survey completion is a critical form of consumer engagement for brands. Little research has examined why consumers respond to feedback surveys, and whether response likelihood is systematically linked to satisfaction. Anecdote and WOM predict an extreme satisfaction response bias, however we find and explicate a positive satisfaction response bias.

## 4.7 Consumer Information Processing: Learning and Goals

**Room:** Balboa B (2nd Floor)

**Chair:** Dionysius Ang, University of Leeds, UK

### **1. Fight Fire with Fire: Using One Consumer Stereotype to Overcome Another Via Conceptual- Contingency Learning**

Julian Saint Clair, Loyola Marymount University, USA

Mitchell Hamilton, Loyola Marymount University, USA\*

Delancy Bennett, Clemson University, USA

Whether counter-stereotypical diversity campaigns (e.g., ads for STEM programs with female spokespersons) are helpful or harmful depends on whether or not the campaign facilitates a positive link between the stereotyped domain and a second-order concept that is stereotypically associated with the group (e.g., science = beautiful, beauty = female, thus science = female).

### **2. Changing Brand Attitudes Using Relevant Affective Cues: An Investigation of Relational Processing in Evaluative Conditioning**

Xiaomeng Fan, Northwestern University, USA\*

Galen Bodenhausen, Northwestern University, USA

We show that evaluative conditioning depends on the plausibility of relations between the conditioned stimulus (CS) and unconditioned stimulus (US). Implicit attitudes toward CSs are changed much more by pairings with plausible USs than with implausible ones. This finding supports the view that evaluative conditioning involves higher-order relational processing.

### **3. How Accepting Hierarchy Impacts Information Processing**

Lingjiang Lora Tu, Baylor University, USA\*

Yinlong Zhang, University of Texas at San Antonio, USA

This research explores how accepting hierarchy impacts consumers' preference for affective and cognitive information. A higher (vs. lower) extent to the acceptance of hierarchy (i.e. Power Distance Belief) induces instrumental (vs. consummatory) consumption motive, which results in preference for cognitive (vs. affective) information.

### **4. Range Goals as Dual Reference Points: Insights for Effective Goal-Setting and Pursuit**

Scott Wallace, Duke University, USA\*

Jordan Etkin, Duke University, USA

Specific, challenging goals are widely considered the gold standard of goal-setting. We demonstrate that range goals can be more motivating than specific goals if individuals leverage both range endpoints as reference points. Individuals who strategically switch from the lower to the upper range endpoint outperform those with high specific goals.

## **4.8 Depends on Your Frame of Mind: The Wide-Ranging Effects of Framing on Judgments, Decisions, and Behaviors**

**Room: Balboa C (2nd Floor)**

**Co-chairs:** Michael O'Donnell, University of California Berkeley, USA

Alice Moon, Disney Research, USA

### ***1. Elicitation Dependent Preference Reversals Over Consumer Goods***

Michael O'Donnell, University of California Berkeley, USA\*

Ellen Evers, University of California Berkeley, USA

We demonstrate preference reversals over consumer goods in hypothetical and incentive compatible settings. Participants prefer a utilitarian good when indicating willingness-to-pay more than when choosing. This is due to participants relying more on their affective responses when making a choice. The effect is attenuated when participants are told to deliberate.

### ***2. Attribute Matching Increases Confidence***

Hannah Perfecto, Washington University, USA\*

Jeff Galak, Carnegie Mellon University, USA

Joseph Simmons, University of Pennsylvania, USA

Leif Nelson, University of California Berkeley, USA

The authors propose a novel means of increasing decision confidence: attribute matching. By matching a salient attribute of decisions' options (valence for affective stimuli, calories for foods) with that of decision frames, the decision feels easier, and confidence increases. Implications for perceived consensus and purchase intentions are also discussed.

### ***3. Psychological Framing as an Effective Approach to Real-life Persuasive Communication***

Sandra Matz, University of Cambridge, UK\*

Michal Kosinski, Stanford University, USA

David Stillwell, University of Cambridge, UK

Gideon Nave, University of Pennsylvania, USA

Digital footprints (e.g., Facebook Likes) are powerful predictors of personality. Across two large-scale field experiments, we show that we can use personality predictions from these digital footprints to increase the effectiveness of marketing messages. Marketing messages that were framed to match targets' personality attracted 1.43 times more conversions on average.

### ***4. Choosing or Creating? Framing Choices as Design Processes Increases Perceived Customization of Products***

Alice Moon, Disney Research, USA\*

Maarten Bos, Disney Research, USA

Can a product decision be framed in ways that make consumers feel as though their product is customized for them, even when it's not? We find that presenting decisions as multi-stage processes (versus simple choices) leads consumers to feel like they designed the product themselves, which then increases perceived customization.

## **4.9 A Bouquet of Scents: Olfactory Effects on Product Evaluation & Consumption**

**Room: Cortez Hill A (3rd Floor)**

**Co-chairs:** Varun Sharma, Bocconi University, Italy

Zachary Estes, Bocconi University, Italy

### ***1. Seeing is Smelling: Visual Images can Induce Olfactory Imagery and Improve Product Evaluations***

Varun Sharma, Bocconi University, Italy\*

Zachary Estes, Bocconi University, Italy

Four studies demonstrate that ads and packages with pictures of scented objects (e.g., lavender) improve product evaluations by evoking olfactory imagery of the associated scent. This effect is moderated by pleasantness of the scent, relevance of scent to the product category, and utilitarian (vs hedonic) nature of the offering.

### ***2. I Smell It as If It Were Here: Can Scented Advertising Boost Product Appeal?***

Ruta Ruzeviciute, Vienna University of Economics and Business, Austria\*

Bernadette Kamleitner, Vienna University of Economics and Business, Austria

Dipayan Biswas, University of South Florida, USA

This paper demonstrates that scent enhances perceived proximity to an advertised product, which in turn enhances consumers' liking of the product and desire to acquire it. Across three studies, we show the hypothesized process, rule out an alternative explanation and identify a boundary condition.

### ***3. Follow Your Nose When it Sounds Right: How Brand Names Moderate the Influence of Olfactory Cues on Consumer Preferences***

Marina Carnevale, Fordham University, USA

Rhonda Hadi, Oxford University, UK\*

Ruth Pogacar, University of Cincinnati, USA

David Luna, Baruch College, USA

Research has documented profound effects of olfactory cues on consumer product preferences. However, this influence may hinge on precursory cues, such as a product's brand name. Specifically, we find that phonetically incongruent brand names can generate disfluency, which ultimately leads consumers to discount subsequent olfactory information.

### ***4. The Effects of Warm versus Cool Ambient Scents on Calorie Consumption***

Sarah Lefebvre, Murray State University, USA\*

Dipayan Biswas, University of South Florida, USA

The results of a set of field and lab studies show that the presence of a warm ambient scent leads to reduced amount of overall food and calorie consumption than the presence of a cool ambient scent. The effects reverse in the case of beverages.

## 4.10 The Role of Emotions in Persuasion

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Lifeng Yang, ShanghaiTech University, China

### **1. The Intent to Persuade: Spontaneous Emotionality in Word-of-Mouth Communications**

Matthew Rocklage, Northwestern University, USA\*

Derek Rucker, Northwestern University, USA

Loran Nordgren, Northwestern University, USA

Little research examines how the intent to persuade others transforms consumers' communications. Using a computational linguistic approach, three large-scale experiments demonstrate that intending to persuade others leads individuals to spontaneously intensify the emotionality of their language – even in situations where unemotional appeals have been shown to be relatively more effective.

### **2. When Do Limited Time Offers Work? A Reactance Perspective**

Ashesh Mukherjee, McGill University, Canada\*

Seung Lee, Konkuk University, South Korea

Andrew Gershoff, University of Texas at Austin, USA

Retailers, e-commerce websites, and television shopping channels frequently use limited-time offers such as “one day only sale” or “deal expires in one hour” to promote their products. This research uses the theoretical lens of reactance to identify new moderators of the effect of limited time offers on product evaluation.

### **3. How Power States Influence the Persuasiveness of Top-dog versus Underdog Appeal**

Liyin Jin, Fudan University, China

Yunhui Huang, Hong Kong University of Science and Technology, China\*

Drawing on power literature and research in top dog vs. underdog appeals, this research demonstrates that high- (low-) power individuals respond more positively to underdog (top dog) appeals because showing support for underdog (top-dog) brands facilitates power expression (restoration). Further, this effect was moderated by hard vs. soft sales strategy.

### **4. Can Sexy Images Drag You Down? How Gender and Self-construal Impact Subsequent Indulgent Consumption**

Chun-Tuan Chang, National Sun Yat-sen University, Taiwan\*

Xing-Yu Chu, National Sun Yat-sen University, Taiwan\*

Shr-Chi Wang, National Sun Yat-sen University, Taiwan

Dickson Tok, National Sun Yat-sen University, Taiwan

Previous research on the use of sexual imagery focused on its impacts on advertising persuasion, ignoring the consumer's subsequent behaviors following exposures to sexual imagery. This article not only investigates how exposure to sex cues may evoke indulgent consumption/choice but also explores the moderating influences of gender differences and self-construal.

## 4.11 Powerlessness, Insecurity and Threat

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Mina Kwon, University of Louisville, USA

### **1. Meaning in Life, Powerlessness, and Nostalgia: Using Nostalgia to Mitigate the Effect of Powerlessness on the Search for Meaning in Life**

Jun Pang, Renmin University, China

Sheng Bi, Washington State University, USA\*

Huan Chen, Renmin University, China

Andrew Perkins, Washington State University, USA

Across four studies, we examine the effect of powerlessness on nostalgic preference and the underlying mechanism of the motivation to search for meaning in life. Further, we find that we can mitigate this effect by providing an alternative source of meaning in life. Theoretical and managerial contributions are discussed.

### **2. Back to the Golden Age: When Economic Insecurity Promotes Nostalgic Consumption**

Chun-Ming Yang, Ming Chuan University, Taiwan\*

Four studies examined the idea that perceived economic insecurity affects nostalgic consumption. Both temporary and chronic perceived economic insecurity can promote consumers' preferences toward nostalgic products and enhance consumers' responses toward nostalgic ads. This occurs because perceived economic insecurity reduces consumers' meaning in life.

### **3. Do Financial Restrictions Deteriorate or Improve Self-Control? The Role of Mindfulness**

Gülen Sarial Abi, Bocconi University, Italy\*

Sadaf Mokarram Dorri, Bocconi University, Italy

Do financial restrictions influence self-control? In a series of studies that include an analysis of an archival data, three online studies, and one behavioral study, we demonstrate that the stage of financial restrictions influence self-control and mindfulness is the mechanism behind the found effects.

### **4. Fevered Pitch: Anxiety and Risk Avoidance in Response to Low-Pitch Ambient Sounds**

Michael Lowe, Georgia Institute of Technology, USA

Katherine Loveland, Xavier University, USA\*

Aradhna Krishna, University of Michigan, USA

Consumers are endlessly exposed to ambient sounds, both marketing and non-marketing related. We propose that low-pitched ambient sounds are subconsciously interpreted as indicating a potential environmental threat. Consequently, low-pitched (versus moderate-pitched) ambient sounds cause heightened anxiety, which then leads to increased risk appraisal, and increased risk avoidance.

## 4.12 Branding Rhetorics

**Room:** Hillcrest A (3rd Floor)

**Chair:** Jennifer Savary, University of Arizona, USA

### **1. Monsters in Our World: Narrative Transportation in Pokémon GO's Mixed Reality**

Joachim Scholz, Cal Poly, USA\*

Andrew Smith, Suffolk University, USA\*

How does the experience of narrative transportation differ when brand stories are emplaced in the physical world amidst a nexus of spatial and social relations, instead of a separate imaginary story world? We draw on qualitative data from the case of Pokémon GO to answer this question.

### **2. I Speak Starbucks, Do You? Distinction and Inclusion on Linguistic Brand Codes**

Ignacio Luri, University of Arizona, USA\*

Hope Schau, University of Arizona, USA

Brands are active producers of cultural objects. We define and explore linguistic brand codes, branded codes that mirror natural languages. Our ethnographic study of Starbucks' code reveals two opposing consumer discourses around embodying and opposing respectively brand codes as legitimate, though field-specific, forms of cultural capital.

### **3. Consumer-Brand Relationships in Conspiratorial Narratives**

Mathieu Alemany Oliver, Toulouse Business School, France\*

This paper takes a poststructuralist view to analyze conspiratorial consumer-brand relationships. Drawing on literature in the social sciences and a discourse analysis of 30 conspiracy narratives retrieved online, we show how consumers and brands can play the role of victim or culprit.

### **4. Is Sweaty Betty a Hollister Follower? Parsing the Poetics of Branding**

Stephen Brown, Ulster University, Ireland\*

Pauline Maclaran, Royal Holloway, UK

Sharon Ponsonby-McCabe, Ulster University, Ireland

Lorna Stevens, University of Westminster, UK

Roel Wijland, Otago University, New Zealand

Fifteen years after Sherry and Schouten's seminal article, poetry still hides its light under a bushel. This paper illuminates branding's poetics, arguing that poems are an apt metaphor for radiant brands. It highlights, with the aid of an empirical exemplar – Hollister Inc. – how poetry can help enlighten consumer research.

## **4.13 Risk Perception and Control in Consumer Healthcare Decisions**

**Room: Hillcrest B (3rd Floor)**

**Chair:** Yimin Cheng, Monash University, Australia

### ***1. Stigmatized Risk Factors in Health Messages: The Defensive Influence of Moral Identity***

Chethana Achar, University of Washington, USA\*

Lea Dunn, University of Washington, USA

Nidhi Agrawal, University of Washington, USA

This paper examines how and when the presence of stigmatized sources of risk (e.g., unsafe sexual practices) influences effectiveness of vaccination appeals. Four experiments demonstrate that moral identity leads to defensive processing of stigmatized risk information and affects subsequent consumption. We show this effect is driven by enhanced self-positivity bias.

### ***2. The Burden of Social Proof***

Preyas Desai, Duke University, USA

Mary Frances Luce, Duke University, USA

Janet Schwartz, Tulane University, USA\*

While a proliferation of insights from behavioral science is increasingly called upon for public service, little is known about the magnitude and downstream consequences of behavioral change. Here, we examine how social proof impacts short and longterm engagement in activities that are beneficial, though inherently threatening (e.g., medical testing).

### ***3. The Protestant Work Ethic and Preference for Natural Healthcare***

Yimin Cheng, Monash University, Australia\*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Consumers often need to choose between natural vs. artificial healthcare solutions. Using both publicly available country-level data and individual-level experimental data, we found that those who believe strongly in the Protestant Work Ethic prefer relatively natural healthcare options, due to their stronger dislike of external intervention.

### ***4. Unbiased Presentation of Options in Preference-based Medical Decisions***

Tatiana Barakshina, University of Illinois at Chicago, USA\*

Alan Malter, University of Illinois at Chicago, USA

Dimitrius Mastrogiovanni, University of Illinois at Chicago, USA

We examine how risks/benefits are presented in actual doctor-patient consultations and influence patient decisions. Sixty-four dyadic, longitudinal interviews with pregnant women and their doctors show patients tend to focus on one preselected option, which biases how delivery choices are presented and understood. New decision aids can improve objective risk assessment.

**Break**

**4:25pm - 4:45pm**

**JCR ERB Meeting**

**4:30pm - 6:30pm**

**Seaview - Lobby Level**

**SESSION V**

**4:45pm - 6:00pm**

**5.1 It's A Brave New World - The Consequences of Consumers' Self-Disclosure in Online Settings**

**Room: Seaport H (2nd Floor)**

**Co-chairs:** Francesca Valsesia, University of Southern California, USA

Kristin Diehl, University of Southern California, USA

**1. See What I Did or See What I Have: Impression Management Using Experiences Versus Material Goods**

Francesca Valsesia, University of Southern California, USA\*

Kristin Diehl, University of Southern California, USA

We show that consumers strategically use experiential purchases for impression management because they consider experiential (vs. material) purchases better signals. Moreover, this is a successful strategy as those signaling with experiential purchases are indeed liked better. Experiential purchases are better signals also in repeated impression management situations, but are underutilized.

**2. Temporary Sharing, Enduring Impressions: Self-Presentation in the Digital Age**

Roland Ruppell, Universita' della Svizzera Italiana, Switzerland

Reto Hofstetter, Universita' della Svizzera Italiana, Switzerland

Leslie John, Harvard University, USA\*

New technologies such as Snapchat place expiration dates on digital disclosures, granting users higher levels of privacy. This research suggests that this practice is not the panacea it may seem to be because it induces indiscretion and the impressions that indiscreet disclosures make upon others persist beyond their (temporary) lifespan.

**3. Bragging Through an Intermediary**

Irene Scopelliti, City University of London, UK\*

Joachim Vosgerau, Bocconi University, Italy

George Loewenstein, Carnegie Mellon University, USA

The use of an intermediary to convey positive information about a target person is received more favorably and is more effective than direct self-promotion by the target person. These effects persist irrespective of whether the intermediary is motivated by self-interest. However, intermediation may carry image costs for the intermediary.

**4. How Audience Engagement (in the Form of Likes vs. Comments) on Social Media Posts Influences Subsequent Self-Disclosure.**

Yuheng Hu, University of Illinois at Chicago, USA

David Gal, University of Illinois at Chicago, USA\*

We examine how the receipt of likes versus comments influences the degree to which consumers disclose private information on social media. We find that the receipt of comments reduces subsequent disclosure, a finding we attribute to the idea that comments can be perceived as a form of unwanted intimacy.

## **5.2 Nonconscious Attention and Imagery: Impact on Perception and Preference**

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Zachary Estes, Bocconi University, Italy

Aradhna Krishna, University of Michigan, USA

### ***1. Rapid Evidence Accumulation during Brand Choice: An Eye-tracking Analysis***

Rik Pieters, Tilburg University, The Netherlands\*

Tulin Erdem, New York University, USA

Ana Martinovici, Tilburg University, The Netherlands

We show that eye movements reflect fundamental, fast preference formation processes and predict choice well before it is implemented. Specifically, eye fixations and brand saccades rather than other types of saccades predict choice. Ownership effects influence brand choice via increased brand saccades, not eye fixations or other saccade types.

### ***2. Eye Buy: Attentional Scope Affects Product Choice via Visual Exploration***

Mathias Streicher, University of Innsbruck, Austria\*

Oliver Büttner, University of Duisburg-Essen, Germany

Zachary Estes, Bocconi University, Italy

One lab study and two field experiments demonstrate that shoppers' attentional focus affects purchasing. Mouse-clicks and eye movements show that inducing broad (vs. narrow) attention increases visual exploration of product displays, ultimately increasing unplanned purchasing. This effect of attentional focus on unplanned purchasing is accentuated among chronically impulsive buyers.

### ***3. Communicating a Promise of Change: Visual Steps Enhance Process Imagery***

Luca Cian, University of Virginia, USA\*

Aradhna Krishna, University of Michigan, USA

Chiara Longoni, Boston University, USA

Advertisements promising positive change may involve a before-after visual (only starting and ending points) or a progression visual (with intermediate steps). Although neglected in the marketplace and by future marketers, across seven studies we show how and why progression ads are superior to before-after ads across multiple consumer domains.

### ***4. The Effect of Visual Cues on the Sense of Completeness***

Miaolei (Liam) Jia, National University of Singapore, Singapore\*

Aradhna Krishna, University of Michigan, USA

Xiuping Li, National University of Singapore, Singapore

Consumers associate circular (vs. square) shapes with a greater sense of completeness. Grouping components in a circular (vs. square) shape increases the perceived completeness of a set of products or events, and consequently increases the perceived importance of each component. Distinctive visual cues (e.g., colors) of components attenuate this effect.

## **5.3 Effects of Resource Scarcity on the Consumer Decision Making Process**

**Room: La Jolla A/B (2nd Floor)**

**Chair:** Linying (Sophie) Fan, Hong Kong Polytechnic University, Hong Kong

### ***1. Resource Scarcity Spurs Effortful Pursuit of Rewards***

Linying (Sophie) Fan, Hong Kong Polytechnic University, Hong Kong\*

Meng Zhu, Johns Hopkins University, USA

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Four experiments demonstrate that resource scarcity induces an achievement orientation and consequently spurs consumers' effortful pursuit of rewards. Consistent with the achievement-based account, the positive effect of scarcity on effort tolerance is moderated by effort perception; consumers' lay belief about the effort-outcome link; and self-affirmation.

### ***2. Childhood Resource Scarcity and Planning Fallacy***

Chiraag Mittal, Texas A&M University, USA\*

Juliano Laran, University of Miami, USA

Vladas Griskevicius, University of Minnesota, USA

We propose that growing up poor may not always lead to poor judgment and decision making. Three experiments show that people growing up wealthier are more likely to commit planning fallacy by underestimating expected task times. Mediation analyses suggest socioeconomic disparity in self-efficacy beliefs as an underlying mechanism.

### ***3. When Thoughts of "Having Less" Promote the Desire to Become One's Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement***

Kelly Goldsmith, Vanderbilt University, USA

Ali Tezer, HEC Montréal, Canada\*

Caroline Roux, Concordia University, Canada

Prior research has shown that resource scarcity promotes the desire to advance one's own welfare. We draw from this work to offer the novel proposition that, as a consequence, considerations of resource scarcity will increase consumers' interest in and willingness to pay for products that offer self-improvement related benefits.

### ***4. Too Constrained to Converse: Financial Constraints Reduce Word-of-Mouth***

Anna Paley, The Ohio State University, USA

Stephanie M. Tully, University of Southern California, USA

Esha Sharma, Dartmouth College, USA\*

Financial constraints are prevalent and influence many purchasing decisions. However, less is known about its influence on post-purchase behavior. We find that financial constraints reduce purchase-related WOM. This effect is driven by the decreased pleasure of discussing monetary outlays (vs. other factors such as impression management concerns).

## 5.4 Improving Consumer Well-Being Through Meaning vs Happiness

**Room:** Gaslamp A/B (2nd Floor)

**Chair:** Rhia Catapano, Stanford University, USA

### **1. Meaningful Consumption Provides Long Lasting Benefits at a High Cost**

Erin Percival Carter, University of Colorado Boulder, USA\*

Lawrence Williams, University of Colorado Boulder, USA

We investigate how meaning-oriented consumption uniquely shapes consumer beliefs and preferences. We find that consumers expect (1) the benefits of meaningful consumption to persist longer and the (2) the minimum time investment (MTI) and (3) knowledge necessary to benefit from meaningful consumption to be greater compared to pleasurable consumption.

### **2. Buying Time Promotes Happiness**

Ashley Whillans, Harvard University, USA\*

Elizabeth Dunn, University of British Columbia, Canada

Michael Norton, Harvard University, USA

Using large, diverse samples from the US, Canada, Denmark, and the Netherlands (N=6,410), we show that individuals who spend money on time-saving services report greater life satisfaction. Providing causal evidence, working adults reported greater happiness after spending money on time-saving purchases as compared to material purchases.

### **3. Moments that Last: Meaningfulness Slows Happiness Decay**

Rhia Catapano, Stanford University, USA\*

David Hardisty, University of British Columbia, Canada

Jennifer Aaker, Stanford University, USA

The happiness experienced when recalling positive experiences decays rapidly over time—even after a single day. However, these happiness decay patterns are mitigated when moments are more meaningful. As a result, meaningful moments stay happier longer, which in turn predicts consumer choice.

### **4. Taking Vacation Increases Meaning at Work**

Colin West, University of California Los Angeles, USA\*

Cassie Mogilner, University of California Los Angeles, USA

Sanford DeVoe, University of California Los Angeles, USA

People are motivated to find meaning in their work, and employers often try to cultivate a purpose-driven workplace. However, both may be neglecting an important aspect of developing a sense of meaning at work: vacation. Our results suggest that time away from work is associated with greater meaning at work.

## 5.5 Consumption Morality in the Marketplace

**Room:** Gaslamp C/D (2nd Floor)

**Chair:** Eleanor Putnam-Farr, Yale University, USA

### **1. "I Am What You Eat": Parents' Morality is Inferred from the Products they Choose for their Children**

Stefanie M. Tignor, Northeastern University, USA\*

Remi Trudel, Boston University, USA

Using attribution theory as a theoretical framework we develop a model of parental surrogate consumption. We demonstrate that perceptions of parents' morality are influenced by the consumption choices they make for their children, and the strength of such moral attributions is dependent on perceptions of behavioral consistency and control.

### **2. "That's Bitter!" Culture Specific Effects of Gustatory Experience on Judgments of Fairness and Advancement**

Jialiang Xu, University of Manitoba, Canada\*

Fang Wan, University of Manitoba, Canada

Norbert Schwarz, University of Southern California, USA

Yuhuang Zheng, Tsinghua University, China

In English, unfair treatment and social injustice are often described as "bitter" experiences, but in Chinese "eating bitterness" means endurance in hardship. Three studies show that incidental bitter tastes influence fairness judgments for Canadian but not Chinese, and endurance judgments for Chinese but not Canadian, participants.

### **3. Punishing Politeness: Moderating Role of Belief in Just World on Severity?**

Aparna Sundar, University of Oregon, USA\*

Wendy Paik, University of Oregon, USA

Three studies demonstrate that politeness in advertising affect how consumers punish brands for unethical behavior. Those low in belief in just world (BJW) were more likely to punish a brand when more polite language was used. Both cynicism and trust mediated the effect of ethical practice on level of punishment.

### **4. Religious Shoppers Spend Less Money**

Didem Kurt, Boston University, USA\*

J. Jeffrey Inman, University of Pittsburgh, USA

Francesca Gino, Harvard University, USA

Although religion is a central aspect of life for many people across the globe, there is scant research on how religion affects one's non-religious routines. Using both field and laboratory data, we find across four studies that religiosity curbs the money and time people spend on their grocery purchases.

## 5.6 New Perspectives on Reference Points and Consumer Motivation

**Room:** Balboa A (2nd Floor)

**Chair:** Scott Wallace, Duke University, USA

### 1. Goal Specificity and the Dynamics of Consumer Motivation: The Role of Reference Point Focus

Scott Wallace, Duke University, USA\*

Jordan Etkin, Duke University, USA

Many consumer goals lack specific end-states (e.g., lose as much weight or save as much money as possible). We propose that non-specific goals make the initial-state (vs. target end-state) the primary reference point for evaluating progress. Five studies test the dynamic motivational effects of this specificity-based change in reference points.

### 2. Multiple Goals as Reference Points

Evan Weingarten, University of Pennsylvania, USA\*

Sudeep Bhatia, University of Pennsylvania, USA

Barbara Mellers, University of Pennsylvania, USA

How do people feel about successes or failures relative to multiple goals? We investigate whether theories of goals as reference points generalize to multiple goals. Four studies support loss aversion and diminishing sensitivity, but we find violations of additivity: peoples' feelings are not the sum of each outcome.

### 3. Why Do Goals Cause Cheating? Unpacking the Confounding Effects of Mere Goals, Social Comparisons, and Pay

Matthew Chao, Williams College, USA\*

Ian Larkin, University of California Los Angeles, USA

Past studies that associated goal-based incentives with cheating introduced goals simultaneously with changes to social comparison information and/or monetary pay. We use a controlled experiment to disentangle cheating caused by mere goals, social comparison framing, and monetary incentives. The latter two increased cheating, but mere goals alone did not.

### 4. Anchors or Targets? An Examination of Credit Card Statements

Daniel Bartels, University of Chicago, USA

Abigail Sussman, University of Chicago, USA\*

We propose a generalizable methodology for differentiating between (motivational) targets and (neutral) anchors. We use credit cards as a case study to explore the distinction. Through several experiments and examination of a large field data set, we find that values on credit card statements serve as motivating targets.

## 5.7 Heuristics and Judgments in Financial Decisions

**Room:** Balboa B (2nd Floor)

**Chair:** Ana Javornik, Newcastle University, UK

### 1. The Mortgage Illusion

Nelson Camanho, Catholic University of Portugal, Portugal

Daniel Fernandes, Catholic University of Portugal, Portugal\*

Homebuyers compare the monthly rental payment and the monthly installment of a mortgage when deciding to buy a house. They are more likely to buy a house if the mortgage monthly installment is lower than the monthly rental payment. Our results are robust to ownership bias and homebuyers' budget constraints.

### 2. Not Every Talk Follows a Walk: The Importance of Considering SR Investors Over General Population When Analyzing SRI Behavior

Fatima Yaqub Khan, Minerva School at KGI, USA\*

Sadia Yaqub Khan, The College of Saint Rose, USA

This study develops and validates segments of SR-investors of building-society based on varying SRI-selection motives. Additionally, it explores if similar segments appear when general-population is segmented on same basis. Findings support heterogeneity among SR-investors and highlight the significance of studying actual SR-investors over general population when exploring SRI.

### 3. Consumer Trust Erosion during an Industry-Wide Crisis: The Central Role of Legitimacy Judgment

Shijiao Chen, University of Otago, New Zealand\*

Hongzhi Gao, Victoria University, New Zealand

Damien Mather, University of Otago, New Zealand

John Knight, University of Otago, New Zealand

The aim of this paper is to deepen understanding of consumer legitimacy judgment and investigate its relationships with industry trust and consumers' perceptions of institutional environments in an industry-wide crisis context. The paper contains four studies and offers theoretical implications for industry trust from an institutional perspective.

### 4. Predicting Unequal Treatment: The Role of Social Perception in Economic Valuation

Ming Hsu, University of California Berkeley, USA\*

Adrianna Jenkins, University of California Berkeley, USA

Using psychological models of person perception, we significantly improved the predictive power of standard choice models of other-regarding preferences in social dilemma games. Across multiple games and sample populations, models incorporating person perception explained nearly twice the variation in prosocial behavior compared to a baseline model without such information.

## 5.8 The Darker Side of Giving: Exploring Implicit Motives that Negatively Shape Behavior

**Room:** Balboa C (2nd Floor)

**Chair:** Coby Morvinski, Interdisciplinary Center Herzliya, Israel

### **1. Goal Proximity, Social Information, and Giving: When Norms Backfire**

Matt Lupoli, University of California San Diego, USA

Coby Morvinski, Interdisciplinary Center Herzliya, Israel\*

On Amir, University of California San Diego, USA

Research on goal gradient motivation and descriptive norms would predict higher donations to fundraising campaigns as the goal is approached and when there are many past donors. However, we demonstrate that when close to the campaign goal, individuals donate more when they learn there are relatively few past donors

### **2. Exalted Purchases or Tainted Donations? The Effects of Product Incentives on Charitable Giving**

Jennifer Savary, University of Arizona, USA\*

Charis Li, University of Florida, USA

George Newman, Yale University, USA

Charitable organizations sometimes bundle products with donation requests to raise money. The same bundle may be framed as a thank you gift: “donate \$20 and receive a coffee mug” or a charitable purchase: “buy a coffee mug for \$20 and the proceeds go to charity.” Charitable purchases work better.

### **3. Opting In to Prosocial and Standard Incentives**

Daniel Schwartz, University of Chile, Chile\*

Elizabeth Keenan, Harvard University, USA

Alex Imas, Carnegie Mellon University, USA

Ayelet Gneezy, University of California San Diego, USA

In a series of field experiments, we examine whether prosocial incentives are effective in contexts in which people can avoid them. We find that people opt-out from prosocial incentives, especially when incentives are large, and even when they are optional (i.e. people have the option to donate their earnings).

### **4. The Value of Sacrifice - Relative Evaluation of Prosocial Behavior**

Gil Peleg, Ben-Gurion University, Israel\*

Oded Lowengart, Ben-Gurion University, Israel

Danny Shapira, Ben-Gurion University, Israel

This project investigates social evaluation of individual's prosocial behavior, using choice-based conjoint analysis. Our results suggest that the social evaluation emerges from both the contribution's economic value and the individual's sacrifice. Moreover, people value volunteering more than monetary donations.

## **5.9 It's Not About What You Do, But How You Do It: The Impact of Technology-Enabled Modalities**

**Room: Cortez Hill A (3rd Floor)**

**Chair:** Melanie Brucks, Stanford University, USA

### ***1. When Touch Interfaces Boost Consumer Confidence: The Role of Instrumental Need for Touch***

Johannes Hattula, Imperial College Business School, UK\*

Walter Herzog, WHU-Otto Beisheim School of Management, Germany

Dhar Ravi, Yale University, USA

Five studies demonstrate that using touch-based (vs. non-touch) computer interfaces can boost consumer confidence that influences judgments and decisions in multiple contexts. This effect is particularly strong for consumers who derive judgmental confidence from touching physical objects and (mistakenly) apply the touch-confidence relationship to a digital context.

### ***2. How the Kinesthetic Properties of a Response Scale Affect Judgment***

Melanie Brucks, Stanford University, USA\*

Jonathan Levav, Stanford University, USA

We explore how physical movements used when responding can induce psychological processes used to generate the response. Across four experiments, we find that responding on a sliding scale elicits the momentary consideration of each value the cursor passes, yielding responses that are closer to the scale endpoint and reducing confidence.

### ***3. Understanding the Psychology of Smartphone Usage: The Adult Pacifier Hypothesis***

Shiri Melumad, University of Pennsylvania, USA\*

Michel Pham, Columbia University, USA

Smartphones often serve as attachment objects for consumers. Results from two experiments show that smartphones provide greater comfort and faster recovery from stress (vs. PCs), defining characteristics of attachment objects. A third study shows that smartphone use becomes pronounced among consumers particularly susceptible to stress – those who recently quit smoking.

### ***4. When Speech Reflects Mind: Natural Paralinguistic Cues in Voice Convey Presence of Mind***

Juliana Schroeder, University of California Berkeley, USA\*

Alicea Lieberman, University of California San Diego, USA

A person's voice, through speech, conveys not just the content of a message (verbal information) but also information about the communicator (nonverbal information). Across four experiments, we demonstrate that this nonverbal information, which comes from paralinguistic cues, can signal the quality and content of the communicator's mind.

## **5.10 Branding for Better or Worse: Consumer Response to Brand Extensions, Alliances, Relationships, and Failures**

**Room: Cortez Hill B (3rd Floor)**

**Chair:** Lauren Cheatham, University of Hawaii, USA

### ***1. I Don't Care if You're Committed, but "We" Do: How Group Brand Connections Affect Access-Based Brand Extension Evaluations***

Aaron J. Barnes, University of Illinois at Urbana-Champaign, USA\*

Tiffany White, University of Illinois at Urbana-Champaign, USA

The present paper extends prior brand extension research by exploring how evaluations differ when extension users do not own the extension. Observers with group brand connection evaluate extensions that allow users to access (vs. own) the brand based on its users' perceived commitment, not fit with the parent brand.

### ***2. When and With Whom to Ally? The Influence of CM Strategic Alliances on Consumer Purchase Behavior***

Chien-Wei (Wilson) Lin, State University of New York at Oneonta, USA\*

Qi Wang, State University of New York at Binghamton, USA

Five studies investigate the impact of two types of strategic alliances in cause-related marketing: within- and cross-industry alliances. We find consumers perceive within- (vs. cross-) industry alliance as a high entitativity group with strong commitment to a cause, resulting in greater purchase intentions. Familiarity and cause involvement moderate the effect.

### ***3. I'm Not Your Friend, Buddy: Friendliness Without Friendship Hinders Consumer-Firm Relationship Development***

Suzanne Rath, Queen's University, Canada\*

Laurence Ashworth, Queen's University, Canada

Nicole Robitaille, Queen's University, Canada

Matthew Philp, HEC Montréal, Canada

To begin a relationship, brands often act like a friend at consumer touchpoints. While academics and managers generally support this practice, do consumers really want this kind of personal attention? Four studies demonstrate that being like a friend can hinder rather than help relationship development efforts between firms and consumers.

### ***4. Customers' Emotions in Service Failure and Recovery: A Meta-Analysis***

Chiara Orsingher, University of Bologna, Italy

Sara Valentini, University of Bologna, Italy

Alexandra Polyakova, University of Sussex, UK\*

This service failure/recovery emotions' synthesis showed: 1) Conceptual models of emotions affect the relationship between emotions and their correlates; 2) Perceived fairness is most important in triggering negative/positive emotions; 3) Recovery satisfaction and loyalty are stronger related to positive emotions; 4) Methodological characteristics explain systematic variation in the effect sizes.

## **5.11 Relationship Research: How Interpersonal and Brand Relations Affect Prosocial and Antisocial Behavior**

**Room: Cortez Hill C (3rd Floor)**

**Chair:** Eva Buechel, University of South Carolina, USA

### ***1. The Effect of Social Exclusion on Consumer Shoplifting***

Christopher Ling, University of South Carolina, USA\*

Thomas Kramer, University of California Riverside, USA

We examine the effects of social exclusion on shoplifting for shoplifters versus non-shoplifters. Results show that socially excluded shoplifters are more likely to shoplift than socially excluded non-shoplifters and that this effect is moderated by the nature of the product (hedonic vs. utilitarian).

### ***2. The Double-Edged Sword of Social Closeness in Gift Giving***

Sam J. Maglio, University of Toronto Scarborough, Canada

Evan Polman, University of Wisconsin-Madison, USA

Alex Kaju, University of Toronto, Canada\*

Whose gifts are kept longer: a gift from a close or distant friend? Counter-intuitively, four studies suggest that people expect to retain gifts longer from distant (versus close) givers when price or quality information is available. This effect is mediated by an expectation of increasing future closeness with distant givers.

### ***3. The Effects of Perspective on Prosocial Emotions and Intents***

Canice M. C. Kwan, Lingnan (University) College, Sun Yat-Sen University, China\*

Robert S. Wyer, The Chinese University of Hong Kong

Xianchi Dai, The Chinese University of Hong Kong

Conceptualizing perspectives into three types — victim, involved observer and disinterested observer, we investigate how perspective influences prosocial intents via its effects on prosocial emotions. We show that taking the perspective of victims or involved observers boosts empathic distress, but only the latter elicits high guilt and prosocial intent.

### ***4. Non-participants and Brands' Communication of Co-creational Efforts: A Matter of Trust***

Fanny Cambier, Université Catholique de Louvain, Belgium\*

Ingrid Poncin, Université Catholique de Louvain, Belgium

Brands' customer empowerment strategies are increasingly communicated to the non-participating audience. In a climate of suspicion toward the brands, two experiments were conducted to assess the role of brand trust. They highlight how exposure to such communication may enhance trust toward novel brands and trust moderating role on established brands.

## **5.12 On the Fluidity and Fortitude of Gender**

**Room: Hillcrest A (3rd Floor)**

**Chair:** Akshaya Vijayalakshmi, Indian Institute of Management Ahmedabad, India

### ***1. Gender Identity and Liminality: An Exploration among Young Women with Breast Cancer***

Kathrynn Pounds, University of Texas at Austin, USA\*

Marlys Mason, Oklahoma State University, USA\*

This study explores disruption of gender identity among young women with breast cancer. Findings from in-depth interviews reveal these women face a liminal gender identity. Informants struggled with loss of important body markers of femininity and attempted to find alternative ways to enact gender expressions through consumption and marketplace performance.

### ***2. Men will be Men, Women will be Women: The Case of Cross-Gender Brand Extensions***

Aravind Reghunathan, Indian Institute of Management Kozhikode, India\*

Joshy Joseph, Indian Institute of Management Kozhikode, India\*

The paper examines the current popularity of cross-gender brand extensions, based on its theoretical foundations in branding and gender differences in information processing strategies. We argue that consumers experience a situation of gender-salience in the case of cross-gender brand extensions, resulting in gender- differential responses towards the practice.

### ***3. The Role of Women, Sexualization and Objectification in LGBTQ Advertising***

Patrick van Esch, Moravian College, USA\*

Ally Geisler, Moravian College, USA

Lizabeth Kleintop, Moravian College, USA

Gavin Northey, University of Auckland, New Zealand

Jonas Heller, University of New South Wales, Australia

The sexualization of women is taking place in LGBTQ TV Advertising. Within LGBTQ advertisements, for women, the most dominant appeal is sexual. In terms of LGBTQ connotation, for female characters, the positive LGBTQ connotation is dominant. If the main character is female, then she is portrayed as a protagonist.

### ***4. Brand-mediated Ideological Edgework: Negotiating the Aestheticized Human Body on Instagram - The Case of American Apparel***

Jonathan Schöps, University of Innsbruck, Austria\*

Philipp Wegerer, University of Innsbruck, Austria\*

Andrea Hemetsberger, University of Innsbruck, Austria\*

This paper enhances the understanding of how brands and consumers engage in brand-mediated ideological edgework on Instagram. Our study uses a performativity lens to investigate how the fashion brand American Apparel and consumers performatively (re-)construct the aestheticized social body. We identify six brand and consumer practices of brand-mediated ideological edgework.

## 5.13 Navigating Marketplace Inequality

**Room:** Hillcrest B (3rd Floor)

**Chair:** Nicole Coleman, University of Pittsburgh, USA

### **1. Extreme Marketplace Exclusion in Subsistence Marketplaces: A Study in a Refugee Settlement in Nakivale, Uganda**

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

Arun Sreekumar, University of Illinois at Urbana-Champaign, USA\*

Robert Arias, University of Illinois at Urbana-Champaign, USA\*

Largely excluded from marketing literature are individuals in subsistence marketplaces. We synthesize prior research to identify a phenomenon we term “extreme marketplace exclusion.” We conduct a qualitative study in a refugee settlement to delineate how elements of such exclusion manifest and their interrelationships. We conclude discussing theoretical and practical implications.

### **2. Divided, Strategic, or Something Else? Exploring the Impact of Social Mobility on Habitus**

Erika Aulson, Quinnipiac University, USA\*

Social mobility is theorized to result in either a divided habitus or a strategic habitus. Findings from life history interviews reveal that upward and downward mobility produce different effects on the habitus because the experiences are valued differently. The intersections of race and gender are also considered.

### **3. Ritualistic Meal Consumption and the Temporal Reduction of Divisions Due to Economic Disparity**

Ateeq Rauf, Information Technology University, Pakistan\*

Ajneesh Prasad, Tecnologico de Monterrey, Mexico

Can a simple consumption activity challenge normative systems of inequality? Using a qualitative approach, this paper illustrates how the act of sharing a meal in a religious setting can ostensibly reduce deeply entrenched notions of difference due to economic disparity.

### **4. A Consumer-Based Model of Physical Activity and Nutrition (PAN) Practices: The Case in a Northeastern U.S. Community**

Ada Leung, Pennsylvania State University at Berks, USA\*

Huimin Xu, The Sage Colleges, USA

Gavin Jiayun Wu, Savannah State University, USA

James Shankweiler, Pennsylvania State University at Berks, USA

Lisa Weaver, AmeriCorps VISTA, USA

We examined the lived experiences of residents of an impoverished community in U.S. to understand the challenges in reducing health disparities among Hispanics. We identified five physical activity and nutrition (PAN) practices that stem out from the interplay of stressors and resources, namely, maintenance, assimilation, socialization, segregation, and reverse socialization.

**Working Paper Session and Reception**  
**6:30pm - 8:30pm**  
**Seaport Ballroom - 2nd Floor**

**Pod 1: Aesthetics**

**Pod 2: Brands**

**Pod 3: Construal**

**Pod 4: Culture**

**Pod 5: Emotions**

**Pod 6: Evolution & Gender**

**Pod 7: Experiential**

**Pod 8: Financial Decisions**

**Pod 9: Health, Well-being & Food**

**Pod 10: Judgement & Framing**

**Pod 11: Morality & Prosocial**

**Pod 12: Motivation & Goals**

**Pod 13: Online Behaviors**

**Pod 14: Preferences & Persuasion**

**Pod 15: Sensory Influence**

**Pod 16: Sharing & Ownership**

**Pod 17: Social Influence & Evaluation**

**Pod 18: Sustainability & Environment**

**Pod 19: Uncertainty, Risk & Variety**

**Pod 20: Word of Mouth & Social Sharing**

**Pod 1: Aesthetics**

**1-A: Art Appreciation Opens Affirmed Minds to Cultural Diversity**

Donghwy An, Hongik University, South Korea\*

Boram Lee, Hongik University, South Korea\*

Nara Youn, Hongik University, South Korea\*

Appreciating artworks enhanced endorsement of cultural diversity for individuals with high self-affirmation (Study 1) and for those with authentic pride, but not for those with hubristic pride (Study 2). The effect of art appreciation was significant for narcissistic individuals only when their openness to cultural diversity was publicized (Study 2).

**1-B: Cross-Cultural Differences in Aesthetic Judgments of Products: The Role of Cognitive Styles**

Tseng-Ping Chiu, University of Michigan, USA\*

Carolyn Yoon, University of Michigan, USA

Shinobu Kitayama, University of Michigan, USA

This study investigates cross-cultural differences in consumers' aesthetic judgments of products in a matching versus non-matching context. Our findings suggest that those with holistic cognitive styles (East Asians) are more tolerant of object-context mismatch than those with more analytic styles (European Americans).

***1-C: Differential Preference toward Aesthetic Design Elements of Airline Livery: An Examination of Design-Activity Congruency***

Jeongmin Lee, Gachon University, South Korea

Wujin Chu, Seoul National University, South Korea\*

Dawon Kang, Seoul National University, South Korea

Jisu Yi, Seoul National University, South Korea

Consumers seek congruity between aesthetic design and the activity being performed. As such, we show that business travelers prefer airline livery designs that use darker tones, primary colors and geometric lines. On the other hand, vacation travelers' design preference is split between toned-down designs and colorful designs.

***1-D: Effects of Logo Colorfulness on Consumer Judgments***

Jiaqi Song, Hong Kong Polytechnic University, Hong Kong\*

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong

Consumers have more favorable attitudes toward a brand when its logo contains multiple colors, than a single color. This effect is driven by an increase of the perceived product variety of the company, and moderated by brand positioning and the external attribution of the logo colorfulness.

***1-E: Exploring the Concept of Beauty in Consumer Research: a Multidisciplinary Framework and Research Agenda***

Marina Leban, ESCP Europe, France\*

Benjamin Voyer, ESCP Europe, France\*

This research lays the foundations of an interdisciplinary conceptual framework and research agenda for studying and understanding beauty consumer behavior. We integrate findings from evolutionary, cognitive and cultural psychology and identify: i) the mechanisms behind beauty perceptions and ii) the role of beauty in consumers' perceptions of products.

***1-F: Grotesque Imagery Enhancing Persuasiveness of Luxury Brand Advertising***

Donghyw An, Hongik University, South Korea\*

Chulsung Lee, Hongik University, South Korea

Janghyun Kim, Korea Christian University, South Korea

Nara Youn, Hongik University, South Korea\*

The current research examines consumers' perceived fit between grotesque imagery and luxury branding. We showed that the fit between grotesque imagery and luxury brand advertising facilitates transportation, which in turn enriches brand experience and increases purchase intention of the featured product.

***1-G: I Want the Best, So Give Me All the Bells and Whistles: How Maximizers versus Satisficers Evaluate Feature-Rich Products***

Daniel Brannon, University of Northern Colorado, USA

Brandon Soltwisch, University of Northern Colorado, USA\*

We find that maximizers (vs. satisficers) give more favorable evaluations to feature-rich products, indicating that they are less likely to anticipate feature fatigue. Underlying this relationship is a dual process, whereby maximizers perceive feature-rich products as status signals, as well as overestimate how much they will use the additional features.

***1-H: The Effect of Abstract Versus Representational Art Imagery on Product Luxuriousness Perception And Evaluation***

Tingting Mo, Zhongnan University of Economics and Law, China

Xiaoyan Deng, Ohio State University, USA\*

This research demonstrates that applying abstract (vs. representational) art imagery to product design increased consumers' perceptions of product luxuriousness and enhanced purchase intension (experiments 1 & 3). However, this "luxury infusion" effect is much reduced for higher (vs. lower) value products (experiment 2).

**1-I: The Effect of Color Saturation on Satiation: High Saturation Increases Satiation of the Product**

Hakkyun Kim, Sungkyunkwan University, South Korea\*

Eunmi Jeon, Sungkyunkwan University, South Korea\*

Jungyun Kang, National Taiwan Normal University, Taiwan\*

This research investigated how color saturation influences consumer behavior. In other words, consumers can expect to become quickly satiated when they use products with high saturation than when they use products with low saturation of a color. Thus, we demonstrated a mediating role of expected satiation between product colors and purchase intentions.

**1-J: The Effect of Incidental Disgust on Aesthetic Preference**

Kiwan Park, Seoul National University, South Korea

Seojin Stacey Lee, Seoul National University, South Korea\*

Joonkyung Kim, University of Toronto, Canada\*

Current work shows that an exposure to disease related stimuli will lead to a more favorable evaluation for simple designs and less favorable evaluation for designs visually complex. This research contributes to the emotion and art literature by showing how avoidance tendency triggered by disgust can influence aesthetic evaluation.

**1-K: The Impact of Visual Glossiness on Psychological Newness and Product Judgment**

Jiaqi Song, Hong Kong Polytechnic University, Hong Kong

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong\*

Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong

Two studies in this research show that consumers have more favorable evaluations of products with a glossy, as opposed to a matte, surface. In addition, this effect is found to be driven by the heightened psychological newness of products with a glossy appearance.

**1-L: The Spillover Effect of Beauty: Narcissists' Overemphasis on Aesthetics in Product Choice**

Lei Jia, Ohio State University, USA\*

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Huifang Mao, Iowa State University, USA

Xiaoyan Deng, Ohio State University, USA

We propose that narcissism both as a personality trait and a temporary state increases the preference for aesthetics over utilitarian attributes in consumer product choice, even for products with little symbolic and social signaling values, and such an effect is mediated by self-possession link.

## Pod 2: Brands

### **2-A : Shante you Stay/ Sashay Away: Approaching Language Within Brand Assemblages**

Mario Campana, Goldsmiths, University of London, UK\*

Katherine Duffy, University of Glasgow, UK\*

Alessandro Caliandro, Middlesex University, UK\*

This research extends brand assemblage theory to contribute to understanding how language assembles and evolves in brand niche communities. We question how consumers of RuPaul's DragRace create and circulate a cultural product, then we explore how this is scaled-up and mainstreamed, moving from a brand minor to a brand major.

### **2-B: "Reclaiming the News": Episodes of Contention in the News Field**

Verena E. Wieser, University of Innsbruck, Austria\*

This study adopts a field-theoretical lens to investigate how incumbents and challengers negotiate power relations in the news field in the digital age. Interviews with market experts in German-speaking countries reveal how traditional newspaper brands navigate episodes of contention through collective attribution of threats and organizational appropriation.

### **2-C: "We are Breaking Up": The Direct and Mediating Effects of Conceptual Metaphors on Brand Relationships**

Alberto Lopez, Tecnológico de Monterrey, Mexico\*

Martin Reimann, University of Arizona, USA

Raquel Castaño, Tecnológico de Monterrey, Mexico

Across three experiments, this research investigates the effects of relationship metaphors (e.g., "breaking-up") on brand relationship strength. Drawing on conceptual metaphor theory, this work demonstrates that consumers who break a pencil (vs. put together a puzzle) have a weaker (vs. stronger) brand relationship. These effects are mediated by persuasion.

### **2-D: A Brand Community's Response to the Brand's Transgression: The Role of Collective Psychological Ownership**

Christina Kuchmaner, Kent State University, USA\*

Jennifer Wiggins, Kent State University, USA

Pamela Grimm, Kent State University, USA

We show that brand community members who perceive collective psychological ownership of the brand, particularly those with high status within the community, are less likely to engage in destructive actions in response to a brand transgression. Rather, these consumers view themselves as partially responsible for helping the brand recover.

### **2-E: Are Brands Known by the Company They Keep? The Effects of Speech Rate on Employee and Brand Perceptions**

Fatima Hajjat, Ithaca College, USA\*

Elizabeth Miller, University of Massachusetts, USA

We examine the effect of employee speech rate on perceptions of employee and brand personality. Across four experiments, we find

that slower-speaking employees are perceived more negatively than employees speaking at a fast or normal rate. These employee perceptions then “spill over” to affect customers’ perceptions of the brand.

**2-F: Are the Eyes the Mirror to the Soul?: The Influence of Eye Gaze Direction on Narrative Transportation and Self-Brand Connection**

Ngoc (Rita) To, University of Houston, USA\*

Vanessa Patrick, University of Houston, USA

We aim to demonstrate the influence of ad model’s gaze direction (direct versus averted) on consumer self-brand connection. With two studies, we demonstrate that averted (versus direct) gaze enhances narrative transportation, which drives self-brand connection. We also examine the moderating role of rational (vs. emotional) appeals on this relationship.

**2-G: Brand Activism in the Age of Resistance: What Does it Mean?**

Joya A. Kemper, University of Canterbury, New Zealand\*

Paul W. Ballantine, University of Canterbury, New Zealand

With protests becoming mainstream, increased skepticism of key institutions, and overall, the re-emergence of populism, brands have also decided to raise their voices in protest. What brand activism is and how it can be implemented is discussed.

**2-H: Brand Hate**

Chun Zhang, Concordia University, Canada\*

Michel Laroche, Concordia University, Canada

The grounded theory is applied to study the construct brand hate. Seventy-one hated brands are reported through twenty-five in-depth interviews. Three facets of associations of brand hate are presented: emotional, cognitive, and physical. Four facets of reasons are discovered, and six different levels of consequences are obtained.

**2-I: Communication Style Mismatch on Twitter and Facebook: How Luxury Brands Fail to Communicate Their Desirability and Exclusivity**

Simone Griesser, University of Warwick, UK\*

Qing Wang, University of Warwick, UK

Thomas T. Hills, University of Warwick, UK

The essence of luxury is exclusivity and desirability, which is fostered by abstract language. Consumers use more abstract words when tweeting luxury brands than functional brands. Luxury brands responding fail to employ similarly abstract language suggesting a mismatch of communication style and hindering processing fluency, which enhances brand communication evaluation.

**2-J: Consumer Brand Sabotage: When and Why Does it Cause Damage among Other Consumers?**

Andrea Kähr, University of Bern, Switzerland\*  
Bettina Nyffenegger, University of Bern, Switzerland  
Harley Krohmer, University of Bern, Switzerland  
Wayne D. Hoyer, University of Texas at Austin, USA

This article shows that consumer brand sabotage (CBS) can damage the brand by decreasing consumers' brand attitude and purchase intention and by increasing negative word-of-mouth. Indirect effects of CBS on consumers' attitude and behavior through their cognitions were significant for consumers with high (vs. low) brand relationship quality only.

**2-K: Consumer Responses to Anthropomorphized Brand Alliances**

Dongjin He, Hong Kong Polytechnic University, China\*  
Fangyuan Chen, Hong Kong Polytechnic University, China  
Yuwei Jiang, Hong Kong Polytechnic University, China

We explore the impact of brand anthropomorphism on consumers' perceptions and reactions toward brand alliance. In three studies, we demonstrate that when a human schema was activated (vs. not), consumers felt more negatively about the termination of a brand alliance, due to the relationship norm associated with humanlike alliance relationship.

**2-L: Decomposing Consumer Evaluations of Brand Extensions: Market-based Congruity versus Engineering-based Congruity**

Qian (Claire) Deng, University of Alberta, Canada  
Paul Messinger, University of Alberta, Canada\*

For brand extensions, we identify two fundamental and robust dimensions of congruity: market-based congruity (including target-market, image, usage-occasion fit scale items) and engineering-based congruity (including feature, function, resource fit). We further find that market-based congruity has a much larger effect on consumers' overall evaluation of brand extensions than engineering-based congruity.

**2-M: Distancing from the Envied Person: How Envy, Personal Distance and Framing Brand Availability Affects Brand Evaluations**

Rajat Roy, Bond University, Australia\*  
Subimal Chatterjee, State University of New York at Binghamton, USA

Feeling malicious (relative to benign) envy engenders more distancing from the envied person, making a brand that is not preferred by the envied person more attractive than the brand that is, and this effect is exaggerated if the brands are in limited supply rather than in excess demand.

**2-N: Does the Negativity Effect Really Work? The Positive-Negative Asymmetry in Computer Brand Evaluation.**

Magdalena Jablonska, SWPS University of Social Sciences and Humanities, Poland\*

Andrzej Falkowski, SWPS University of Social Sciences and Humanities, Poland

We challenge the negativity effect and present empirical evidence showing that in some situations positive information about the brand may have stronger effect on brand evaluation than the negative one. The effect is moderated by the reference point. Our findings add to the discussion on the effectiveness of negative advertising.

**2-O: Environmental Threats and the Brand Incumbency Advantage**

Even Lanseng, Norwegian School of Management, Norway\*

The idea that the incumbency advantage is limited to certain environmental threats is examined. Two studies demonstrate the incumbency advantage in the presence of pathogen threat cues and two studies show a diminished incumbency advantage in the presence of social exclusion and mating cues.

**2-P: How Mortality Salience Impacts Consumers' Preference for Brands**

Polina Landgraf, IE Business School, Spain\*

Antonios Stamatogiannakis, IE Business School, Spain

Haiyang Yang, The Johns Hopkins Carey Business School, USA

We demonstrate in field and lab studies that mortality salience can dampen consumers' preference for brands with exciting personalities but not for those with other brand personalities (e.g., sincerity). We explore potential mechanisms underlying this phenomenon. Our findings add to terror management and brand personality theories and offer managerial insights.

**2-Q: Low Fit in Co-Branding: Explaining the Success of Designer-For-Retailer Collaborations**

Gabriel Gonzales, Pennsylvania State University, USA\*

Johanna Slot, Pennsylvania State University, USA

Margaret Meloy, Pennsylvania State University, USA

The current research finds that co-branded collaborations between low-cost retailers and high-end designers are attractive to consumers due to a 'misfit' between collaboration partners, providing consumers with access to otherwise inaccessible products. The designer's creative control moderates demand. Ironically, product attractiveness is attenuated if prices are lower than expected.

**2-R: Oxytocin Increases Trust for Familiar and Familial Brands**

Lilian Carvalho, Fundacao Getulio Vargas, Brazil\*

Gad Saad, Concordia University, Canada

Eliane Brito, Fundacao Getulio Vargas, Brazil

We designed two experiments to investigate the relationship between oxytocin and brand trust. The first study found that both known and unknown brands can reap the effects of oxytocin. In the second study, we investigated if oxytocin had effects for both social vs. status stimuli, and also found significant effects.

**2-S: The Asymmetric Attribution toward Brands (Underdog vs. Top-dog) upon Brand Crisis (External vs. Internal)**

Kiwan Park, Seoul National University, Republic of Korea

Yaeri Kim, Seoul National University, Republic of Korea\*

Seojin Stacey Lee, Seoul National University, Republic of Korea

We identify that in service domain, where perceived warmth from the brand is particularly important, service failure especially caused by the underdog brand is considered more serious. However, in product context where brands' competence is more important than warmth, people express less forgiveness intention on top-dog brands' crisis.

**2-T: The Effect of Brand Heritage and Brand Authenticity on Consumer-Brand Relationships**

Francielle Frizzo, Federal University of Parana, Brazil\*

Jose Carlos Korelo, Federal University of Parana, Brazil\*

Paulo Henrique Prado, Federal University of Parana, Brazil

Drawing on consumer-brand relationships theory, this paper examines the brand heritage and the brand authenticity as determinants of the consumer self-reinforcing assets. The findings show that the effect of these brand stimuli on brand-self distance occurs through experiential and hedonic benefits delivered from the brand.

**2-U: The Effect of Healthcare Product Type and Anthropomorphized Brand Role on Consumer Judgments**

Jiyoan An, University of Rhode Island, USA\*

Daniel Sheinin, University of Rhode Island, USA

Drugs and dietary supplements are now often available in the same distribution channels. Drugs are heavily-regulated medical products, while dietary supplements are lightly-regulated food products. This paper explores whether anthropomorphized brand role (servant versus partner) changes perceptions about these products and intentions to engage in healthy behaviors.

**2-W: The Unofficial Name: Effects of Brand and Product Nicknames on Brand Perception**

Zhe Zhang, University of Houston, USA\*

Vanessa Patrick, University of Houston, USA

We explore the effects of brand nickname (vs. formal name) use on brand perception. We show nicknames anthropomorphize the brand and transform the consumer-brand relationship from transactional to relational. This influences consumers' self-brand connection and brand attachment, which leads to enhanced willingness to purchase additional products from the brand.

**2-X: To Collaborate or to Support: The Effects of Implicit Theory on Consumer Response to Anthropomorphized Brand Roles**

Bing Han, Shanghai Jiao Tong University, China\*

Liangyan Wang, Shanghai Jiao Tong University, China

Ke Xue, Shanghai Jiao Tong University, China

Through three experiments in manufacturing and service industries, the authors find that anthropomorphized brand roles (partner vs. servant) and consumers' implicit theories (entity vs. incremental) can interactively impact brand evaluation as well as purchase intention. Also, we confirm that consumers' perceived efficacy mediates this interaction effect.

**2-Y: Uncommon Beauty: Disabled Models in Ads Improve Brand Liking**

Martina Cossu, Bocconi University, Italy\*

Zachary Estes, Bocconi University, Italy

Two studies demonstrate that advertisements involving a disabled model increase brand liking. A first study demonstrates the main effect using as stimuli female disabled models. A second study replicates this result in the lab, using both female and male models, and tests for political correctness by measuring respondents' response times.

**2-Z: When Not to Surprise? The Role of Rewards and Communal Mindset on Perceptions of Brand Value**

Sirajul Shibly, State University of New York at Binghamton, USA\*

Subimal Chatterjee, State University of New York at Binghamton, USA

We show that surprise, relative to certain, rewards positively impact brand-value perceptions among consumers who see the rewards as a signal of building a communal relationship. Surprise hurts value perceptions of consumers with less communal mindset, particularly for cash rewards (relative to gift cards).

## Pod 3: Construal

### **3-A : "Mannequin and I": How Social Distance from Mannequins and Self-Construals of Shoppers Affect Product Evaluation**

Pielah Kim, Philadelphia University, USA\*

Xiaoyan Deng, Ohio State University, USA

This research investigates the effect of mannequin design on consumer's product evaluation. We find that interdependents, but not independents, perceive a closer social distance from abstract (vs. realistic) mannequins and evaluate the products wore by abstract (vs. realistic) mannequins more positively. Moreover, perceived social distance mediates product evaluation.

### **3-B: Can Implicit Theory Influence Construal Level?**

Sara Penner, University of Manitoba, Canada\*

Olya Bullard, University of Winnipeg, Canada

Kelley J. Main, University of Manitoba, Canada

This research examines the relationship between implicit theory and construal level. Three studies show that holding an incremental (vs. entity) theory is associated with abstract (vs. concrete) information processing. The likely underlying mechanism is positivity shift that results from holding an implicit (vs. entity) theory.

### **3-C: Does Incompetence Hurt More than Immorality? Construal Levels Affect Responses to Negative Brand Information**

Bing Han, Shanghai Jiao Tong University, China\*

Liangyan Wang, Shanghai Jiao Tong University, China

Ke Xue, Shanghai Jiao Tong University, China

In three experiments, the authors find that for consumers with a high (low) construal level, incompetence (immorality) information causes lower brand evaluation than does immorality (incompetence) information, respectively in manufacturing and service industries. Also, we confirm that information accessibility and diagnosticity mediate this interaction effect.

### **3-D: Exploring the Role of Consumption Values And Self-Construal In The Purchase Of (In)Conspicuous Luxury Goods And Shopping Preferences: A Questionnaire Study**

Karolina Dovgialo, London School of Economics, UK\*

Ben Voyer, ESCP Europe, UK\*

We investigate luxury preferences for quiet vs loud luxury goods, online vs offline shopping preferences, and individual consumer differences. We found significant relationships between: i) bandwagon consumption, interdependent self and preference for loud goods and ii) snob consumption, independent self and willing to pay a premium for quiet goods.

**3-E: Neurological Evidence for an Interrelation Between Imagery, Psychological Distance, and Construal**

Paul E. Stillman, Ohio State University, USA  
Hyojin Lee, San Jose State University, USA\*  
Xiaoyan Deng, Ohio State University, USA  
Rao Unnava, University of California Davis, USA  
Kentaro Fujita, Ohio State University, USA

While many researchers have investigated the effects of visualization in marketing, limited research has directly explored the nature of mental images due to methodological limitations. In the present research, we employ fMRI technique to investigate consumers' mental imagery. We found a fundamental relationship between mental imagery, psychological distance, and construal.

**3-F: Pride Shapes Decisions through Construal Level: The Effect of Authentic vs. Hubristic Pride on Construal Level**

Melis Ceylan, Koc University, Turkey\*  
Nilüfer Aydinoğlu, Koc University, Turkey  
Selin Atalay, Frankfurt School of Finance and Management, Germany

Pride is a pervasive emotion. Thus, it is critical to understand how this emotion affects how consumers construe information and make subsequent choices. This research demonstrates that individuals experiencing authentic (hubristic) pride adopt lower- (higher-) levels of construal. This result contributes to research in emotions and judgment & decision making.

**3-G: Reducing Regret for Maximizers: The Role of Construal Level**

Louise Hassan, Bangor University, UK  
Edward Shiu, Bangor University, UK  
Miriam McGowan, Bangor University, UK\*

Maximizers generally regret their choices more than satisficers. We are the first to suggest a strategy, easily undertaken in the marketplace, to break through the regret-maximize-regret cycle. Across three experiments we show that manipulating the construal maximizers experience to more abstract level reduces the intensity of the affective response (regret).

**3-H: Through the Looking Glass: Role of Construal Level on Description-Intensive Reviews**

Swagato Chatterjee, Institute for Financial Management and Research, India\*  
Aruna Divya T, IIM Ahmedabad, India

Focus on consumer engagement has led service providers to explore contextual factors influencing consumers' satisfaction. In this paper, we draw insights from Construal Level Theory to identify the conditions when own vs. others' experiences along with Process vs. Outcome attributes of services become more important in overall service evaluation.

## Pod 4: Culture

### **4-A : Beauty is in the Eye of the Beholder: Young Girl's Perception of Female Attractiveness in New Zealand, India, and Fiji**

Tabitha Thomas, University of Otago, New Zealand\*

Kirsten Robertson, University of Otago, New Zealand

Maree Thyne, University of Otago, New Zealand

This research investigates 6-12-year-old girls' perception of female attractiveness in three countries. The findings underscore the importance of understanding how the beauty ideals and stereotypes prevailing in the society influences young girls' notion of what constitutes beauty and the impact it can have on their well-being.

### **4-B: Beyond Lei Feng! Global Fashion Brands and Modern Girl Archetypes in Emerging Chinese Market**

Eric Li, University of British Columbia, Canada\*

Xin Zhao, Lancaster University, UK\*

Fiona Li, Independent Researcher, China

Magnum Lam, Hong Kong Design Institute, Hong Kong

Wing-sun Liu, Hong Kong Polytechnic University, Hong Kong

This paper examines the role of global fashion brands in the construction of "modern girl" archetypes in China. Through a semiotic analysis of printed advertisements published in popular fashion magazines, we identified four "modern girl" archetypes and presented the dialogical relationship between brand-created imageries and local cultural imagination.

### **4-C: Culture Matters: How Power Distance Belief Influences the Effectiveness of Scarcity Appeal in Advertising**

Yafeng Fan, Renmin University of China, China\*

Jing Jiang, Renmin University of China, China\*

The article proposes that power distance can moderate the effect of scarcity appeal on product evaluation and the perceived threat from other consumers mediated this moderating effect. In addition, we try to examine the moderating role played by product type (publicly vs. privately consumed products).

### **4-D: Decomposing Cultural Effects in the Valuation of Time: Orientation, End and Progress**

Yan Meng, Grenoble Ecole de Management, France\*

Ana Valenzuela, Baruch College, CUNY, USA & ESADE, Spain

Individuals of Western cultural identity assign a higher monetary value to the future and are willing to wait a longer time for a larger amount of money than Easterners because of East Asians' past orientation, future ambiguity, and belief that time-related events progress following trends that may reverse.

**4-E: Domains of Consumer Tranquility and the “Tranquility Gap”**

Hyewon Oh, University of Illinois at Urbana-Champaign, USA\*

Cele Otnes, University of Illinois at Urbana-Champaign, USA

Ravi Mehta, University of Illinois at Urbana-Champaign, USA

How do consumers leverage the marketplace to experience tranquility? We find three domains of tranquility: “everyday home,” “everyday marketplace,” and “extraordinary marketplace,” which are shaped by the interaction between consumers’ level of control in the domain and their need to comply with gatekeepers. Specific sources of “tranquility gap” are discussed.

**4-F: Essentialism Increases Status Consumption of High-Class (not Low-Class) Consumers**

Xue Wang, Chinese University of Hong Kong, China\*

Ying-Yi Hong, Chinese University of Hong Kong, China

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

We proposed that essentialist beliefs of social class (i.e., social class is immutable and biological-based) would increase status consumption of high- but not low-class people. With both measuring and manipulating essentialism, four studies consistently supported the hypothesis. We further found that entitlement could explain the relationship.

**4-G: Examining Tourists' Intentions to Revisit Religion Processions: The Role of Religiosity and Flow Experience**

Annie Chen, University of West London, UK\*

Norman Peng, University of Westminster, UK\*

The purpose of this research is to examine the factors that contribute to tourists' intentions to re-participate in religious processions. The results from 109 participants show flow experience positively affects revisit intentions. Addition, religiosity positively moderates the relationship between flow experiences and revisit intentions.

**4-I: Good Looks, Possessions, and Stereotypes: The Relationship Between Physical Attractiveness and Materialism**

Tabitha Thomas, University of Otago, New Zealand\*

Kirsten Robertson, University of Otago, New Zealand

Maree Thyne, University of Otago, New Zealand

Prior research has shown that internalizing materialism and appearance related ideals negatively impact adults' well-being, however little is known whether young children also internalize similar ideals. Thus, in the present research using Dittmar's (2008) framework, we examine the ages at which children start perceiving links between physical attractiveness and materialism.

**4-J: I Am What I Bought: A Cross-Cultural Study on Consumers' Evaluations toward Different Types of Purchases and Advertisings**

Pei-Wen Fu, National Sun Yat-sen University, Taiwan

Ruoyun Lin, Leibniz-Institut für Wissensmedien, Germany\*

Sonja Utz, Leibniz-Institut für Wissensmedien, Germany

Chi-Cheng Wu, National Sun Yat-sen University, Taiwan

This study investigates how material values influence Western and Eastern consumers' perceptions toward material and experiential purchases, and whether the differences would further be reflected on their advertising attitudes. The results show that both Eastern and Western consumers have a more positive attitude toward experiential-values appeal advertisings.

**4-K: Methods to Improve Construct Measurement Equivalency in Cross-Cultural Consumer Research**

Veronica Martin Ruiz, Iowa State University, USA\*

Jose A. Rosa, Iowa State University, USA

The Construct Measurement Equivalency Method is a theory-grounded approach to research instrument translation in cross-cultural inquiry. It can enhance cross-cultural research validity and reliability, help make target population instruments more culturally and linguistically relevant, attenuate the loss of linguistic and cultural nuances, and make possible a more natural response flow.

**4-L: Mixed Emotions Taking Me Over: How Anticipatory Emotions and Civic Risk Determine Choices for Stigmatized Products**

Jerry Grimes, Grenoble Ecole de Management, France\*

Fighting temptations is human nature, but how exactly do we reconcile our personal desires for stigmatized products, whose consumption may negatively impact our civic standing? Two studies demonstrate how consumers appraise two closely linked stigmatized products (alcohol and cannabis) differently, considering situational factors, one's anticipatory emotions and civic risk perception.

**4-M: Psychological Antecedents of Luxury Brand Purchase Intent in Asian Market**

Hoeun Chung, Fayetteville State University, USA\*

Despite of much attention given to the penchant for luxury consumption among Asian consumers, our understanding on the underlying psychological reasons of this phenomenon is limited. The primary purpose of the current research was to explore culture-relevant psychological correlates of luxury brand purchase intent based on social consumption related theories.

**4-O: Tension and Trust: Crossing the Border Between Hybrid Economies and Home**

Michael Moorhouse, Western University, Canada\*

June Cotte, Western University, Canada

Research into sharing (Belk 2010, 2014) and hybrid economies (Bardhi and Eckhardt 2012; Scaraboto 2015) has blossomed. We outline a conceptual framework to organize theory and research on the trust required, and tension inherent, in sharing exchanges in one's home.

**4-P: The Emancipatory Alliance for Social Activism: The Symbiotic Interplay between Subcultures and Social Movements**

Emre Ulusoy, Youngstown State University, USA\*

While subcultures mold potentially destructive youth rebellion into constructive activism and mobilize individuals to social movements, social movements imbue subcultures with a radical political edge, the two working together to seek meaningful social and cultural change.

**4-Q: The Use of Ethnically Ambiguous Models in Advertising to Preserve Consumer Well-being in an Organic Multicultural Market**

Wim Booysse, University of Pretoria, South Africa

Samantha Swanepoel, University of Pretoria, South Africa\*

Our research compares a multiculturated consumers' feeling of well-being when evaluating advertisements with differing variations of ethnic targeting. Consumers within a multicultural market (South Africa) have a greater feeling of consumer wellbeing when evaluating an advertisement containing ethnically ambiguous models compared to models of multiple ethnicities or individual ethnic models.

**4-R: Transnational Consumption**

Zahra Sharifonnasabi, University of London, UK\*

Fleura Bardhi, University of London, UK

We examine transnational lifestyle to identify the nature of consumption when consumers inhabit multiple countries simultaneously. A distinct notion of home emerged: fragmented, transnational home anchored in various localities. We conceptualize transnational consumption as fragmented and localized, where specific consumption goals are appointed and practices are associated in each locality.

**4-S: When You Expect It the Yeast: The Emergence of Craft Beer Culture in Finland**

Alexei Gloukhovtsev, Aalto University, Finland\*

This working paper contributes to literature examining the impact of globalization on consumer behavior. Initial findings from the Finnish craft beer context illustrate how global consumer culture takes root in local hegemonic consumptionscapes by tapping into consumer resistance movements and consumer identity work, with the aid of cultural intermediaries.

## Pod 5: Emotions

### **5-A: Affecting Consumers: A fMRI Study on Regulatory Focus Framed Information in the Field of Animal Welfare**

Nadine Gier, Heinrich-Heine-Universität, Germany\*

Caspar Krampe, Heinrich-Heine-Universität, Germany

Peter Kenning, Heinrich-Heine-Universität, Germany

Applying regulatory focus theory to animal welfare information, we show that promotion focus framed information elicits greater subjective liking, indicated by increased neural activity in the vmPFC. Moreover, framed information influence neural processing of subsequent information demonstrated by a greater activity in ACC, an effect not seen on behavioral level.

### **5-B: Coping with On-going Terror and Threats: Resilience, Place Attachment, and Behaviors**

Ning (Chris) Chen, University of Canterbury, New Zealand\*

Rohail Ashraf, Lahore University of Management Sciences, Pakistan\*

This study looks at regions in Pakistan where people live in constant terror of terrorism, political unrest, and threats of death, and aim to understand how people cope with the extreme situations, how their attachment to the place evolves and changes, and how people's perceptions and ideologies on consumption shift.

### **5-C: Do Consumers Get What They Want? How Desires Influence Consumer Happiness**

Leonardo Nicolao, UFRGS, Brazil\*

Vinicius Brei, UFRGS, Brazil\*

This research shows that the intensity of consumption desires predicts expected happiness for both material and experiential purchases. However, this pattern does not hold for experienced happiness with past purchases. Past happiness increases with the intensity of desires for material purchases, but not for experiences.

### **5-D: Does Humor in Advertising Trigger Competence and Warmth Inferences about Advertisers?**

Chi Hoang, BI Norwegian Business School, Norway\*

Luk Warlop, BI Norwegian Business School, Norway

Klemens Knoferle, BI Norwegian Business School, Norway

This study proposes that people make warmth and competence inferences about advertisers who express humor in advertising. Advertisers are perceived as competent but not warm when using incongruity to elicit laughter, as both warm and competent when using arousal humor, and as neither competent nor warm when using disparaging humor.

**5-E: Fight or Flight? Consumers' Implicit and Explicit Emotional Reactions to Looming Threat**

Lana Mulier, Ghent University, Belgium\*

Hendrik Slabbinck, Ghent University, Belgium

Iris Vermeir, Ghent University, Belgium

We used face reading technology to examine the emotional effects of the looming bias. We find evidence that looming stimuli elicit more negative emotions in consumers compared to receding stimuli, and that animal threat leads to more negative emotions than human facial threat, but only when it's looming.

**5-F: Forget Your Regret: Invoking Post-Purchase Hyperopia Mitigates Impulse Purchase Regret**

Jamie L. Grigsby, Midwestern State University, USA\*

Robert D. Jewell, Kent State University, USA

Colin Campbell, Kent State University, USA

This research investigates how regret over an impulse purchase can be reduced post-purchase, thus improving customer satisfaction. If customers think about a time in the distant past in which they made a hyperopic choice, they are happier with their decision to indulge in a recent impulse purchase.

**5-G: How Notifications of Product Changes Influence Consumer Ambivalence**

Yiru Wang, Kent State University, USA\*

Jennifer Wiggins, Kent State University, USA

César Zamudio, Kent State University, USA

Notifications of product changes could increase consumer ambivalence towards the product. We find that this will be mitigated when the notification is framed to be consistent with the timing of the notification. Specifically, when the change is in the distal (proximal) future, the notification should be framed abstractly (concretely).

**5-H: I'm Scared, Want to Listen? Incidental Fear's Influence on Self-Disclosure to Brands**

Anupama Mukund Bharadwaj, University of Washington, USA\*

Lea Dunn, University of Washington, USA

Self-disclosure is an increasingly popular topic within marketing, yet scant literature has considered emotional impact on whether one divulges information to others. We examine the impact of fear on self-disclosure, showing that people who experience a frightening event alone are more likely to self-disclose, even when the act is risky.

**5-I: Judgement and Decision-Making: The effect of induced emotional uncertainty on predicted utility and forecasting accuracy.**

Athanassios Polyportis, Athens University of Economics & Business, Greece

Flora Kokkinaki, Athens University of Economics & Business, Greece\*

The purpose of the research is to explore the effects of the certainty-uncertainty appraisal dimension of incidental emotions on predicted utility and affective forecasting accuracy. Emotions associated with uncertainty seem to result in smaller forecasting error and utility overprediction. To this end, the results of two experiments are described.

**5-J: Partner or Servant: How Anthropomorphized Brand Role Releases the Negative Effect of Social Exclusion**

Yinghao Wu, Renmin University, China\*

Jing Jiang, Renmin University, China\*

The current research shows that socially excluded (vs. included) consumers are willing to pay more for anthropomorphized brands. More importantly, when brand plays a servant role, people with high (vs. low) self-esteem are likely to pay more, but such a discrepancy disappears when brand plays a partner role. The need for control recovery mediates the above relationship.

**5-K: Pride and Shame Moderate the Effect of Regulatory Focus on Risk Taking Propensity**

Aylar Pour Mohammad, Bocconi University, Italy\*

Gulen Sarial Abi, Bocconi University, Italy

How self-conscious emotions affect risk taking behavior? Prior literature has indicated that promotion (prevention) focus is associated with risk seeking (risk avoiding) propensity (Bryant and Dunford 2008). Two experiments demonstrate that positive (negative) self-conscious emotions may attenuate the effect of promotion (prevention) focus on risk taking propensity.

**5-L: Psychological Drivers of Customer Compliance: Self-Identity Threats and Discrete Emotions**

Kristina Stuhler, Old Dominion University, USA\*

Chuanyi Tang, Old Dominion University, USA

Mahesh Gopinath, Old Dominion University, USA

This research develops and tests a theoretical framework on consumer compliance by incorporating self-identity theory and cognitive-emotion theory. We propose self-identity threats and discrete emotions influence customer compliance. A qualitative study will be conducted first to develop and refine the theoretical framework, which will then be tested by experimental design.

**5-M: Saved by the Past? Activated Disease Threat Promotes Consumer Preferences for Nostalgic Products**

Dovilė Barauskaitė, ISM University of Management and Economics, Lithuania\*

Justina Gineikienė, ISM University of Management and Economics, Lithuania

Bob M. Fennis, University of Groningen, The Netherlands

Consumer research experienced a surge in interest in when and why consumers prefer nostalgic products. The present work complements this literature by examining the role of a yet untested antecedent for nostalgic consumption – salient disease threat. Across two studies we show that activated disease threat promotes heightened consumer nostalgic preferences.

**5-N: Take it Humorously: Effects of Humorous Rebuttals to Negative Attacks**

Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan

Xing-Yu Chu, National Sun Yat-sen University, Taiwan\*

Ching Chin, National Sun Yat-sen University, Taiwan

Response to election attacks might have a greater impact on the effects of the attack and on voters' evaluations of both candidates. However, this issue is under-researched. This study analyzes the relative effects of different rebuttal strategies, and demonstrates the moderation of the responding candidate gender and negative attack type.

**5-O: The Effect of Antecedents of Sadness on Brand Evaluation**

Luxi Chai, University of Kansas, USA\*

Yixin Jessica Li, University of Kansas, USA

The current paper contributes to research on emotion in consumer attitudes and behaviors by showing that when consumers experience sadness from status loss, they value brand competence and rate competent brands more desirable than warm brands. Ratings of brand traits do not differ when consumers experience sadness from social loss.

**5-P: The Effect of Nostalgia Advertising on Brand Loyalty**

Jia Chen, University of Illinois at Chicago, USA\*

Jingjing Ma, Peking University, China

Prior research showed that nostalgic ads of certain brands improve consumers' attitude towards these brands. Here, we propose that if a brand has made inconsistent changes of its positioning in the past, nostalgic ads can also result in decreased consumer loyalty. We speculate that self-brand connection might be a mechanism.

**5-Q: The Effect of Working with Ingroup versus Outgroup Members on Affective Forecasting Bias**

Lorenzo Cecutti, The Chinese University of Hong Kong, China\*

Jessica Kwong, The Chinese University of Hong Kong, China

Normally individual's emotionality is considered detrimental to shared goals. However, the present findings show that in group settings affective forecast bias can be functional to goal pursuit. We found that, when working with ingroup members, participants' affective forecast motivated goal persistence. Yet, this pattern reduced when working with outgroup members.

**5-R: The Feeling of Being Moved**

Ji (Jill) Xiong, National University of Singapore, Singapore\*

Leonard Lee, National University of Singapore, Singapore

Yih Hwai Lee, National University of Singapore, Singapore

We propose and demonstrate that being moved is a mixed emotion that connects with self-transcendence core value(s) of perceived personal importance. Thus, marketing communications such as advertisements that elicit the feeling of being moved increase brand affiliation by highlighting the core value that consumers share with the focal brand.

**5-S: The Joint Effect of Affect and Information-processing Style on Price Judgment**

Kaeun Kim, University of Massachusetts, USA\*

Elizabeth Miller, University of Massachusetts, USA

The present research shows that affective states influence consumers' price judgment depending on the currently accessible mode of processing. Findings from two experiments suggest that positive affect increases price-as-quality judgments only when global processing is salient whereas negative affect facilitates price-quality perception when local processing is dominant.

**5-T: The Silver Lining of Envy on Social Media? –The Relationships Between Post Content, Envy Type, and Purchase Intention**

Ruoyun Lin, Leibniz-Institut für Wissensmedien, Germany\*

Three studies were conducted to examine the relationships between post content (experiential vs. material purchases), envy type (benign vs. malicious envy), and purchase intention (same vs. similar object). Results indicated that post content did not predict envy type, but benign/malicious envy predicted purchase intention of a same/similar product respectively.

**5-U: When Do People Make Affectively Negative Self-Presentation?**

Dan King, University of Texas RGV, USA\*

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand

Zachary Mendenhall, McGill University, Canada

Our research identifies conditions under which consumers prefer negative branding –imagery and words that elicit negative emotional responses. We argue that this phenomenon is underpinned by a reflexive brain process we share with mammals called “dominance signaling” –a response that emerges when humans compete with intrasexual rivals for mating opportunities.

**5-V: When Sadness Comes Alive, Will It Be Less Painful? The Effects of Anthropomorphism on Sadness Regulation**

Li Yang, Tsinghua University, China\*

Fangyuan Chen, Hong Kong Polytechnic University, Hong Kong

Rocky Peng Chen, Hong Kong Baptist University, Hong Kong\*

Can anthropomorphism contribute to the regulation of sadness? In three studies, we demonstrated that anthropomorphic (vs. neutral) thinking decreased the intensity of sadness experience. We suggest that psychological detachment explains this effect. This result offers fresh insights to research on emotions and anthropomorphism, and has implications for consumer well-being.

**5-W: Why Firms Should Be Thankful for Thankful Customers: Incidental Gratitude Increases Satisfaction with Consumption Experiences**

Arianna Uhalde, University of Southern California, USA\*

Valerie Folkes, University of Southern California, USA

Three studies demonstrate incidental gratitude influences consumers' reactions to product failure experiences. Incidental gratitude (vs. non-emotionally infused thoughts about others, incidental pride in oneself, and incidental admiration of others) 1) increases satisfaction by fostering compassion, and 2) reduces behaviors like spreading negative WOM and grudge-holding against the firm.

## Pod 6: Evolution & Gender

### **6-A : Chooser or Suitor: The Effects of Mating Cues on Men's vs. Women's Reaction to Brand Rejection**

Rui Chen, Xiamen University, China\*

Chun-Ming Yang, Ming Chuan University, Taiwan

Hao Shen, Chinese University of Hong Kong, China

Once mating motives are activated, males will respond to rejection less negatively than they otherwise would, whereas this effect does not occur for females. Two studies examine the marketing implications of these effects.

### **6-B: How Scarcity Influences Mate Preference in Romantic Relationship and Subsequent Mating Strategy?**

Yinghao Wu, Renmin University, China\*

Jing Jiang, Renmin University, China\*

The current research proposes that perceived general scarcity, which includes but far beyond a scarce mate pool, will polarize people's mate preference for romantic partners, that such selectivity differs across gender and mate-value, and that those with relatively low mate value will adopt collective strategies to enhance their attractiveness.

### **6-C: Mr. Right vs. Mr. Right Now: The Impact of Male Physical Dominance on Women's Consumption Patterns**

Brett Christenson, University of Alabama, USA\*

Christine Ringler, University of Alabama, USA

Nancy Sirianni, University of Alabama, USA

Evolutionary psychology posits the motivations for consumption are made to satisfy genetic and reproductive goals. However, the relationship between evolutionary drivers and gender roles has yet to be examined. We look at the interaction between male physical dominance and traditional gender roles on women's consumption of self-enhancing versus homemaking products.

### **6-D: On Biological Origins of Materialism**

Uwe Messer, University of Bamberg, Germany

Alexander Leischnig, University of Bamberg, Germany

Elisabeth Distler, University of Bamberg, Germany\*

Drawing from biological research on prenatal testosterone and status drive, we examine the relationship between digit ratio (a proxy of prenatal testosterone exposure) and materialism, showing that higher exposure is linked to higher materialism in men. A potential reason is that men are more strongly predisposed to focus on possessions.

**6-E: The Effects of Different Parenting Cues on Consumer's Regulatory Focus: A Parental Investment Perspective**

Chun-Ming Yang, Ming Chuan University, Taiwan\*

With two studies, this research examined the idea that cues emphasizing different aspects of parental investment could lead to different regulatory focus. Specifically, cues about prevention (promotion) parental investment (e.g., providing foods) can activate prevention (promotion) focus. We also observed a regulatory fit effect in a marketing communication context.

**6-F: The Red Derogation Effect**

Nicolas Pontes, Queensland University of Technology, Australia\*

JoAndrea Hoegg, University of British Columbia, Canada

This research demonstrates that the red-attractiveness effect of women viewing men is moderated by mate retention goals, and that the effect is mediated by perceived threat. Additionally, we show that the red-threat link is moderated by self-control strength such that the effect dissipates when self-control resources have been depleted.

**6-G: Wearing V Neck, Getting More Trust: An Evolutionary Psychology Approach to Examine the Effect of Collar Style on Trust**

Jialiang Xu, University of Manitoba, Canada\*

Fang Wan, University of Manitoba, Canada

Chenbo Zhong, University of Toronto, Canada

“What a strange power there is in clothing” ---- Isaac Bashevis Singer. Adopting evolutionary psychology perspectives, we conducted two experiments and found that one’s sweater Collar styles (V neck vs turtleneck) can affect others’ trust of him and interaction with him.

**6-H: Marketplace Resources and Gender: A Standpoint Analysis of Status Bias, Cultural Stereotypes and the Production of Positional Inequalities**

Shelagh Ferguson, University of Otago, New Zealand

Jan Brace-Govan, Monash University, Australia

Diane Martin, Aalto University, Finland\*

This study investigates the ways market resources support or hamper women negotiating a hyper-masculine context and the dynamic interactions between homosociality, status gender-bias in the perpetuation of cultural stereotypes and positional inequalities. Standpoint analysis shows that highly accomplished female mountain climbers experience status gender-bias in their consumption community.

**6-I: The Impact of Mixed-Sex Competition on Women's Choice of Androgynous Products**

Jooyoung Park, Peking University, China\*

Fayrouz Souissi, Peking University, China

The simultaneous emergence of unisex dressing with women entering competitive environments makes it judicious to study the popularity of androgynous products in the context of mixed-sex competition. This study aims to fill a gap in the literature by investigating women's choice of androgynous products in the context of mixed-sex competition.

**6-J: Vulnerable or Agentic? Medicalized Consumption and its Impact on Consumer Identity**

Richard Kedzior, Bucknell University, USA\*

Over the last few decades, the notions of masculinity have undergone significant changes. Traditional masculinity, which is associated with the pursuit of agentic goals, physical strength, domination and resourcefulness, had to be renegotiated to accommodate new emerging male identities. This paper investigates the impact of medicalization on consumer notions of masculinity.

**Pod 7: Experiential**

**7-B: Bad Experiences Increase Social Closeness Over Time**

Kailuo Liu, University of Toronto, Canada\*

Cindy Chan, University of Toronto, Canada

The paper explores how shared bad consumption experiences influence consumer relationships. Although past research shows bad experiences generate lasting personal unhappiness, we find that bad experiences can benefit consumers in a new dimension – strengthening social relationships with others who shared the experiences.

**7-C: Conceptualizing the Digital Experience in Luxury**

Wided Batat, University of Lyon 2, France\*

Olivier Sinai, Birkbeck, University of London, UK

This research introduces a theory of digital luxury experience, conceptualizing what it is and identifying its drivers. This is of importance to luxury consumption as it offers a framework to understand digital luxury, an empirical phenomenon which has gained prominence in the last 10 years and has remained poorly understood.

**7-D: Do Hedonic Experiences Facilitate the Disregard of Sunk Costs?**

Daniela Cristian, BI Norwegian Business School, Norway\*

Bob Fennis, University of Groningen, The Netherlands

Luk Warlop, BI Norwegian Business School, Norway

Besides enjoyment, hedonic experiences lead to myopic behaviors and enhance a present-moment orientation. This seemingly “myopic” focus reduces the consideration of past and leads to positive outcomes. We show that following hedonic consumption consumers display lower sensitivity to sunk costs. Thus, under particular conditions, yielding to temptation is beneficial.

**7-E: Emotional Cocktails: Mixed Emotions, Gratifications, and the Enjoyment of Various Types of Movie Genre**

Robert Madrigal, California State University at Chico, USA\*

Colleen Bee, Oregon State University, USA

Brandon Reich, University of Oregon, USA\*

Troy Campbell, University of Oregon, USA

Nathan Warren, University of Oregon, USA\*

This research examines the role of mixed emotions in the enjoyment of entertainment experiences. The present study shows that a mix of co-occurring opposite-valence emotions predicts overall enjoyment for films across three genres (bittersweet, low-brow comedy, and suspense), mediated by genre-specific gratifications.

**7-F: Googled Experiences: Internet-induced Confidence in Decision Abilities Increases Enjoyment**

Tito L. H. Grillo, University of Texas at Austin, USA\*

Cristiane Pizzutti, Federal University of Rio Grande do Sul, Brazil

Adrian F. Ward, University of Texas at Austin, USA

Consumers increasingly use the Internet to prepare for decisions. The current studies show that Internet search elicits a “feeling of already knowing” that inflates consumers’ decision confidence (S1, S2). This confidence may be self-fulfilling; searching online before choosing experiences increases consumers’ experience enjoyment independently of the option they choose (S3).

**7-G: How the Uniqueness of Goods Influences Consumers' Response to Price Increase for Experiences versus Objects**

Wilson Bastos, Catholic University of Portugal, Portugal\*

This research shows that consumers react more favorably to a price increase when it is associated with an experiential good than a material one. Further, it examines five potential explanations (closeness to the self, conversational value, impression management, social relatedness, and purchase uniqueness) and reveals uniqueness as the mechanism.

**7-H: Identity Construction Through Destination Experience: An Introspective Approach**

Wided Batat, University of Lyon 2, France\*

This research draws on a subjective personal introspection (SPI) approach and Breakwell's identity process theory (IPT) principles to show how elements from different cultures are performed by an individual to form a unique patchwork identity, and how this patchwork identity will contribute to deepen consumer experience of a cultural destination.

**7-I: Is a Smartwatch a Fashion Item or an IT Device?: Moderating Effect of Category Frame in Smartwatch Adoption**

Jong-Youn Rha, Seoul National University, Korea\*

Jin-Myong Lee, Chungnam National University, Korea\*

Sunny Park, Seoul National University, Korea\*

Eunsun Cho, Seoul National University, Korea\*

Bo Han Lee, Seoul National University, Korea\*

A smartwatch is an innovative product that has both IT and fashion product attributes. Based on previous studies that suggest consumers develop knowledge schema for new products using prior knowledge of existing product categories, we investigated the moderating effect of the category frame on consumers' intention to adopt smartwatches.

**7-J: Making Money Meaningful: Fostering Meaningful Lives Through Growth-Based Experiential Purchases**

Emily Powell, New York University, USA\*

Adam Alter, New York University, USA

As consumers strive for "the good life" they must search for both happiness and meaning. Across two studies, we show that consumers who spend more money on growth-based experiences (as opposed to purely enjoyment-based experiences) derive greater meaning from those experiences and in their lives as a whole.

**7-K: Negotiated Outsourcing – Towards an Understanding of Market Tension in Enduring Consumption Experiences**

Flavia Cardoso, Universidad Adolfo Ibáñez, Chile\*

Pilar Rojas-Gaviria, Pontificia Universidad Católica de Chile, Chile\*

Daiane Scaraboto, Pontificia Universidad Católica de Chile, Chile\*

We contribute to a recent stream of research on consumer outsourcing by examining enduring (i.e. long-term, transformational) consumption experiences. We identify cultural and social sources of tension related to outsourcing in the schooling market, and map the emergence of a parallel market in which these issues are negotiated and resolved.

**7-L: Role of Arousal in Experiencing Feeling of Missing Out**

Ceren Hayran, Doctoral Candidate in Marketing Koc University, Turkey\*

Zeynep Gurhan-Canli, Professor of Marketing at Koc University, Turkey

This research enhances our knowledge about the consequences of feeling of missing out (FOMO) on desirable experiences that are taking place in one's environment. Based on the circumplex model of affect, we examine how the arousal dimension of a FOMO state influences individuals' experience and product preferences in consumer context.

**7-M: When a Minor Problem Causes a Major Trouble for Experiential Purchases**

Qihui Chen, Peking University, China\*

Jingjing Ma, Peking University, China

Although past research has consistently shown that experiential purchases produce higher satisfaction than material purchases, this research shows that experiential purchases could lead to lower satisfaction when these purchases are mixed-valence purchases. This is because consumers evaluate experiential purchases based on feelings; a minor problem could cause a major dissatisfaction.

**7-N: "You Grin At Each Other, You Celebrate Together, You Hug Strangers": Consequences of Shared Identity Within Crowds at Sporting and Music Events**

Maximilian Stieler, University of Bayreuth, Germany\*

Fergus G. Neville, University of St. Andrews, UK

Claas Christian Germelmann, University of Bayreuth, Germany

Building on contemporary crowd psychology, this paper investigates if and how individuals experience a shared identity with strangers at diverse crowd events. We conducted qualitative semi-structured interviews with crowd participants in three different crowd contexts. Findings suggest that shared identity led to increased intimacy with strangers and intense positive feelings.

## **Pod 8: Financial Decisions**

**8-A: Attenuating Money Illusion? How Personalization Affects the Consideration of Inflation in the Consumers' Financial Planning**

Henning Cordes, University of Muenster, Germany\*

Carsten Erner, University of Muenster, Germany, and University of California Los Angeles, USA

Thomas Langer, University of Muenster, Germany

We study how letting consumers construct their personal inflation rate affects the consideration of inflation in the long-term financial planning. We find that the personalization is not beneficial: The complex elicitation procedure reduces the subjective knowledge about inflation, which induces consumers to care less about inflation in their financial planning.

**8-B: Eliminating the Paper Trail: Consumers Prefer Using Cash over Cards for More Painful Purchases**

Joshua Morris, Stanford University, USA\*

Szu-chi Huang, Stanford University, USA

We propose that when consumers make more painful purchases (e.g., due to guilt or low transaction utility), they will be more likely to use cash than a debit or credit card in order to reduce their “paper trail” and the likelihood of recalling their painful financial activity in the future.

**8-C: Higher Price Higher Quality? How Feeling Financially Constrained Affects Consumers' Price-Quality Judgment**

Yafeng Fan, Renmin University of China, China\*

Jing Jiang, Renmin University of China, China\*

The paper examines how consumers make price-quality judgment when they feel financially constrained. The results showed that there is an interactive effect of financial constraint and value consciousness on consumer's price-quality judgment. When feeling financially constrained, consumers with high value consciousness (vs. low consciousness) tend to make higher price-quality judgment.

**8-D: How Price Path Characteristics Shape Investment Behavior**

Sven Nolte, University of Muenster, Germany\*

Judith Schneider, University of Muenster, Germany

Consumers making financial decisions are confronted with price charts. In a laboratory experiment we strip charts of their information content by providing participants with full information via a different channel. Participants are influenced even by informationally irrelevant paths. We identify four important visual characteristics of charts that bias consumer decisions.

**8-E: Jeitinho Brasileiro: Understanding Financial Vulnerability from a Cultural Perspective**

Rafaela Almeida Cordeiro, Escola Superior de Propaganda e Marketing, Brazil\*

Nancy Wong, University of Wisconsin - Madison, USA

Mateus Ponchio, Escola Superior de Propaganda e Marketing, Brazil

The current research provides a unique context in showing how financial vulnerability is jointly shaped by weak policies and consumer values. It contributes to market system dynamics in explaining how culture and social capital shape consumer resistance and coping strategies in the Brazilian marketplace.

**8-F: Or Else! The Positive Effect of an Advisor's Ultimatum on Perceived Expertise**

Shirley Shuo Chen, University of Alberta, Canada\*

Kyle B Murray, University of Alberta, Canada

This research examines how advice given with an ultimatum affects perceived expertise in the context of financial decision-making. In a series of three studies, we find that perceptions of expertise increase when an advisor threatens to provide no future advice if the current recommendation is not accepted.

**8-G: Power, Economic Situation and Financial Risk Taking**

Jinfeng (Jenny) Jiao, State University of New York at Binghamton, USA\*

Fang-Chi Lu, Korea University, South Korea

This paper focuses on the effect of an individual's economic situation and feeling of power on financial risk taking. Across three studies, we illustrate that an individual's level of power increases his or her financial risk taking, and that this effect is moderated by economic situation.

**8-H: Second Guess Yourself, But Do It Right: When Does Making A Second Estimate Improve Quantitative Judgments?**

Celia Gaertig, University of Pennsylvania, USA\*

Joseph Simmons, University of Pennsylvania, USA

When does averaging multiple estimates from the same person improve quantitative judgment? We find that averaging participants' first and second estimate is less helpful when they are first asked to consider whether their first answer was too high or too low.

**8-I: How Temporal Separation in Budgeting Affects Spending Behavior**

Yuna Choe, Texas A&M University, USA\*

Christina Kan, Texas A&M University, USA

We propose that as the temporal separation between budgeting and purchase increases, people become more willing to overspend. Budgeting money may produce similar pain of payment to spending money, and as people adapt to the cost with the passage of time, the pain associated with the decision lessens, thereby increasing spending.

## **Pod 9: Health, Well-being & Food**

**9-A: "I Reward Myself with Salad!" Framing Healthy Food Option as a Reward Increases Purchasing Intention**

Luxi Chai, University of Kansas, USA\*

Marija Grishin, University of Kansas, USA\*

The current research examines the impact of gratification-enhancing framing on healthy food-related decision making by demonstrating that framing the healthy (vs. unhealthy) food option as a reward increases the rewarding feeling and purchase intention.

**9-B: A Nuanced Nutritional System Facilitates the Recognition of Healthy Options, Increases Sales and Choice of Healthy Foods: A Comparison Between 3-Colors and 5-Colors Traffic-Lights Systems**

Carolina O.C. Werle, Grenoble Ecole de Management, France\*

Kévin Roche, Grenoble Ecole de Management, France

Olivier Trendel, Grenoble Ecole de Management, France

Amanda Yanim, Grenoble Ecole de Management, France

Simplified nutritional-labeling systems provide single indicators of nutritional quality. Four studies compared two nutrition-labeling systems varying in complexity. A more subtle system (traffic-light with five colors instead of three) increases healthy choice and purchase. The 5-color system facilitates nutritional information processing and this influences healthiness perception of food products.

**9-C: Brand Authenticity Revisited: The Case of Three Times a Day**

Amélie Guèvremont, Université du Québec à Montréal, Canada\*

This research examines the construction of an authentic brand image in an online community. Based on a netnography of Three Times a Day brand and five individual interviews, four authenticity dimensions are identified: brand virtuousness, brand proximity, brand instinct, brand imperfections. Results confirm the complex, context-contingent nature of brand authenticity.

**9-D: Bring Back My Childhood! Nostalgia as Mediator of Retro-Food and Consumer Based Brand Equity**

Caty Velez, Tecnológico de Monterrey, Mexico\*

Miriam C. Flores, Tecnológico de Monterrey, Mexico\*

This research will expand the field/area of retro-branding by recognizing the effect of nostalgia as well as authenticity in the relationship between a retro-food product and Consumer Based Brand Equity (CBBE). A mixed methodology that includes a netnography and two quantitative studies will be used.

**9-E: Children's Food-related Consumer Socialization: Parental Goals and Strategies**

Alice Grønhøj, Aarhus University, Denmark\*

Malene Gram, Aalborg University, Denmark

We study food-related consumer socialization through family interviews in a qualitative study. Parents socialize children for healthy eating, but other concerns, such as preserving family cohesion, are perceived as more important. The findings suggest that family dynamics, parents' goals, strategies and context are important for understanding children's healthy eating socialization.

**9-F: Destigmatizing the Overweight Consumers: A Communal Perspective**

Nada Sayarh, University of Geneva, Switzerland\*

While stigma is socially detrimental, consumer researchers have little to say about how it relates to consumption. Also, this concept has been mainly investigated from an individual perspective. In this paper, we indicate how consumption communities have the potential to transform the stigmatized, reduce their stigma and improve their well-being.

**9-G: Diets with Cheat Days: The Effect of Implicit Self-Theories on Recovery from Goal-Inconsistent Behavior**

Yi Xie, Arizona State University, USA\*

Naomi Mandel, Arizona State University, USA

Meryl Gardner, University of Delaware, USA

Dieters fall into two types: Abstainers, who completely avoid temptations, and moderators, who occasionally break the rules. We show that lay beliefs about the renewability of self-control determine which approach people choose. Our results suggest that there is no “best” strategy: dieters are more successful when they follow their beliefs.

**9-H: Does Larger Portion Sizes => Lower Calories? How Healthiness Beliefs Impact Calorie Estimation**

Jieru Xie, Virginia Tech, USA\*

Fengyan Cai, Shanghai Jiao Tong University, China

Rajesh Bagchi, Virginia Tech, USA

We demonstrate a paradoxical relationship between portion size and caloric content where a larger- (vs. smaller-) sized healthy food item is judged as containing lower calories. This occurs because of a misguided notion that if a food-item is healthy, then more of it is healthier.

**9-I: Eating with Friends: Preference for Handmade Foods**

Xin Wang, Nanjing University, China\*

Chunqu Xiao, Nanjing University, China\*

Hong Zhu, Nanjing University, China\*

What people choose to eat varies as a function of relationships with co-eater(s). When eating with friends, consumers prefer handmade foods relative to manufactured foods. They prefer manufactured foods when with new acquaintance. When they try to strengthen social relations, they choose handmade foods.

**9-K: Healthy Cake or Decadent Cake, Could Dialecticism Be the Answer?**

Alexander Jakubanecs, Norwegian School of Economics, Norway\*

Alexander Fedorikhin, Indiana University, USA

Nina Iversen, BI Norwegian Business School, Norway

Research on drivers of consumer reactions to indulgent products with healthy claims has been limited. We focus on dialectical thinking to predict and explain responses to these products within and across cultures. We find that consumers with situationally and chronically accessible dialecticism are significantly more accepting of such products.

**9-L: Healthy or Happy? How Awe Enhances Consumers' Preferences for Healthy Products**

Fei Cao, Renmin University of China, P.R. China\*

Xia Wang, Renmin University of China, P.R. China

Ze Wang, University of Central Florida, United States

Three studies demonstrate that experiencing awe (vs. neutral emotion) enhances consumers' preferences for healthy products (vs. unhealthy products). The effect is driven by analytic processing, and is stronger for consumers with chronic affective (vs. cognitive) information processing style.

**9-M: Improving the Efficacy of Posted Calorie Information Through the Strategic Use of Provincial Norms**

Ashley Otto, Baylor University, USA\*

Brennan Davis, California Polytechnic State University, USA

Kirk Wakefield, Baylor University, USA

Joshua Clarkson, University of Cincinnati, USA

This research addresses a critical issue in regard to how to improve the failed efficacy of the mandate requiring the posting of calorie information on restaurant menus. In response, we propose a means by which to improve the efficacy of this mandate through the strategic use of provincial norms.

**9-N: Moderately simple FBDG work better than complex or oversimplified recommendations to influence food consumption in a real setting**

Carolina O.C. Werle, Grenoble Ecole de Management, France\*

Kévin Roche, Grenoble Ecole de Management, France

Olivier Corneille, Université Catholique de Louvain, Belgique

Caroline Roux, Grenoble Ecole de Management, France

Food based dietary guidelines (FBDG) are regularly updated by governments, but their efficacy is questioned. Previous research suggested that simple, actionable guidelines can change behavior, but evidence confirming their efficacy is still scarce. Patrons of a restaurant received tray-sets containing FBDG varying in complexity. Moderately simple FBDG influenced food consumption.

**9-P: My Meal and My Recipe: Social Media Intervention in Rural Food Consumption**

Eric Li, University of British Columbia, Canada\*

Cristalle Smith, University of British Columbia, Canada

Xin Zhao, Lancaster University, UK\*

Sarah Weseen, University of British Columbia, Canada

This paper employed a social media intervention approach to examine how residents in rural communities share healthy food information through the "My Meal, My Recipe" social media campaign. Our findings identify key factors to promote healthy eating in rural communities that constantly facing challenges on food security and healthy living.

**9-Q: Packaging Glossiness Thwarts Perceived Food Healthiness**

Jiaqi Song, Hong Kong Polytechnic University, Hong Kong\*  
Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong  
Anish Nagpal, University of Melbourne, Australia  
Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong

Two studies demonstrate that consumers judge food and beverages with glossy exterior packages as less healthy, than those in matte packages. This effect is driven by the belief that food and beverages in glossy packaging are more processed, and moderated by the stereotyped perceived healthiness of the food category.

**9-R: Practicing the (un)healthy = tasty intuition: Towards an ecological view of the relationship between health and taste consumer judgments.**

Simona Haasova, University of Vienna, Austria\*  
Arnd Florack, University of Vienna, Austria  
Christoph Welles, University of Vienna, Austria

Do consumers apply the unhealthy=tasty intuition to real food products from a supermarket? Three studies (two representative) revealed that consumers mostly find healthier products also tastier, but this relationship varies between products and individuals. Consumer judgments might rely rather on package cues simultaneously implying tastiness and healthiness than the intuition.

**9-S: Presentation Style Affects Decision Processes: A Dietary Choice Study**

Mona Prakash, Duke University, USA\*  
Jonathan Winkle, Duke University, USA  
Nicolette Sullivan, Duke University, USA  
Gavan Fitzsimons, Duke University, USA  
John Pearson, Duke University, USA  
Scott Huettel, Duke University, USA

When making decisions, the available options can often take a variety of forms. For example, menus can have some options that have images while others are described in words. This paper explores how the visual form in which an option is presented can bias decision processing.

**9-T: Savoring Stress: Can Feeling Stressed Reduce the Rate of Satiation?**

Benjamin Borenstein, University of Miami, USA\*  
Juliano Laran, University of Miami, USA  
Luke Nowlan, University of Miami, USA

In this research, we propose that stress reduces the rate of satiation to hedonic consumption experiences. In order to restore control, stressed individuals engage more with the activities they are currently pursuing. As a result, they take longer to satiate to music (study 1), and food (study 2).

**9-U: Smell-o-Vision: Olfactory and Visual Store Atmospherics Prime Healthy Food Choices**

Megan Phillips, Auckland University of Technology, New Zealand\*

Sommer Kapitan, Auckland University of Technology, New Zealand

The present research investigates the ability of store atmospherics to nudge shoppers towards purchasing healthier foods. An observation study and an experimental study together demonstrate that store atmospherics can be tailored to create a message of healthfulness, and act as a prime to persuade shoppers to purchase healthier foods.

**9-V: Take a Bite out of Apple: How Does Static Food Advertising Signaling Dynamic Influence Food Consumption**

Fei Gao, HEC Paris, France\*

Weiwei Zhang, University of Otago, New Zealand

Tina M. Lowrey, HEC Paris, France

The present study demonstrated that static food advertisements signaling dynamic can positively influence people's judgments toward foods, and found that it influences female's and male's portion size choices from different directions. Furthermore, we also demonstrated the role of mental imagery plays in this effect.

**9-W: Taste Perception and Creativity**

Young Eun Huh, HKUST, Hong Kong\*

Yoonah Hong, Hongik University, South Korea\*

Nara Youn, Hongik University, South Korea\*

Taste perception plays a key role in consumers' food decisions. The current research examines consumers' taste preference for a snack/drink to enhance their creativity and how different tastes influence performance on a creativity task.

**9-X: The Devil is in the Smile: Smiley Temptation and Motivated Calorie Estimation in Restrained Eaters**

Xiaoying Zheng, Nankai University, China\*

Using smileys in tempting food is a popular product design strategy in the marketplace. However, little has been known about how consumers perceive such smiley temptations. Across two studies, this research finds that restrained eaters perceive a smiley temptation as containing more calories than a non-smiley temptation.

**9-Y: Too Large to Eat it All: How Package Size Impacts Anticipated Food Waste, Intentions and Preferences**

Olivia Petit, INSEEC Business School, France\*

Renaud Lunardo, Kedge Business School, France\*

Bradley J. Rickard, Cornell University, USA

Through three experiments, we demonstrate that larger packages prompt anticipated food waste, which then reduces purchase intentions. In addition, results reveal that when being primed with food waste, consumers are less likely to prefer large packages, even if such packages are associated with a promotion.

**9-Z: Using Practices Theories to Analyze Food Practices Related to Food Waste and Healthy Eating**

Margot Dyen, Montpellier Supagro, France\*

Lucie Sirieix, Montpellier Supagro, France

Sandrine Costa, Montpellier, INRA, France

Consumers have to integrate recommended behaviors related to food waste and healthy eating. This work studies it holistically with practice theories. A two-step qualitative methodology shows that individuals and environment play variable roles in practices structuration, and that each individual has various conduits of practices in his/her own framework.

**9-AA: What Did You Eat at School Today? The Influence of Preschool on Children's Food Consumption**

T. Bettina Cornwell, University of Oregon, USA

Sung-Hee Paik, University of Oregon, USA\*

Eric Setten, University of Oregon, USA\*

This observational study shows significant differences across classrooms in the consumption of condiments, vegetables, grain, and protein in publicly funded preschools. We theorize several possible mediators of this “classroom effect” on consumption. This research aids in the understanding of food socialization and has public policy implications for early childhood programs.

**9-BB: When Innovation Collides with Nature: Mere Consideration of Novel Food Products Can Decrease Evaluations of the Entire Product Category**

Justina Gineikiene, ISM University of Management and Economics, Lithuania\*

Bob Fennis, University of Groningen, The Netherlands

We show that exposure to novel products entailing an inherent trade-off between healthiness and naturalness can lead to ambivalent evaluations. In turn, such evaluations may spill over from single product exemplars and negatively affect evaluations and willingness to try the entire product category. This negative impact on ambivalence was not invariant, but a function of (higher) levels of preference for predictability.

**9-CC: Will Consumers Accept Foods Made from Surplus Ingredients?**

Siddharth Bhatt, Drexel University, USA

Jeonggyu Lee, Drexel University, USA\*

Jonathan Deutsch, Drexel University, USA

Hasan Ayaz, Drexel University, USA

Benjamin Fulton, Drexel University, USA

Rajneesh Suri, Drexel University, USA

To address the global food waste problem, researchers have proposed creating foods from ingredients that would otherwise be wasted. This research examines consumers' perceptions of - Value Added Surplus Products, which are foods made from surplus ingredients to conclude that consumers indeed accept these as a new category.

**9-DD: "Works With/For You!" How Framing Health-Related Products as Partners Versus Servants Impacts the Consumption of Indulgences**

Caroline Roux, Concordia University, Canada  
Kelly Goldsmith, Vanderbilt University, USA  
Kamila Sobol, Concordia University, Canada  
Laura Goodyear, Concordia University, Canada\*

We investigate the impact of engaging with a health-related product that is framed as either a partner (co-producer of the benefit) or servant (provider of the benefit) on goal-conflicting behavior. Specifically, we find that framing a health-related product as a servant (vs. partner) increases enjoyment from and desire for indulgences.

**9-EE: Compulsive Consumption and Smoking Behavior**

Timothy Dewhirst, University of Guelph, Canada\*  
Drew Harden, University of Guelph, Canada  
Wonkyong Beth Lee, Western University

In the spirit of transformative consumer research that aims to inform policy and improve well-being, this qualitative study uses the tobacco industry's consumer research, made public from litigation, to examine compulsive consumption. Compulsive consumers are linked by common traits such as low self-esteem, proneness to fantasy, urgency, and sensation-seeking.

**9-FF: Emotional Labor and Emotional Intelligence in Healthcare Delivery Organizations: The Case of Medicaid Recipients**

Eklou Amendah, Southern New Hampshire University, USA\*  
Adrienne Hall-Phillips, Worcester Polytechnic Institute, USA

For healthcare providers serving Medicaid recipients, emotions play an important role when managing beneficiaries and recipients. The study aims to demonstrate that service recipient characteristics and work environment challenges moderate the relationship between emotional intelligence and emotional labor when Medicaid beneficiaries are being served by healthcare organization employees.

**9-GG: Narrative Engagement: A Model for Suicide Prevention**

Caroline Graham Austin, Montana State University, USA\*  
Sarah Keller, Montana State University, USA\*

This paper explores one community-based approach to addressing suicide. Narrative engagement encourages people to collectively share personal stories, yielding information about shared perceptions, attitudes and beliefs. Such community engagement shines light into "dark closets," reducing stigma and isolation. Identifying communal strengths and weaknesses builds resiliency, and identifies potential resources.

**9-HH: The Power Framework of Addictive Consumption: When, Why, and How Emotion Regulation Leads to Addictive Consumption**

Olga Martin, University of Washington, USA\*

Shailendra P. Jain, University of Washington, USA

Most explanations of addictive behaviors posit emotion regulation as the primary motivation for such behaviors. We develop a framework to understand why emotion regulation may lead to addictive consumption, when this influence occurs, and how it operates. We find perceived powerlessness mediates the relationship between emotion regulation and addictive consumption.

**9-II: The Resilient Consumer**

Akon Ekpo, Rutgers University, USA\*

Samantha Cross, Iowa State University, USA\*

This paper uses a novel mixed-method approach to investigate how behaviors and attitudes towards disability, differs among disabled consumers. The authors argue that acknowledgment of one's own marketplace vulnerabilities and societal constraints may result in greater control and awareness of the need to build and invoke resilience in the marketplace.

**Pod 10: Judgement & Framing**

**10-A: Does Purging Lead to Better Self-Control? The Role of the “Simplification” Mindset**

Lei Jia, Ohio State University, USA\*

Xiaoyan Deng, Ohio State University, USA

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

We propose that purging can activate a simplification mindset that features a mental process of simplifying, prioritizing, and abstracting. Such a mindset can carry-over to a subsequent, unrelated context with decision outcomes that involve self-control.

**10-B: Do You Feel Like a Fraud? How Experiencing the Impostor Phenomenon Influences Consumption Choices**

Emily Goldsmith, Marymount Manhattan College, USA\*

Stephen Gould, Baruch College, USA

Most people occasionally feel like a fraud. Usually we overcome these feelings by acknowledging why we deserve our accomplishments. There are times when, despite all external evidence, we feel like an impostor. We propose that a person experiencing the impostor phenomenon prefers products that allow them to hide fraudulent feelings.

**10-C: Calendar Framing Affects Perception and Anticipation of Sunday**

Rebecca Chae, University of Michigan, USA\*

Christine Kang, California State University Long Beach, USA

We examine the effects of calendar framing on time perception and anticipatory emotions. We demonstrate how the location of Sunday on a calendar (i.e., at the beginning vs. the end of the week) influences perception and anticipation of Sunday. We further discuss its implications on marketing communications.

**10-D: “What a Loss of a Freebie!”: Promotion Framing and Consumer Product Returns**

Shinhyoung Lee, Seoul National University, South Korea\*

Youjae Yi, Seoul National University, South Korea

This research examines the effect of promotion framing on consumer product returns, hypothesizing that framing a promotion as a free gift (vs. bundle, no-promotion) reduces product return intention by making consumers perceive more loss in giving up a “freebie”-with-purchase.

**10-E: An Institutional Perspective of Country-of-Origin and Its Effects on Consumer Purchase Preference**

Shijiao Chen, University of Otago, New Zealand\*

Damien Mather, University of Otago, New Zealand

Hongzhi Gao, Victoria University of Wellington, New Zealand

John Knight, University of Otago, New Zealand

This paper conceptualizes country-of-origin (COO) cues as indicators of country institutions and tests the effect of COO cues on consumers' perceptions and purchase preference in the Chinese food market. This paper includes a survey experiment and a choice modelling experiment, and offer implications for international marketing researchers and practitioners.

**10-F: Choice of Ownership – How Choosing Enhances the Endowment Effect on Product Pricing and Evaluation**

Daniel Sun, University of Calgary, Canada\*

Mehdi Mourali, University of Calgary, Canada

We all have possessions but not all of our possessions are valued equally. The initial choice of ownership may trigger subsequent differential connections to a particular possession. This research investigates the effect of choice on product ownership in terms of both pricing and evaluation.

**10-G: Consumer Reasoning Reduces Post-Choice Satisfaction while Increasing Commitment**

Alexander DePaoli, Northeastern University, USA\*

Past literature argues that reasoning about a product decision leads consumers to choose less satisfying options. I find that, paradoxically, it also increases consumers' commitment to those options. Acting through distinct channels, reasoning steers choice toward products which are rated as less satisfying while simultaneously promoting consistency with those choices.

**10-H: Creativity in Real Life: How a Creative Mindset Affects Intertemporal Preferences**

Luke Nowlan, University of Miami, USA\*

Carter Morgan, University of Miami, USA

This paper explores how thinking creatively affects consumers' intertemporal preferences. We suggest that a creative mindset diminishes the vividness with which consumers perceive products, and thus, increases consumers' patience for the product. We support this framework across two studies.

**10-I: Do Deals Really Help Save Money: Deal Salience Results in Increased Consumer Spending**

Sudipta Mukherjee, Virginia Tech, USA\*

Mario Pandelaere, Virginia Tech, USA

Consumers have the lay belief that looking for deals helps in saving money. In this paper, over a series of 4 experiments, we test this lay belief and find results that indicate to the contrary. We find that deal salience decreases self-control and increases consumer spending.

**10-J: Fluency Leads to Overconfidence in Decision Making**

Fang-Chi Lu, Korea University, South Korea\*

Jinfeng (Jenny) Jiao, State University of New York at Binghamton, USA\*

In this paper, we explore an antecedence of overconfidence: perceptual fluency. Across our three studies, we demonstrate that perceptual fluency leads to a greater overconfidence bias, and that the metacognitive experience of feeling right in information processing underlies this fluency effect.

**10-K: Free to Choose: Belief in Free Will and Indecisiveness**

Michail D. Kokkoris, Vienna University of Economics and Business, Austria\*

Roy Baumeister, University of Queensland, Australia

Ulrich Kühnen, Jacobs University, Germany

We explore consequences of belief in free will for consumer decision making. Studies 1 and 2 suggest that stronger free will belief is associated with reduced indecisiveness. Studies 3 and 4 show that this beneficial effect of free will belief is limited to consumers with high (vs. low) self-concept clarity.

**10-L: Number-location Bias: Do Consumers Correctly Process the Number?**

Jihye Park, Hankuk University of Foreign Studies, South Korea\*

Yoon Jin Ma, Illinois State University, USA\*

This study investigated whether consumers process numeric information with spatial cues and whether a number-location bias is attenuated or strengthened by verticality of visual focus. Results of a series of experiments revealed that the verticality effect was stronger than the horizontality effect of numeric information on perceived magnitude.

**10-M: Ownership Polarization: An Alternate Account of the Endowment Effect**

Colleen Giblin, Carnegie Mellon University, USA\*

Carey Morewedge, Boston University, USA

We find that merely associating an experience with the self in turn polarizes evaluations: the good things in life seem even better, but the bad things seem even worse. This finding is inconsistent with previous theory, supporting a new perspective on the cognitive framing effects of ownership.

**10-N: Quantification and Experience in Effortful Task: Moderating Role of Causality Orientation, Gender.**

Daoyan Jin, University College of Southeast Norway, Norway\*

Halgeir Halvari, University College of Southeast Norway, Norway

Natalia Maehle, Western Norway University of Applied Sciences, Norway

Christopher Niemiec, University of Rochester, USA

This study aims to conduct experiments to investigate the effect of quantification on people's experience (e.g. vitality, enjoyment) in effortful task. Another focus of this paper is to explore the moderating role of individual differences (e.g. causality orientation, gender) on the relationship between quantification and effortful task experience.

**10-O: Sequence Fluency Effects on Consumers' Judgments of Truth**

Dan King, University of Texas Rio Grande Valley, USA\*

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand

Brand claims come in the form of "X causes Y," in which X is the brand and Y is the purported effect. Experiments using subliminal and supraliminal manipulations show that brand claims will be judged as more truthful if they conform to symbolic sequences that are stored in the mind.

**10-P: Solving the Paradox of a Large Assortment: The Moderating Role of Choice Mode**

Mikyoung Lim, Sogang University, Republic of Korea\*

Young-Won Ha, Sogang University, Republic of Korea

Prior research on the effect of assortment size on purchase behavior revealed that consumers prefer a large (vs. small) assortment, but are less satisfied with the selected product from a large (vs. small) assortment. We demonstrate that the moderating effect of choice mode (instrumental vs. experiential) can explain this paradox.

**10-Q: The Compromise Effect in Post-Purchase Consumption Behavior: Evidences from Field Experiments.**

Veronica Valli, University of Mannheim, Germany\*

Florian Stahl, University of Mannheim, Germany

Elisa Montaguti, University of Bologna, Italy

This paper investigates the impact of the compromise effect (Simonson 1989) on post-purchase consumption. Results of a field experiment suggest that the selection of an intermediate option vs. an extreme one in a choice set leads to an increase in the number of (complementary) items purchased after the first choice.

**10-R: The Effect of Free Shipping on Consumer Patience**

Ozum Zor, Rutgers University, USA\*

Rafay Siddiqui, Hong Kong Polytechnic University, Hong Kong

Ashwani Monga, Rutgers University, USA

For standard (low fee; slow delivery) versus expedited (high fee; fast delivery) shipping, we examine the dynamic that arises when standard shipping is free (vs. low fee). We show an interaction effect: making standard shipping free (vs. low fee) decreases sensitivity to changes in the fee charged for expedited shipping.

**10-S: The Effect of Maximizing on Consumer Response to Features and Price**

Zhenfeng Ma, Wilfrid Laurier University, Canada\*

Jingjing Ma, Peking University, China\*

This research shows that the activation of a maximizing mindset elevates consumers' tendency to choose feature-rich products even when these features are nonessential and these products more expensive. We argue that the reason maximizers are more feature focused is because maximizing makes consumers more promotion focused and less prevention focused.

**10-T: The Moderating Effect of Handedness on Lateral Placement Effects**

Stephen Gould, Baruch College, USA\*

Emily Goldsmith, Marymount Manhattan College, USA\*

This research examines differences in product preference for people based on handedness. We find that right-handers are influenced by display order while left-handers are not. No matter which side a stimulus is placed on, left-handers will not vary in their choices. Right-handers favor the choice that is presented first.

**10-U: To Search or Not to Search? Exploring Consumer's Sensitivity to Task Importance**

Yefim Roth, Israel Institute of Technology, Israel\*

Kinneret Teodorescu, Israel Institute of Technology, Israel

Previous search literature suggests that consumers "do not search much". We show, that in certain settings, consumers search extensively. Furthermore, they often do not allocate their search effort effectively, searching equal amount of time or even longer in situations with minor or even negligible benefit for their effort.

**10-V: Truncated Text, Truncated Thought**

Adrian Ward, University of Texas at Austin, USA

Noah Castelo, Columbia University, USA\*

Kurt Gray, University of North Carolina, USA

We show that frequency of text messaging is negatively associated with the ability to understand logic and meaning in context. Frequently engaging in the kind of truncated thought characteristic of text messaging appears to cause a similarly truncated style of thinking.

## **Pod 11: Morality & Prosocial**

### **11-A: "Doing Good and Having Fun" - The Role of Moral Obligation and Perceived Enjoyment For Explaining Foodsharing Intention**

Nadine Schreiner, Heinrich Heine University Düsseldorf, Germany\*

Sarah Blümle, Heinrich Heine University Düsseldorf, Germany

Peter Kenning, Heinrich Heine University Düsseldorf, Germany

This research focus on a combination of morality and hedonism to explain foodsharing behavior. A modified version of field theory was applied to differentiate the consumer's and provider's perspective. Results confirmed that foodsharing can be explained by moral obligation and perceived enjoyment, even though the latter is comparatively weak.

### **11-B: Donor Social Class Influences Appreciation of Donation**

Jacob Lee, UNIST, South Korea

Christine Kang, California State University Long Beach, USA\*

Kate Min, Cornell University, USA

This research finds that charitable gift recipients appreciate gifts from lower (vs. upper) social class donors more because they incurred greater self-cost to give. We identify a boundary condition for this effect and find that the amount of the charitable gift (small vs. large) matters.

### **11-C: Feature the Benefactor or the Victim? How Charity Advertisements with Different Protagonist Foci Affect Donation Behavior**

Bingqing(Miranda) Yin, University of Kansas, USA\*

Jin Seok Pyone, University of Kansas, USA

Surendra Singh, University of Kansas, USA

We examine charity appeals with different protagonist foci and demonstrate that a charity appeal featuring an identified benefactor can promote more charitable donation compared with a comparable victim-focused charity appeal. Results are explored via moral elevation and charity attitude resulting from portraying a benefactor.

### **11-D: How Power States Affect Charitable Behaviors towards In-Group versus Out-group Recipients**

Fei Jin, Peking University, China\*

Ping Tu, Peking University, China

Huawei Zhu, Wuhan University, China

Keyi Li, Peking University, China

People primed with low power demonstrate stronger willingness to in-group than out-group members, whereas individuals in high power state show similar propensities to both in-group and out-group members. For the low power, helping in-group victims heightens reciprocity, which in turn increases their propensity to behave generously.

**11-E: Giving Money versus Giving Time: The Timing Effect of Thank-You Gifts on Donation Satisfaction**

Miaolei (Liam) Jia, National University of Singapore, Singapore

Isabel Ding, National University of Singapore, Singapore\*

Charity organizations often give thank-you gifts to donors. We demonstrate that when giving money, receiving thank-you gifts after the donation (vs. before the donation) decreases donors' donation satisfaction. However, when giving time, receiving thank-you gifts after the donation (vs. before the donation) increases donors' donation satisfaction.

**11-F: Looking a Free Gift in The Mouth: The Effect of Free Gifts on Charitable Behavior**

Ashesh Mukherjee, McGill University, Canada

Raj Raghunathan, University of Texas at Austin, USA

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand\*

Charities often include free gifts such as cards, stickers, pens, calendars, and memory sticks in their donation appeals. Using the theoretical perspective of fit, this research identifies gift origin as a new moderator of the effect of free gifts on charitable behavior.

**11-G: Pride and Donation Behaviors**

Sungjun (Steven) Park, Korea Advanced Institute of Science and Technology (KAIST), South Korea\*

Yong J. Hyun, Korea Advanced Institute of Science and Technology (KAIST), South Korea

By using the donation amount of real money, results indicate that participants experiencing authentic pride placed a more lenient bar to them while requiring others a stricter moral bar. The results become insignificant to participants when experiencing hubristic pride.

**11-H: Being Good Versus Being the Better: Consumer Responses to Preferential Treatment.**

Vivian Pontes, Queensland University of Technology, Australia\*

Nicolas Pontes, Queensland University of Technology, Australia

Dominique Greer, Queensland University of Technology, Australia

This research shows that extent to which preferential treatment can lead to negative versus positive emotions. In particular, when a benefit given causes some harm to others, the positive effects of being advantaged are mitigated by the arousal of negative moral emotions which in turn decreasing customer satisfaction.

**11-I: Effects of the Qualification of Potentially Misleading Claims on Production Characteristics on Buying Intention**

Tino Bech-Larsen, Aarhus University, Denmark\*

George Tsallis, Aarhus University, Denmark

Trine Moerk, Aarhus University, Denmark

Klaus G. Grunert, Aarhus University, Denmark

This consumer (n=1420) study analyzes the qualification of potentially misleading statements about production processes, based on conjoint ratings of taste, health and animal welfare qualities and buying intentions. Deception potential is revealed by mediation tests of taste, health and AW ratings on the effects of conjoint attributes on buying intentions.

**11-J: Moral Legitimation of Hybrid Consumption Practices: A Study of Gluten-Free Lifestyles**

Ana Babic Rosario, University of Denver, USA\*

This study explores how consumers legitimize hybrid consumption practices, such as gluten-free eating, to support their identity work. Based on netnographic, interview, and archival data, several consumer strategies for moral legitimization were identified. The insights extend the work on consumer and practice legitimization to the context of hybridized cultural forms.

**11-K: Pride and Dishonesty Why Does Authentic Pride Lead to More Dishonesty?**

Jinfeng (Jenny) Jiao, State University of New York at Binghamton, USA\*

Cathy Cole, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

This paper focuses on authentic pride and hubristic pride as antecedents to consumer dishonesty and has both theoretical and empirical implications. We further examine the moderating role of cognitive resources in influencing pride effects on dishonesty. We demonstrate that it is moral disengagement that mediates the found effect.

**11-L: Prosocial Consequences of Corporate Social Irresponsible Actions: The Role of Negative Moral Emotion, Moral Identity, and Empathy**

Chunyan Xie, Western Norway University of Applied Sciences, Norway\*

Richard P. Bagozzi, University of Michigan, USA

Silvia Mari, University of Milano-Bicocca, Italy

We add to extant CSR research by addressing prosocial consequences of corporate social irresponsible actions and providing a psychological mechanism underlying such a novel effect. Results showed that contempt mediates the relationship between corporate community transgressions and consumer support for nonprofits. Further, moral identity and empathy moderate the effects.

**11-M: Puritan Peers or Egoistic Entrepreneurs? An Examination of Moral Identity in Collaborative Consumption**

Rebeca Perren, California State University San Marcos, USA\*

Kristin Stewart, California State University San Marcos, USA\*

Despite proponents of collaborative consumption portraying peers as moral citizens of society, recent findings suggest that egoistic motives drive participation. Platform-providing firms rely on users' cooperative behaviors; thus, this research examines how prolonged participation diminishes moral identity. Findings reveal important implications for the success of emerging peer exchange business models.

**11-N: The Impact of Vice Magnitude on Evaluations of Vice-Virtue Bundles**

Mustafa Karatas, Koc University, Turkey\*

Zeynep Gürhan-Canli, Koc University, Turkey

We show that low (vs. high) comparability of payoffs of vice and virtue components leads to a more abstract (vs. concrete) processing, and a credentials-based (vs. credentials-based) justification process. Subsequently, increasing the vice component of the vice-virtue bundle increases (vs. decreases) bundle attractiveness under low (vs. high) payoff comparability.

**11-O: The Influences of Morality-Irrelevant Inspiration on the Two Faces of Morality Behavior**

Jianping Liang, Sun Yat-sen University, China\*

Zengxiang Chen, Nankai University, China\*

Jing Lei, University of Melbourne, Australia\*

We propose a common antecedent for both faces of morality and found that morality-irrelevant inspirational experiences could decrease proscriptive morality and increase prescriptive morality, via emotional and cognitive transcendence. This is the first paper to explore the roles played by transcendence resulted from inspiration and its consequences on source-irrelevant issues.

**11-P: The Positive Effect of Moral Licensing on Human Behavior: When a Virtuous Act Motivates You to Work Hard**

Anirban Som, IIM Trichy, India\*

Moral licensing theory argues that individuals who initially exhibit moral behaviors subsequently resort to immoral behaviors. Literature in the context of moral licensing predominantly highlights the negative consequences of this phenomenon. The current research contributes to this literature by highlighting the positive effects of moral licensing on individuals' behaviors.

**11-Q: The Viciousness and Caring of Sharing: Morality and Motivations of Online Shamers**

Chen Pundak, Tel Aviv University, Israel\*

Yael Steinhart, Tel Aviv University, Israel

Jacob Goldenberg, Interdisciplinary Center Herzliya, Israel

We focus on public shaming in online social networks. Shaming entails two contradictory outcomes: informal enforcement against deviant behavior, and a violation of privacy rights. A set of studies shows the duality of shaming, and that identification of the wrongdoer moderates the effect of morality on participation in public shaming.

**11-R: Two Faces of Moral Identity Internalization: The Interactive Effect of Lighting, Moral Identity Internalization and Recipient's Cost on Prosocial Behavior**

Jun Yan, University of Manitoba, Canada\*

Fang Wan, University of Manitoba, Canada

Luke Zhu, University of Manitoba, Canada

Aaron Stone, University of Manitoba, Canada

This paper tests an interactive effect of lighting and moral identity on prosocial behavior. Individuals low in Moral Identity Internalization are more likely to help when the surrounding is bright and the recipient's cost is low. In contrast, individuals high in MII help regardless of lighting and the recipient's cost.

**11-S: When Do Ethical Consumers Elicit Inspiration Instead of Denigration?**

Claire Brouwer, Universitat Pompeu Fabra, Spain\*

Jan Willem Bolderdijk, University of Groningen, The Netherlands

Gert Cornelissen, Universitat Pompeu Fabra, Spain

This work identifies a boundary condition under which ethically motivated consumers elicit positive responses from observers, rather than typically negative ones. We show that exemplars have the potential to harvest applause and can inspire others to emulate, but only if there is sufficient psychological distance between themselves and potential observers.

**11-T: Carpe Diem: Examining the Impact of Hedonic Experiences on Prosocial Behavior**

Daniela Cristian, BI Norwegian Business School, Norway\*

Bob Fennis, University of Groningen, The Netherlands

Luk Warlop, BI Norwegian Business School, Norway

We examine whether consumers behave more altruistically following hedonic experiences conceptualized as acts of disinhibition. We show that consuming pleasurable foods fosters intentional as well as factual helping behavior. This facilitating effect of hedonic consumption is more prominent for consumers highly concerned with their dieting behavior relative to unrestrained eaters.

**11-U: Doing Good by Buying from a Peer: When and Why Consumers Prefer Peer Economy Options**

John Costello, The Ohio State University, USA\*

Rebecca Walker Reczek, The Ohio State University, USA

This research finds that consumers evaluate peer economy purchases as more prosocial than similar traditional options and that these evaluations mediate higher purchase intentions. This relative preference is attenuated when the consumer's focus is drawn to the fact that the peer-to-peer provider is a corporate entity vs. an individual.

**11-V: Roughness Increases Prosocial Behavior When People Believe the World Is Fair**

Ning Ye, Temple University, USA\*

Maureen Morrin, Temple University, USA

Our research shows that people with higher belief in a just world (BJW) are more likely to help after being exposed to rough (vs. smooth) haptic image. However, for people with lower BJW, roughness makes no difference in the helping intention.

**11-W: The Impact of Perceived Temperature on Responses to PSA ads**

Akshaya Vijayalakshmi, Indian Institute of Management Ahmedabad, India

Meng-Hsien (Jenny) Lin, California State University Monterey Bay, USA\*

Melika Kordrostami, California State University San Bernadino, USA\*

This working paper finds that the affiliative sensations triggered through priming of warm/cold touch can increase the effectiveness of public service announcement (PSA) by increasing empathy, threat perceptions and donations to the cause. However, this is likely to be true only for high need for touch participants.

## **Pod 12: Motivation & Goals**

**12-A: Input vs. Output-Based Framing and How They Influence Motivation**

Manissa Gunadi, Erasmus University Rotterdam, The Netherlands\*

Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands

Should people be told to perform 10,000 steps as fast as they can, or to complete as many steps as they can in 24 hours? Our results suggest that stipulating expected output (i.e. quantity) leads to higher motivation compared to specifying expected input (i.e. duration).

**12-B: Interpersonal Face: A Major Motivation for Luxury Consumption in Asia**

Jung-Han Chung, Sogang University, South Korea\*

Young-Won Ha, Sogang University, South Korea\*

We investigate whether face affects consumers' desires for luxury consumption. Across three experiments we show that interpersonal face as well as authentic pride is a critical factor in Asia, and that Asian consumers are willing to pay a face premium. Marketers need to formulate a strategic plan to elicit face motivation for Asian consumers.

**12-C: Missing, not Empty: Effects of Absence of Expected Objects in a Space on Motivation and Performance**

Jaewoo Lee, Boston University, USA\*

Kyeongheui Kim, Sungkyunkwan University, South Korea

Minjung Koo, Sungkyunkwan University, South Korea

Eunyoung Song, University of Florida, USA

We examine how the absence of expected objects in a space (e.g., bookshelves without books, no dumbbells in the rack) impairs individuals' general motivation to work and performance. We propose that such effects occur because exposure to spatial absence causes depletion of psychological resources or energy.

**12-D: The Impact of Brand Exposure on Perceived Goal Progress and Goal Satiation**

Darlene Walsh, Concordia University, Canada\*

Francis Jarry, Concordia University, Canada\*

Though prior research finds that exposure to a brand can activate brand-related goals, we show that brand exposure can satiate brand-related goals. Further, we show that goal satiation occurs because consumers who are susceptible to goal satiation also experience perceived progress towards achieving the brand-related goal.

**12-E: The Impact of Purchase Motivation on Happiness: Experiential and Material Purchases**

Sofia Kousi, Athens University of Economics & Business, Greece

Flora Kokkinaki, Athens University of Economics & Business, Greece\*

Stavros Drakopoulos, National and Kapodistrian University of Athens, Greece

The experience recommendation posits that experiential purchases make people happier than material purchases. The present research aims to demonstrate that this is partly due to the different underlying goals that motivate these two disposable income purchase types. To this end, the results of three experiments are described.

**12-F: The Motivation to Exclude Others and its Impact on Brand Commitment**

Samantha Bittner, Florida State University, USA\*

Tatiana Fajardo, Florida State University, USA

This research examines exclusion in the context of brand communities. The authors demonstrate that in communities of high (low) personal relevance consumers are more (less) motivated to exclude others. Furthermore, in communities of high (low) personal relevance consumers report higher brand commitment after excluding (including) another from the brand community.

**12-G: Too Much of a Fun Thing: When Many Fun Activities Lead to Productivity**

Kate Kooi, University of Miami, USA\*

William Nowlan, University of Miami, USA

Juliano Laran, University of Miami, USA

Research on goal pursuit often focuses on regulatory goals, but the current research focuses on an indulgence goal—specifically, having fun. We show that consumers who generate many (vs. few) means to have fun find themselves feeling productive and are therefore less likely to pursue the goal of having fun.

**12-H: Understanding the Motivation to Help Under Mortality Salience: Self-Worth Account Versus Cultural Standards Account**

Sara Kim, University of Hong Kong, Hong Kong\*

Youngsoo Kim, LSR/UX Lab, LG Electronics, South Korea

Soraya Lambotte, AbbVie, UK

Minhi Hahn, Korean Advanced Institute of Science and Technology, South Korea

Our research teases apart two accounts underlying the effect of mortality salience on prosocial behavior in prior work: self-worth enhancement and cultural standards reinforcement. We develop a framework for understanding which account primarily drives helping behavior under what circumstances and provide direct empirical evidence that these two accounts are distinct.

**12-I: Upward Social Comparison in Goal Pursuit: Exploring the Role of Regulatory Focus**

Yu Hu, Salem State University, USA\*

An experiment showed that during a goal pursuit, a person's regulatory focus affected how social information is used in goal monitoring judgment. Specifically, in an upward social comparison, assimilation effect is more prominent in people with promotion focus, whereas contrast effect is more prominent in people with prevention-focus.

**12-J: When Failure Isn't the End: How Temporal Framing of Goal Failures Can Affect Goal Reengagement**

Matthew Farmer, University of Arizona, USA\*

Jennifer Savary, University of Arizona, USA

The way in which consumers fail goals can impact goal reengagement. We demonstrate that, holding magnitude constant, integration of failures into fewer (versus separation into several) incidents leads to better attitude toward and likelihood of goal reengagement. This effect reverses when failure separation scenarios are evaluated alongside failure integration scenarios.

## Pod 13: Online Behaviors

### **13-A: Cyber-Heterotopias in Social Media Platforms: The Illusion of Intimacy in Ephemeral “Stories”**

Mariella C. Zavala, University of California Irvine, USA\*

Using Foucault's notion of heterotopia (1986), this paper conceptualizes the "Stories" feature found in some social media platforms as cyber-heterotopias. Their ephemeral quality and an illusion of intimacy are presented as defining of their heterotopic distinction in an effort to contribute to our understanding of the consumer relations they affect.

### **13-B: Competitive or Complementary? An Empirical Look at Interactions between Reselling and Agency Selling in Platform-Based Retailing**

Qi Li, Nanjing University, China\*

Quansheng Wang, Nanjing University, China\*

Peijian Song, Nanjing University, China\*

Online platforms have become increasingly ubiquitous in retailing. We use empirical evidences to indicate the interactions between reselling and agent selling. Additionally, we also recognize how the spillovers and the popularity of agent selling impact such interact relationship in a platform. Our findings provide important theoretical contributions and managerial implications.

### **13-C: Creating Brand Reputation: How Employees Express Their Brand in Social Media Networks**

Stephanie Kogler, University of Innsbruck, Austria\*

Joonas Rokka, EMLYON Business School, France

Andrea Hemetsberger, University of Innsbruck, Austria

This study compares the official Instagram account of the fashion brand Hollister with the private Instagram accounts of its employees. The analysis reveals that employees stabilize brand image by mimicking the brands' visual language in terms of style, postures, gestures and themes.

### **13-D: Extending the Herding Effect to the Consumption Experience: The Case of Online Music**

Zachary Krastel, Concordia University, Canada\*

H. Onur Bodur, Concordia University, Canada

Others' opinions can act as a heuristic when deciding what to consume. However, we show the "herding effect" also affects preferences during consumption. We find social information is more important for some individuals and for some music types, and can have strong negative effects on song preferences in online environments.

**13-E: I Want to Share My Information!: The Effects of Social Exclusion on Consumers' Information Disclosure Intentions**

Jiyoung Lee, University of Texas at Austin, USA\*

Andrew Gershoff, University of Texas at Austin, USA

The current paper proposes that social exclusion heightens consumers' willingness to disclose personal information to brands. Four studies demonstrate the proposed effect of social exclusion on information disclosure intentions, which is driven by the desire for social connection. Two boundary conditions (i.e., brand benefit, relationship likelihood) are also tested.

**13-F: Location-based Services Effect on Online Purchase Intention**

Jean-Eric Pelet, ESCE International Business School, France\*

Jashim Khan, University of Surrey, UK\*

Kelly Cowart, University of South Florida Sarasota-Manatee, USA\*

This paper presents an empirically tested model explaining the relationship between social media, location-based services (LBS), user emotion and online purchase intention.

**13-G: New with Tags: Consumer and Brand Relationships in Consumer-to-Consumer Buy/Sell/Trade Groups on Social Media**

Catherine Armstrong Soule, Western Washington University, USA\*

Sara Hanson, University of Richmond, USA\*

This paper introduces and explores the emerging and impactful phenomenon of branded consumer-to-consumer buy/sell/trade groups on social media. These groups are independently organized marketplaces where consumers buy and sell one focal brand exclusively. Through in-depth interviews, field data scraped from Facebook, and survey data, we identify brand and retailing implications.

**13-H: The Consumption of Digital Live Content: How Live Streaming Enhances Interest in Uninteresting Content**

Daniel He, Columbia University, USA\*

Jonathan Hurwitz, Columbia University, USA

Ran Kivetz, Columbia University, USA

We investigate the psychological benefits of viewing digitally live streamed content, particularly content normally considered uninteresting to watch. Using an online video platform, we propose and find that compared to prerecorded content, live streamed content increases consumers' intention to join in on uninteresting activities because live experiences make mundane activities feel more social.

**13-I: The Development and Validation of a Scale for Virtual Identity versus Actual Identity**

Chia-Wei Joy Lin, University of Tennessee at Chattanooga, USA\*

Yinlong Zhang, University of Texas at San Antonio, USA

This research aimed at developing a theory-based scale for virtual identity. Five studies were conducted to examine, refine, and validate the proposed virtual identity scale. We demonstrated that this newly developed scale is a reliable and valid measure that captures the centrality, meaning, affect, and behavior dimensions of virtual identity.

**13-J: The Effect of Stress on Consumers' Private Information Disclosure**

Sinem Acar-Burkay, University College of Southeast Norway, Norway\*

Bob M. Fennis, University of Groningen, The Netherlands

Consumer privacy in the age of big data is an important research topic for consumer researchers. In two studies, we examine how stress affects private information disclosure. Results show that stress increases consumers' likelihood of answering highly-sensitive and even incriminating questions affirmatively, while potentially making them susceptible to privacy risks.

**13-K: The Fit Between Depth of Self-Disclosure and Self-Construal on Consumer Evaluations in Peer-to-Peer Markets**

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce, Thailand\*

Ashesh Mukherjee, McGill University, Canada

Dan King, University of Texas Rio Grande Valley, USA

Peer-to-Peer markets (P-to-P) are platforms where individual sellers exchange products with individual buyers. Based on a fit-fluency framework, the present research shows that depth of disclosure in peer-to-peer markets has a positive effect on product evaluation when self-construal is interdependent, but this positive effect is eliminated when self-construal is independent.

**13-L: When Dissimilar Others Positively Impact Online Purchase Intentions**

Rahil Hosseini, Pompeu Fabra University, Spain\*

Ana Valenzuela, Baruch College, USA & ESADE Business School, Spain

Maria Galli, ESADE Business School, Spain

Research on the influence of others in product adoption has generally found a positive role of similar-other product advocates. We study the influence of dissimilar-other product advocates in online contexts and find that, dissimilar advocates can encourage product adoption by catering to certain motivations, particularly when perceived social presence increases.

## **Pod 14: Preferences & Persuasion**

**14-A: An Official Apology Would End the Matter: Investigation on the Fit Between Message Content and Communication Method of Mobile Marketing (Text Message vs. Instant Message)**

Sunghee Jun, Seoul National University, South Korea\*

Kiwan Park, Seoul National University, South Korea

These days, most companies are engaging in direct communication with their customers via instant messengers. However, little research investigates the differences between instant messages and text messages and how marketers use them effectively. Our objective is to explore varying perceptions toward instant messages and text messages and suggest optimal strategies.

**14-B: Can't Switch Off: The Impact of an Attentional Bias on Attitudes**

Sunaina Shrivastava, University of Iowa, USA\*

Gaurav Jain, Rensselaer Polytechnic Institute, USA

Dhananjay Nayakankuppam, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

We show that individuals' attention gets chained in incomplete events, even when that attention is normatively unwarranted, i.e., when the outcomes are known and no further action is needed. We show that such a non-normative chaining of attention leads to negative attitudes towards entities associated with the event.

**14-C: Claiming to be Good in Parts or in Whole? The Joint Effect of Ad Headline and Body Copy on Ad Effectiveness**

Xuefeng Liu, Loyola University Maryland, USA\*

Jason Zhang, Loyola University Maryland, USA

Jibo He, Wichita State University, USA

This study considers ad headline and body copy as two distinct components of an ad and shows that their effects are interactive, rather than additive in terms of delivering product information. It also extends the classic hypothesis-testing framework by showing that hypotheses could be formed and tested within an ad.

**14-D: Consumer Reactance to Persuasive Messages: How Personal Preferences Influence Attitude and Attitude Change**

Sabrina Lucke, Technical University of Munich, Germany\*

Joerg Koenigstorfer, Technical University of Munich, Germany

Angela Y. Lee, Northwestern University, USA

Consumer preferences, that is, in our study, consumers' affiliation with the sender of a message, drive not only immediate reactance to persuasion when there is a mismatch between the sender and own preferences, but also a delayed increase in attitude. Negative (partly positive) emotions mediate the process.

**14-E: Do We Always Appreciate Creative Ads? Unlocking the Meaning of Highly Novel Ads**

Afra Koulaei, University College of Southeast Norway, Norway\*

Consumers appreciate creativity but at the same time when experience uncertainty they form negative associations with novelty, an attribute that makes an ad creative in the first place. This research suggests that the negative associations appraised from uncertainty can be mitigated by unlocking the meaning of the highly novel ads.

**14-F: Free but Suspicious Gift Promotion: the Influence of Product-gift Fit on Devaluating the Promoted Product**

Yookyoung Park, Seoul National University, Korea\*

Youjae Yi, Seoul National University, Korea

The present research demonstrates that when a low-fit gift (vs. a high-fit gift) is provided upon purchase, consumers' judgments on the promoted product's value are undermined. This influence is mediated by perceived deceptiveness of the offer, and moderated by consumer shopping orientation.

**14-G: Incorporating Vanity into a Luxury Value-Attitude-Behavior Model- Evidence from Luxury Restaurant Consumers**

Norman Peng, University of Westminster, UK\*

Annie Chen, University of West London, UK\*

Li-Wei Mai, University of Westminster, UK

Stella Kladou, Sheffield Hallam University, UK

Existing theories of the effect of luxury value on consumers may require adjustment when applied to service-based products. To contribute to the literature, this study incorporates a “vanity” variable into a luxury value-attitude-behavior model. A total of 150 participants from the UK completed questionnaires. All hypotheses are supported.

**14-H: Narrative Advertising Effectiveness: The Role of Ad Relevance, Ad Vividness, and Ad Message Explicitness**

Eunjin (Anna) Kim, Southern Methodist University, USA\*

Eunseon (Penny) Kwon, Texas Christian University, USA

While prior literature has focused on the positive aspects of narrative vs. non-narrative ads, we investigate a framework for narrative-advertising effectiveness. A study with 40 commercials (440 participants) confirms that ad relevance, ad vividness, message explicitness, goal engagement, emotional engagement, and ad skepticism contribute to the persuasiveness of narrative advertising.

**14-I: Signaling Nothing: Conspicuous Anti-Consumption in Demarketing Contexts**

Catherine Armstrong Soule, Western Washington University, USA\*

Tejvir Sekhon, Western Washington University, USA

This paper explores the link between status-signaling and demarketing. The anti-consumption resulting from demarketing strategies does not have a public display of virtuous behavior. We test whether an observable signal can motivate anti-consumption by providing status-signaling opportunity and whether this signal benefits the anti-consumer as well as the demarketing brand.

**14-J: Social Comparison Direction and Its Impact on Consumer Preference for Distinctive Products**

Xiushuang Gong, Renmin University, China\*

Ying Ding, Renmin University, China\*

Yafeng Fan, Renmin University, China\*

This paper examines how direction of comparison influences consumer preference for distinctive products. Across two experiments, we show that consumers are more inclined to choose unique products after making upward comparisons than downward comparisons. This effect is mediated by consumer need for uniqueness.

**14-K: The Effect of Service Providers' Attractiveness on Consumers' Preferences for Status Quo**

Natalie Truong, Nanyang Technological University, China\*

Jennifer Argo, University of Alberta, Canada

George Christopoulos, Nanyang Technological University, China

How does beauty influence the consumer's decision process and choices? In two studies, we found that with exposure to attractive (vs. unattractive) female salespersons, female participants were more likely to prefer the traditional over the innovative products (study 1), and demonstrated higher preference for status quo (study 2).

**14-L: The Effect of Stress on the Persuasiveness of (Central vs. Peripheral) Advertising Messages**

Shirish Panchal, Wilfrid Laurier University, Canada\*

Dr. Tripat Gill, Wilfrid Laurier University, Canada

Dr. Zhenfeng Ma, Wilfrid Laurier University, Canada

The present research is the first study to examine the effect of stress on the persuasiveness of two key types of advertising messages (central vs. peripheral). Contrary to the negative connotation of stress, we show the beneficial effect of moderate stress on information processing and its downstream effect.

**14-M: The Making of a Successful Advocate: How Incentivizing Consumer Referrals Affects Persuasion**

Lauren Cheatham, Stanford University, USA\*

Zakary Tormala, Stanford University, USA

When it comes to consumer product and service referrals, do incentives work? We find that there is an important tradeoff such that incentivizing referrals increases reach but undermines the effectiveness of the advocacy. We provide evidence for this tradeoff being driven by a shift in intrinsic motivation.

**14-N: The Effect of Public Commitment in Consumers' Satisfaction**

Fernanda Scherer, UFRGS, Brazil\*

Cristiane Pizzutti, UFRGS, Brazil\*

Clara Koetz, Rennes School of Business, France\*

Our study demonstrates that public commitment with an imminent consumption experience (e.g., check-in in social media) increases customers' expectations, which negatively impacts on their subsequent satisfaction with the product. This mediation of the expectation showed to be total when the performance was high but partial when the performance was low.

**14-O: The Neuroscience Viewpoint on the Interaction Effect between Persuasive Arguments and Celebrity on Attitude Change**

Lien-Ti Bei, National Chengchi University, Taiwan

Li-Keng Cheng, National Chengchi University, Taiwan\*

Wei-Chin Hsu, National Taiwan University of Science and Technology, Taiwan

Yu-Shan Athena Chen, Technische Universiteit Eindhoven, The Netherlands

This study investigated the interaction effect between arguments and celebrity on attitude. The results of traditional and fMRI experiments showed that heuristic arguments with celebrity required more cognitive resources than strong and weak arguments. Also, consumers generated stronger emotion reaction toward celebrities with heuristic arguments than strong and weak arguments.

**14-P: The Power of Verbs: The Effect of Verbs on Purchase Intention**

Miaolei (Liam) Jia, National University of Singapore, Singapore

Isabel Ding, National University of Singapore, Singapore\*

The usage of concrete verbs, such as "Grab the Gold Bars," is commonplace in marketing advertising and promotions. We demonstrate that concrete verbs (vs. adjectives) increase consumers' purchase intention. However, using explicitly instructive verbs (e.g., "Buy Now") decreases consumers' purchase intention.

**14-Q: Trend versus End State: The Role of Implicit Theories in Interpreting Communications Conveying a Partial Reduction in Negative Product Attributes**

Vincent Chi Wong, Lingnan University, Hong Kong, China\*

Lei Su, Hong Kong Baptist University, China\*

Howard Pong-Yuen Lam, Chinese University of Hong Kong, China\*

The results of four experiments show that the communication of partially reduced negativity of a product attribute will lead to higher (lower) product evaluations among consumers who are incremental (entity) theorists. This communication effect is mediated by consumers' trend-based versus end-state-based interpretation of the reduced-negativity communication.

**14-R: Leaving the Lab: Can Mobile fNIRS Enhance Consumer Research?**

Caspar Krampe, Heinrich-Heine-Universität, Germany\*

Nadine Gier, Heinrich-Heine-Universität, Germany

Enrique Strelow, Justus Liebig Universität, Germany

Peter Kenning, Heinrich-Heine-Universität, Germany

This work aims to demonstrate that mobile fNIRS is an appropriate neuroimaging method for measuring consumers' prefrontal neural reaction to brand related information. To achieve this, we replicated the neural 'winner-take-it-all' effect of consumers' first-choice-brand, indicating the utility of applying mobile fNIRS in consumer research.

**14-S: Liminality in Consumer Research**

Laetitia Mimoun, HEC Paris, France\*

Fleura Bardhi, City University of London, UK\*

This article integrates disparate consumer research on liminality, a transitional state of betwixt and between. It introduces a theory of consumer liminality, including a theoretical framework explaining what liminality is and what structures it, and the concept of liminal consumer performances, which captures how consumers do liminality.

**14-U: Seeing Through Consumer: Predicting Consumer Preferences and Choices by using Deep Learning Neural Networks**

Marija Banovic, Aarhus University, Denmark\*

Vladan Arsenijevic, Seven Bridges Genomics, Serbia

Training neural networks with consumer data can critically change marketing practice. This research shows that consumer choices can be predicted by usage of deep learning neural networks. Apart from prediction of what consumer is most likely to select, we can optimize the product to fit consumer's preferences.

**Pod 15: Sensory Influence**

**15-A: Does it Sound Crowded to You? A Proposed Multisensorial Approach to Crowding Research**

Fernanda Trindade Deyl, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil\*

Lélis Balestrin Espartel, Pontifícia Universidade Católica do Rio Grande do Sul, Brazil

Research regarding crowding is broad in academia; however, few studies focus on its auditory perspective. The present study proposes a broader approach to crowding research by putting emphasis on the auditory variables present in retail environments, which may contribute to the perception of density and consequent perception of crowding.

**15-B: It 'Sounds' Healthy to Me! The Influence of Sound on Food Choice.**

Eduardo Rech, UFRGS, Brazil\*

Cristiane Pizzutti, UFRGS, Brazil\*

Eric Yorkston, Texas Christian University, USA

Studies on sensory stimulation has given little attention to sound influencing consumers' choice. One of our purposes is to contribute with transformative research by exploring a way to increase consumption of healthy food. Our first results are encouraging since it is showing significant associations between sound and choice for food.

**15-C: Now It's Personal: The Influence of Touch on the Construction of Preferences**

John Yi, University of Arizona, USA\*

Jesper Nielsen, University of Arizona, USA

Using a tablet versus a mouse when shopping online has shown to increase a shopper's preference for the chosen item. Further study demonstrates that the physical motions relevant to forming a preference increase this preference effect, and it is not the preexisting

preferences that drive the effect.

**15-D: Product Touch and Consumers' Online and Offline Buying: The Moderation Effect of Mental Representation**

Wumei Liu, Lanzhou University, China\*

Rajeev Batra, University of Michigan, USA

Haizhong Wang, Sun Yat-Sen University, China

Prior research displays inconsistency on whether product touch increases consumers' purchase intention (PI) of the product. We show that the effect of touch on PI is evident when consumers' mental representation of a product is concrete, but not when abstract. Mediators of the moderation effect of mental representation are tested.

**15-E: Putting Scent Where It Belongs: The Effects of Scent Intensity and Presentation Order on Scented Product Evaluation**

Hua (Meg) Meng, Longwood University, USA\*

Cesar Zamudio, Kent State University, USA

Robert D. Jewell, Kent State University, USA

This research investigates how to effectively promote a new scented product and how to sequence its presentation alongside other scented products. This study examines the interactive effects of presentation order and scent intensity on the focal scent's evaluation and suggests the optimal placement of the focal scent.

**15-F: The Self-regulatory Power of Environmental Lighting**

Seo Yoon Kang, Hongik University, Korea\*

Nara Youn, Hongik University, Korea\*

Heakyung Cecilia Yoon, Hongik University, Korea\*

The current research investigates the impacts of color temperature and its interaction with brightness on consumers' self-control. The interaction of brightness and color temperature creates fluent (vs. disfluent) lighting condition that leads to less (vs. more) cognitively depleted mental state and consequentially enhances self-control.

**15-G: The Smell of Selling: Olfactory Cues as a route for Product Aesthetic Preferences**

Ramona De Luca, FGV-EAESP Escola de Administração de Empresas de São Paulo, Brazil\*

Delane Botelho, FGV-EAESP Escola de Administração de Empresas de São Paulo, Brazil\*

Olfactory information is not simply emotionally experienced but also cognitively processed by consumers in the marketplace. This theoretical article explores the effect of scent on decision-making. In particular, we propose that scent affects stimulus processing fluency and product aesthetic preferences, especially for atypical and no scent-based products.

**15-H: The Sophisticated Brand Scent: The Effects of Scent Type on Brand Sophistication**

Márcia Maurer Herter, ESPM Business School, Brazil\*

Diego Costa Pinto, ESPM Business School, Brazil\*

Mellina Terres, UFCSPA, Brazil\*

Leonardo Nicolao, UFRGS, Brazil\*

This research examines the effects of scent type on brand sophistication. In two studies, we show that woody (vs. floral) scent enhances brand sophistication. In addition, findings suggest that brand sophistication mediates the effect of scent type (woody vs. floral) on consumer's willingness to pay.

**Pod 16: Sharing & Ownership**

**16-A: Adding a Charitable Donation to a Product or Adding a Product to a Charitable Donation? How Much You Can Raise Depends on How You Frame the Case**

Chia-Chi Chang, National Chiao-Tung University, Taiwan\*

Po-Yu Chen, National Chiao-Tung University, Taiwan

For charity sales, hedonic products will solicit more help than utilitarian products. For donation with a thank-you gift, adding a charitable donation to utilitarian products tend to be more effective in soliciting more help than adding the same donation to hedonic products.

**16-B: Consumer Benevolence and Risk Taking: Is Altruism Perilous?**

Sudipta Mukherjee, Virginia Tech, USA\*

Sam Bond, Georgia Tech, USA

Mario Pandelaere, Virginia Tech, USA

Our research examines the relationship between consumer benevolence and risk taking. We find across three 3 studies that at both trait and situational levels, benevolence is related to increased risk taking. Specifically, we find that behaving benevolently results in decreased risk perception and subsequently increased risk taking.

**16-C: Craving for Hope: Scarcity Cues and Their Influences on Persuasiveness of Hope-Appeal Advertising**

Chun-Ming Yang, Ming Chuan University, Taiwan\*

Tzu-Yun Yang, Ming Chuan University, Taiwan

Shu-Ni Hsu, National Taiwan University of Science and Technology, Taiwan\*

Three studies examined the idea that the salience of resource scarcity decreases consumers' prosocial behaviors (e.g., intention to donate and willingness to pay for fair-trade products), and this effect is mediated by consumers' sense of control. The authors also argue that the presence of hope appeal may reverse this relationship.

**16-D: Don't Appreciate Your Customer Too Much: Business Gift Giving and Verbal Acknowledgement**

Yanfen You, University of Wisconsin - Milwaukee, USA\*

Massimiliano Ostinelli, University of Wisconsin - Milwaukee, USA

Xiaojing Yang, University of Wisconsin - Milwaukee, USA\*

We examine how verbal acknowledgment of customer value could make business gifts backfire. Business gifts increase customer attitude when customer value is not salient. However, their effects could be diminished or become negative when marketers highly acknowledge customer value.

**16-E: Gift Cards vs. Cash: The Effects of Money Perception on Asymmetric Preferences for Gift Cards between Gift Givers and Receivers**

Min Jung Kim, Manhattan College, USA\*

The current research suggests that individuals will have different preferences for gift cards vs. cash that offer the same exchange value, depending on their roles (i.e., givers vs. receivers) and money perceptions (i.e., whether they focus on the exchange value of money or the additional meaning of money).

**16-F: I'm Just Trying to Help: How Prosocial Bragging Behaviors Hurt and Help Nonprofit Organizations**

Michelle Daniels, Arizona State University, USA\*

Kirk Kristofferson, Arizona State University, USA

Andrea Morales, Arizona State University, USA

Consumers frequently brag about their volunteering behaviors. While prior research has shown that bragging negatively impacts the bragger, our research examines the negative spillover effects of one's bragging on the non-profit organization. We find that viewing a volunteer's bragging actually negatively affects both attitude toward and support for the organization.

**16-G: Receiving Less for More: Inequality Aversion in Crowdfunding**

Joonkyung Kim, University of Toronto, Canada\*

When a beneficiary has a lower economic standing than the benefactor, the benefactor is more likely to give the money to the beneficiary if the beneficiary promises a low-cost token of appreciation rather than a high-cost token of appreciation. It is because the low-cost token better restores equality.

**16-H: Secret Keeping Spurs Conformity Consumption**

Dongjin He, Hong Kong Polytechnic University, China\*

Yijie Wang, Hong Kong Polytechnic University, China

Yuwei Jiang, Hong Kong Polytechnic University, China

Gerald Gorn, Hong Kong Polytechnic University, China

This research shows that secret keeping increases consumers' conformity behavior in consumption. This effect is mediated by the motivation to avoid social attention. Moreover, perceived self-control moderates the effect of secret keeping on conformity, such that the effect is more salient for consumers with lower perceived self-control.

**16-I: Structure-Seeking in the Sharing Economy**

Alexander Davidson, Concordia University, Canada\*

Mohammad Reza Habibi, California State University Fullerton, USA\*

Michel Laroche, Concordia University, Canada

The sharing economy has transformed peer-to-peer consumption into a multi-billion dollar industry. Despite its success, resistance towards participation prevails and has been shown to be related to perceptions that sharing economy experiences lack structure and consistency. The current research identifies personal need for structure as a psychological barrier towards participation.

**16-J: Temporal Focus and Consumer Response to Donation Appeals**

Yoshiko DeMotta, Fairleigh Dickinson University, USA\*

This research shows that people who are hopeful respond to a donation appeal positively when the appeal suggests their contribution enhances the wellbeing of both themselves and other people more than when the appeal suggests it enhances other people's wellbeing. This effect reverses when people are nostalgic.

**16-K: The Impact of CSR Transgressions on Consumer Support for Non-profits: The Role of Negative Moral Emotions and Political Identity**

Chunyan Xie, Western Norway University of Applied Sciences, Norway\*

Richard P. Bagozzi, University of Michigan, USA

Silvia Mari, University of Milano-Bicocca, Italy

We develop and test new psychological mechanisms underlying consumer support for nonprofits as a function of perception of CSR transgressions. Results showed that the moral emotion of contempt mediates the relationship between perceived corporate community transgressions and consumer support. Further, political identity moderates the effects of transgressions on contempt.

**16-L: When is More Better? Will How Many People Ask Affect the Outcome?**

Sara Penner, University of Manitoba, Canada\*

Kelley Main, University of Manitoba, Canada

Jennifer Argo, University of Alberta, Canada

Why do many non-profits use multiple solicitors in their donation requests with the belief it will improve their fundraising results? We explore this through the lens of attitude and discover that men and women have very different reactions related to the gender and number of people asking for the gift.

**16-M: Bridging the Chasm for Materialists: The Case of Renting Luxury**

Goedele Krekels, HEC Lausanne, Switzerland\*

Bruno Kocher, HEC Lausanne, Switzerland

Sandor Czellar, HEC Lausanne, Switzerland

Brigitte Muller, IAE de Toulon, France

Though literature would predict that materialistic people dislike renting luxury, giving them less control over the product, in two studies we show that for high materialists renting luxury leads to similar self-image and product perceptions as buying. For low materialists we only find positive effects for buying luxury, not renting.

**16-N: Exploring Fling Relationships with Rented Products**

Li Huang, Hofstra University, USA

Natalie Truong, Nanyang Technological University, Singapore\*

Jennifer Argo, University of Alberta, Canada

How do consumers form relationships with rented products? Across three studies, we found that renting a product is conceptually similar to a fling, resulting in higher excitement compared to consuming an owned product. We validate the mediating role of fling perception on not only excitement but also various downstream behaviors.

**16-O: I Am What I Borrow: Trait Transfer in Borrowed and Rented Products**

Rusty Stough, University of Wisconsin, USA\*

Page Moreau, University of Wisconsin, USA

We extend work on identity by examining how consumers view themselves through products they either rent or borrow. We found an increase in satisfaction with rented products from an anonymous source than from borrowed products, and evidence for trait transfer when products are borrowed.

**16-P: Renting Alone? Relationship Status and Differential Appeal of Acquisition Modes**

Li Huang, Hofstra University, USA\*

Anastasiya Pocheptsova Ghosh, University of Arizona, USA

We investigate the impact of relationship status on preference for acquisition mode: renting or buying. We find that single consumers are more likely to rent products than married counterparts, however, buying preferences are not affected by the relationship status. This tendency is attenuated by increasing prevention focus of single consumers.

**Pod 17: Social Influence & Evaluation**

**17-A: Consumer Perceptions of Social Robots**

Noah Castelo, Columbia University, USA\*

Bernd Schmitt, Columbia University, USA

Robots are being used in a range of consumption settings. We explore how consumers' perceptions of robots depend on the robots' memory and emotionality. Using a social robot called Nadine, we find that emotion and memory interact in shaping consumers' perceptions of the robot.

**17-B: Every Crowd Has a Silver Lining: Threat Unleashes the Positive Aspects of Social Density**

Uwe Messer, University of Bamberg, Germany

Alexander Leischnig, University of Bamberg, Germany

Elisabeth Distler, University of Bamberg, Germany\*

Does activation of the self-protection system change consumer reactions to the social store environment? Drawing from evolutionary psychology theory, we show that an activated self-protection motive increases approach of socially dense retail environments. This effect is contingent on people's general concern about interpersonal danger.

**17-C: Fluid Compensation: The Role of the Interdependent Self**

Qin Wang, Arizona State University, USA\*

Monika Lisjak, Arizona State University, USA

Naomi Mandel, Arizona State University, USA

When consumers experience a threat to the self, they may cope by engaging in fluid compensation—affirming the self in important domains that are unrelated to the threat. Three experiments show that people with an interdependent (vs. independent) self are more likely to engage in fluid compensation to offset self-threat.

**17-D: Friends with Benefits: Social Support and Pain of Payment**

Deborah Abrams, Georgia Tech, USA\*

Samuel Bond, Georgia Tech, USA

Michael Lowe, Georgia Tech, USA

This research demonstrates how social presence, through its effect on social support, can attenuate pain of payment. Studies 1 and 2 show a direct negative effect of social presence on pain of payment, as well as a mediating effect of social support.

**17-E: Glass Houses: Disability Perceptions in the Consumption Environment**

Helen van der Sluis, Arizona State University, USA\*

Adriana Samper, Arizona State University, USA

Kirk Kristofferson, Arizona State University, USA

While marketing and public policy decision-makers express heightened sensitivity to stigmatized groups, such as people with disabilities, little research has examined their impact on the consumption environment. We find that people view disabled individuals higher in moral character, but also punish them more harshly when they engage in moral violations.

**17-F: It's Not Us, It's Me: When Co-Production Leads Consumers to Abandon a Firm for a Do-It-Yourself Alternative**

Christina Kuchmaner, Kent State University, USA\*

Jennifer Wiggins, Kent State University, USA

Colin Campbell, Kent State University, USA

Co-production research has primarily focused on the benefits of co-production to firms. We suggest that consumers who attribute a successful co-production experience to themselves are more likely to leave the firm for a do-it-yourself alternative. Firms can mitigate this effect by manipulating the type of employee feedback given to consumers.

**17-G: How Satisfied Are You with Your Purchase?: Role of Experience Variety and Self-Construal Level**

Kyoung Tae Huh, Seoul National University, South Korea\*

Youseok Lee, Seoul National University, South Korea

Sang-Hoon Kim, Seoul National University, South Korea

Prior research reveals that perceiving less variety in product usage experiences increases the satisfaction on the purchase. This research extends the finding by showing that utilitarian value plays a role in producing this effect and that this outcome is enhanced for interdependent thinkers who recognize greater similarity among product attributes.

**17-H: Publicity as Justification**

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

Xianchi Dai, The Chinese University of Hong Kong, China

Whereas public displays of negative conducts are undesirable, we show a counter-intuitive positive effect of publicity on people's inference and evaluation of negative conducts. Observers evaluate an apparently negative behavior more favorably when it is done publicly than privately. Evidence supports an inference mechanism of the current effect.

**17-I: Relational Greeting: When and When not to Treat Your Consumers as Family**

Qichao Zhu, Tsinghua University, China\*

Maggie Wenjing Liu, Tsinghua University, China

Chuang Wei, Tsinghua University, China\*

This research explores effects of relational greeting on consumer purchase intentions. Compared to stranger greeting, contact employees' relational greeting towards consumers can lead to higher purchase intentions when consumers' product knowledge is high, while the reverse happens with low knowledge. Consumers' feeling of control mediates the effect of relational greeting.

**17-J: Robo-Chat: Social Perceptions of Artificial Intelligence Assistants**

Claudia Iglesias, Wilfrid Laurier University, Canada\*

Grant Packard, Wilfrid Laurier University, Canada

We examine how the speech of artificial intelligence (AI) assistants (e.g., Siri) impacts perceptions of them as persuasion agents. A lab study reveals that first name addressing by AI assistants shifts perceptual mediators of the persuasion attempt from functional (i.e., processed like a product) to personal dimensions (like a person).

**17-K: Role of Group Cohesiveness in Consumers' Responses to Mobile Promotions**

Reetika Gupta, ESSEC Business School, Singapore

Sourjo Mukherjee, ESSEC Business School, France\*

Kasthuri Jayarajah, Singapore Management University, Singapore

This research examines the role of social networks in consumers' responses to mobile promotions. Using CLT, we show that in cohesive groups, consumers have a more favourable attitude towards the proximal promotion (shorter lead time) than the distal promotion, enabling the marketer to deploy real-time consumer-specific targeted promotion strategies.

**17-L: Social TV and Viewing Experience**

Emily Powell, New York University, USA\*

Alixandra Barasch, New York University, USA

We examine the effect of social TV on viewers' likelihood to watch a show again. We find that social TV increases repeat viewing when viewers are alone (but not in a group) and when they create content related to the show (but not unrelated content).

**17-M: The Dark Side of Competition: How Competition Results Predict Unethical Behavior**

Rui Du, University of Hawaii, USA\*

Qimei Chen, University of Hawaii, USA

Miao Hu, University of Hawaii, USA

Our findings suggest that the association between competition results and unethical behaviors is moderated by power such that in the high power conditions, losers are more likely to engage in unethical behaviors than winners. When differentiating beneficiaries of unethical behaviors, a three-way interaction shows that both winners and losers lie.

**17-N: The Dissimilarity Magnifying Bias**

Negin Latifi Kasani, ESSEC Business School, France

Claudiu Dimofte, San Diego State, USA\*

We introduce and examine a dissimilarity magnifying bias in social perception, according to which others are considered first as exemplars of the least favorably perceived group to which they belong, even when they are simultaneously members of more favorably perceived groups. The bias and its implications are assessed in the context of brand user group membership.

**17-O: Unaffordable Option and Sensitivity to Social Inequality**

Pierrick Gomez, NEOMA Business School, France\*

Adilson Borges, NEOMA Business School, France

This research investigates the effect of adding an unaffordable option to a choice set on sensitivity to social inequality. Two experiments demonstrate that adding an unaffordable option to a choice set fosters concern for social inequality and diminishes support for group based dominance, especially for individuals high in political conservatism.

**17-P: When Not Having Enough Prompts Consumers to Show Off: Reminders of Resource Scarcity Prompt Narcissism**

Laura Goodyear, Concordia University, Canada\*

Caroline Roux, Concordia University, Canada

Ali Tezer, HEC Montréal, Canada

Kelly Goldsmith, Vanderbilt University, USA

We propose that reminders of resource scarcity prompt consumers to become more narcissistic and consequently shifts their product preferences. Across three experiments, we demonstrate that: scarcity (vs. control) increases narcissistic tendencies, narcissism mediates the effect of scarcity on selfishness, and scarcity shifts consumers' preferences toward products with more prominent brands.

**17-Q: When Saying Less Tells Me More: The Relation Between Socio-economic Status (SES) and Luxury Justification**

Goedele Krekels, HEC Lausanne, Switzerland

Sandor Czellar, HEC Lausanne, Switzerland\*

David Dubois, INSEAD, France

Gilles Laurent, INSEEC Business School, France

Bruno Kocher, HEC Lausanne, Switzerland

This research examines whether luxury signalers justify their consumption, and how this influences the receiver's perceptions. We show that high SES people justify their luxury consumption less, and that a lack of justification is perceived as indicating higher SES. However, this can lead to negative product and personality perceptions.

## **Pod 18: Sustainability & Environment**

### ***18-A: Green by Itself, But Brown in Comparison: The Influence of Sustainability Disclosures at the Shelf***

Yoon-Na Cho, Villanova University, USA\*

Robin Soster, University of Arkansas, USA

Scot Burton, University of Arkansas, USA

Consumers receive little or no consistent brand level sustainability information. Drawing from comparative processing and information disclosure literatures, we conduct (1) a retail laboratory experiment and (2) a field study in a retail store to examine effects of provision of brand-level sustainability information on choices, product evaluations, and retailer perceptions.

### ***18-B: Jumping on the Bandwagon or Seeking Novelty: An Experimental Study on the Effectiveness of Heuristics to Promote Pro-Environmental Behavior.***

Liselot Hudders, University of Ghent, Belgium

Veroline Cauberghe, University of Ghent, Belgium

Carla Mingolla, University of Ghent, Belgium\*

This study examines the impact of two distinct forms of heuristics (bandwagon and novelty) when promoting sustainable behavior. Results show that the effect of a bandwagon heuristic is mediated by normative influence, while novelty heuristic is mediated by perceived uniqueness. In addition, the self-concept regulates the susceptibility for the heuristic.

### ***18-C: Let Market Know How Your Firm is Implementing Corporate Social Responsibility***

Junhee Seok, Seoul National University, Korea\*

Sarang Go, Seoul National University, Korea

Youseok Lee, Seoul National University, Korea

Byungdo Kim, Seoul National University, Korea

So far, many studies examined the effect of CSR on firm value, but the results have been contradictory. According to our findings, publicizing CSR is the key variable that affects firm value, and the corporate reputation mediate this relationship. Furthermore, the effect of CSR varies depending on the firm size.

### ***18-D: Me First, Then the Environment: Pro-Environmental Behavior in Communal vs. Agentic Narcissists***

Iman Naderi, Fairfield University, USA\*

Across two experiments and following a new formulation of narcissism (i.e., the agency-communion model), this research investigates whether agentic and communal narcissists differ in their likelihood to engage in various forms of pro-environmental behavior.

Supporting this proposition, this study also shows that perceived self-sacrifice and perceived social-benefits could influence these two groups of consumers' decisions to purchase eco-friendly products.

**18-E: Not Green or Healthy as You Think? Misperceptions from Sustainability Labeling**

Yoon-Na Cho, Villanova University, USA\*

The trend of environmental consciousness in food is expected to increase as consumers demand more information on environmental and social impacts. Drawing from consumers' lay theories and the match-up hypothesis, we examine the influence of healthfulness of food and sustainability levels on product evaluations to promote green food decisions.

**18-F: Redeeming Guilty Pleasures - Sustainable Consumption Across Vice and Virtue Categories**

Anne Odile Peschel, Aarhus University, Denmark\*

Jessica Aschemann-Witzel, Aarhus University, Denmark

The trend of upcycling is observable in different areas of consumption – including in the food industry as ‘waste to food’. While consumers avoided upcycling in virtue categories, it seemed to offset the guilty pleasure of consuming vice products. Therefore, it could be an alternative approach for marketing sustainable ingredients.

**18-G: The Asymmetric Effect of Going Green versus Going Luxury**

Jooyoung Park, Peking University, China\*

Brand/line extension research has failed to investigate how consumers evaluate products with the same attributes differently depending on the focal attribute of their parent brand. This study shows that a pro-environmental product extended by a luxury brand is better accepted than a luxury product extended by a pro-environmental brand.

**18-H: The Authenticity of Corporate Social Responsibility Actions on Brand Symbolism**

Diego Costa Pinto, ESPM Business School, Brazil\*

Márcia Maurer Herter, ESPM Business School, Brazil\*

Leonardo Nicolao, UFRGS, Brazil

Mellina Terres, UFCSPA, Brazil

This research analyzes how corporate social responsibility (CSR) actions (related or unrelated to the company's core business) influence brand symbolism. Findings suggest that CSR actions unrelated (vs related) to the company's core business increase perception of brand social consciousness, influencing brand symbolism and having downstream effects on behavioral intentions.

## **Pod 19: Uncertainty, Risk & Variety**

### ***19-A : The Interactive Effect of Type and Framing of Discounts on Consumers' Preference***

Amin Attari, University of Kansas, USA\*

Promothes Chatterjee, University of Kansas, USA

Surendra Singh, University of Kansas, USA

This article investigates consumers' preference for probabilistic versus sure discounts across two frames, the amount of discount frame and the reduced price frame. We show that consumers' preference between the sure and probabilistic discounts can reverse, depending on the type of frame used to present the discount.

### ***19-B: Keeping a Low Profile: When Outcome Uncertainty Promotes Behavioral Inhibition***

Xun Deng, Shanghai JiaoTong University, China\*

Liangyan Wang, Shanghai JiaoTong University, China

We propose that when waiting for uncertain outcomes of important life events, people tend to display behavioral inhibition and keep a low profile in public. Three experiments support this "low-profile effect" hypothesis. The shorter the temporal distance of the outcome, the stronger the low-profile effect.

### ***19-C: Keeping the Streak Alive!***

Danny Weathers, Clemson University, USA

T. Andrew Poehlman, Clemson University, USA\*

Consider a man who has eaten a Big Mac daily since 1972, or a runner who's run a mile 2034 straight days. What motivates people to engage in 'streaks'? Our research suggests streaks serve to motivate people in identity relevant domains, and temporal specificity is a cue for continuance.

### ***19-D: Studying Bets and Hedges in Simple Lotteries***

Subimal Chatterjee, SUNY Binghamton, USA\*

Satadruta Mookherjee, SUNY Binghamton, USA

We use a simple lottery to test if consumers value a hedge against losing in any way that is different from how they value the risk, and test some potential explanations that might drive these valuations.

**19-E: Surprise me! How Uncertainty Labels Affect Product Consumption**

Anika Schumacher, Maastricht University, The Netherlands\*

Caroline Goukens, Maastricht University, The Netherlands

Kelly Geuskens, Maastricht University, The Netherlands

Martin Reimann, University of Arizona, USA

Uncertainty labels, such as “mystery” or “surprise” are frequently used to encourage product choice e.g. “surprise sale”, Kinder Surprise®. Yet, the actual consumption consequences of these labels are poorly understood. Across five studies, we show that labels of uncertainty increase indulgent consumption, holding the actual level of uncertainty constant.

**19-F: Vegas it Up to Boost Your Performance!**

Arash Talebi, ESSEC Business School, France\*

Sonja Prokopec, ESSEC Business School, France\*

Two pilots and one lab study show that using uncertain price promotions leads to desirable placebo effects. This research expands the scope of marketing placebo effects to desirable placebo effects in promotional settings. Moreover, we propose that the effect is mediated by enhanced feelings of empowerment due to heightened self-attribution.

**19-G: Hot Streak! Consumer Inferences from Streaks of Virtuous Choices**

Jackie Silverman, University of Pennsylvania, USA\*

Alixandra Barasch, New York University, USA

Deborah Small, University of Pennsylvania, USA

In three studies, we demonstrate that people infer that others are more likely to choose a virtuous option over a vice option after a recent streak, compared to other patterns of choices, even when holding the base rate of choosing virtue constant. This effect is driven by higher perceived commitment to the virtuous behavior.

**19-H: An Individual Choice vs. A Bundle Choice: The Effect of Choice Mechanics on Diversification Bias**

Jihye Park, Hankuk University of Foreign Studies, South Korea\*

To the extension of Mittelman et al. (2014), this study examined how choice mechanics influence variety seeking in the multiple product choice context. The expected satiety drove variety seeking in the individual choice mechanics, whereas relationships of items were more likely to be considered when consumers chose a bundle.

**19-I: How Brand Preference Similarity Influences Married Couples' Brand Variety Seeking Over Time**

Anna Vredeveld, Berry College, USA\*

Selcan Kara, University of Massachusetts - Dartmouth, USA\*

This research examines how married consumers' brand preference similarity influences brand variety seeking behavior. Findings contribute to extant work on shared brand consumption and variety seeking by illustrating how romantic relationship partners engage in purposeful brand variety seeking as a part of their relationships.

**19-J: Show Me More! Powerlessness Drives Variety Seeking**

Wangshuai Wang, Shanghai Jiao Tong University, China\*

This research investigates the impact of power on variety seeking behavior. Results from four studies provide convergent support that feeling powerless, relative to feeling powerful, nudges individuals toward variety seeking. Additionally, we reveal that perceived autonomy mediates this relationship.

**19-K: Sleepiness, Need for Stimulation, and Variety-Seeking by Consumers**

Zhongqiang (Tak) Huang, University of Hong Kong\*

Yitian (Sky) Liang, University of British Columbia, Canada

Charles B. Weinberg, University of British Columbia, Canada

Gerald J. Gorn, Hong Kong Polytechnic University

Previous research has revealed the negative impact of sleep deprivation on health, but no research to date has investigated its effects on consumer behavior. This investigation fills this void by showing that sleepier consumers tend to seek more variety, which is driven by a desire for sensation to maintain wakefulness.

**19-L: The Effect of Long-Term Versus Short-Term Orientation on Variety Seeking**

Huachao Gao, University of Victoria, Canada\*

Yinlong Zhang, University of Texas at San Antonio, USA

This research focuses on the understudied cultural dimension of long- versus short-term orientation. Specifically, we find that long-term oriented consumers have a higher preference for dynamics and changes, which in turn makes them to engage in more variety-seeking behaviors than their short-term oriented counterparts.

**19-M: The Impact of the Maximizing Mindset on Variety Seeking Behaviors**

Jingjing Ma, Peking University, China\*

When consumers are making choices among a diverse portfolio of options for future consumption, they tend to choose too many varieties that are inconsistent with their preferences at the time of consumption. This research shows that activating a maximizing mindset can reduce this variety seeking tendency, especially for familiar products.

## **Pod 20: Word of Mouth & Social Sharing**

### **20-A: A Taste of Discrimination: A Study on Consumer Reviews on Yelp**

Chao Yu, Cornell University, USA\*

Drew Margolin, Cornell University, USA

Xian Wang, Tsinghua University, China

This paper reveals an asymmetric-discriminative pattern in consumers' online evaluation-making mechanism. We examine how consumers from different social classes discriminate in evaluations on Yelp. A multi-level random-effect model shows discrimination exists in consumers' favorable reviews to outgroups, but this effect does not hold for negative evaluations.

### **20-B: Investigating Online Reviews: The Moderating Role of Scarcity Appeal**

Elika Kordrostami, Humboldt State University, USA\*

Yuping Liu-Thompkins, Old Dominion University, USA

Vahid Rahmani, Rowan University, USA

Using Amazon.com data, we found that scarcity appeals make consumers pay more attention to the average rating for the item on Amazon.com. Per the results of the OLS regression, buyers on Amazon.com use the average rating of reviews as a heuristic in their purchase decision-making when scarcity appeals are present.

### **20-C: Advice-Seeking Intention: The Interplay of Regulatory Focus and Problem Type**

Xianfang Zeng, University of Calgary, Canada\*

Mehdi Mourali, University of Calgary, Canada

This research investigates how regulatory focus and problem type jointly affect advice-seeking intention. When faced with factual problems, individuals with a prevention (vs. promotion) focus tend to seek accuracy-based advice; in contrast, when presented with judgmental problems, those with a promotion (vs. prevention) focus tend to solicit autonomy-based advice.

### **20-D: False Positives: How Double-sided Review Systems Affect Consumers' Rating Valence**

Bryan Usrey, Leeds University, UK\*

Antje Graul, Leeds University, UK

Drawing on reciprocity literature, three studies demonstrate that double-sided review systems in peer-to-peer service schemes positively affect consumers' rating valence due to activating their psychological perception of "reciprocity" of the review – leading to false positives. The effect is strengthened in a socially distant and attenuated in a private review scenario.

**20-E: How Broadcasting vs. Narrowcasting on Social Media Affects Consumer Memories**

Li Huang, Hofstra University, USA

Frank Zheng, University of Texas at Austin, USA\*

Adrian Ward, University of Texas at Austin, USA

How do audiences impact the memories shared on social media? We find that sharing with a small group attenuates sharer's memories as compared to a large group. This advantage is due to outsourcing memories to identifiable audiences and is diminished by enhancing the perceived heterogeneity of large group.

**20-F: How People Compose and Detect Insincere Product Reviews: Combining Experimental and Automated-Text-Analysis Approaches**

Ann Kronrod, Michigan State University, USA\*

Jeff Lee, New York University, Shanghai, China\*

Ivan Gordeliy, École Normale Supérieure, France\*

We explore how consumers compose and read true/fake reviews. We confirm predictions regarding the linguistic aspects of insincere reviews using automatic text analysis. We also find that awareness of these aspects does not improve fake review composition or detection, suggesting these aspects are outcomes of deep psychological processes of lying.

**20-G: Is it Safe to Spread the Word? Exploring the Impact of Psychological Safety in Virtual Communities on Consumer Choice**

André Escórcio Soares, Coventry University, UK

Anvita Kumar, Coventry University, UK\*

This study introduces the concept of psychological safety, as a facet of social contagion, in online networks. Specifically, it explores the impact of psychological safety on member participation level and subsequent influence on consumer choice. Academic and managerial implications of this study are discussed herein.

**20-H: Perseverance of the Underdog Effect in the Face of Negative Reviews**

Dong-Jun Min, University of New Orleans, USA\*

Anja Luethi, University of New Orleans, USA

Kyeong Sam Min, University of New Orleans, USA

People like rooting for underdogs. However, it is questionable whether their support for an underdog's brand continues even after they hear something negative about the brand. In this research, we examine when and why negative reviews are more detrimental for a top dog's brand compared to an underdog's brand.

**20-I: Political Ideology and Review Evaluation**

Sik Chuen Yu, University of Sydney, Australia\*

Donnel Briley, University of Sydney, Australia

Pennie Frow, University of Sydney, Australia

This research proposes that political ideology affects reviewer similarity's influence on review evaluation. Those who are increasingly conservative tend to have stronger relational motivations. Consequently, conservatives value reviews from similar reviewers more than dissimilar ones, while liberals do not value reviews from similar and dissimilar reviewers.

**20-J: Promotional Reviews, Social Influence, and the Information Content of Online Reviews**

Leif Brandes, University of Warwick, UK\*

Rosa Cacabelos, University of Zurich, Switzerland

Egon Franck, University of Zurich, Switzerland

Does social influence during the review provision process reduce the information content of reviews when individuals are exposed to promotional reviews? We show that social influence reduces the evaluation gap between products of different quality levels, but that this reduction is insufficient to make average review scores uninformative.

**20-K: Provision of Sales Volume Information Influences Consumers' Preferences Via Perceived Purchase and Word-of-Mouth Popularity**

Adrian Camilleri, RMIT University, Australia

Across three experiments, we show that when consumers are presented with both the number of online reviews and the number of sales, many of them use the ratio between these numbers – the reviewer percentage – to infer a product's "word-of-mouth popularity", which is distinct from a product's "purchase popularity".

**20-L: Sell Out Without Losing Out: Overcoming the Harmful Impact of Incentivized Reviews**

Maximilian Gerrath, Leeds University, UK

Bryan Usrey, Leeds University, UK\*

Despite the commonality of incentivized product reviews, research widely neglected its impact on product review blogs. Three experimental examine the impact of review valence (negative vs. neutral vs. positive), disclosure (intrinsically vs. extrinsically motivated) and attachment on review credibility and blog loyalty.

**20-M: The Dynamic Diverting Effects of User-generated Contents vs. Firm-generated Contents on Product Browse**

Yingnan Zhao, Nanjing University, China\*

Xin Wang, Nanjing University, China\*

Quansheng Wang, Nanjing University, China

Peijian Song, Nanjing University, China

The research aims to identify the effects of visits to user-generated and firm-generated contents on visits to product in E-commerce. These effects are different in short- and long-term for new and existing users. Vector auto-regression model indicates that there's difference between the effects of visits toward UGC and FGC.

**20-N: The Effect of Uncertain Rewards on Customer Co-promotion Intention: An Exploration of Optimistic Bias**

Yuan Zhang, Xiamen University, China\*

Zhaoyang Guo, Xiamen University, China

Yirang Zhang, Xiamen University, China

Three studies suggest that uncertain rewards affect customers' co-promotion intentions. Study 1 revealed that consumers receiving a lower uncertain reward showed more sharing intention of promotion information and the mechanism was optimistic bias. The controllability facilitated the uncertainty effect (Study 2) and the delay reward inhibited the effect (Study 3).

**20-O: The Presence of Familiar Words Drive Social Media Likes, Comments, and Shares**

Ethan Pancer, Saint Mary's University, Canada\*

Vincent Chandler, Saint Mary's University, Canada

Maxwell Poole, Saint Mary's University, Canada

Consistent with a processing fluency account, we find that online posts with a higher ratio of familiar words are associated with higher social media engagement. We analyzed Facebook posts and tweets from Humans of New York over a 3-year period to see how word familiarity shape these interactions.

**20-P: Trust is Good, Control is Effort – The Paradoxical Role of Privacy Concerns in Customer Loyalty Programs**

Helena M. Lischka, Heinrich-Heine-Universität Düsseldorf, Germany\*

Verena Bergers, Heinrich-Heine-Universität Düsseldorf, Germany

Peter Kenning, Heinrich-Heine-Universität Düsseldorf, Germany

Consumers' rising concerns about data safety and privacy threats may also affect consumer behavior, particularly in the context of customer loyalty card programs. Using structural equation modeling, our work provides insights into the role of trustworthiness and risk beliefs, investigating why consumers seldom translate their privacy concerns into actual behavior.

**20-Q: Understanding Word-of-Mouth Transmission**

Ashleigh E. Powell, RMIT University, Australia\*  
Adrian R. Camilleri, RMIT University, Australia  
Angela R. Dobele, RMIT University, Australia  
Constantino Stavros, RMIT University, Australia

We integrate emergent consumer psychology findings regarding emotional arousal, self-enhancement, and communication context by examining how these factors interact to influence word-of-mouth transmission.

**20-R: Weird Products: Too Weird For Purchase, But Perfect For Sharing.**

Qian (Claire) Deng, University of Alberta, Canada\*  
Paul Messinger, University of Alberta, Canada

This paper challenges the common view that weirdness is negative and usually leads to negative consumers' responses. Specifically, we found that compared to regular products, consumers' information-share (purchase) intentions and behavior toward weird products are higher (lower), because of perceived funniness (failed sense-making of the product usefulness).

**20-S: When Having Too Many Facebook 'Friends' Hinders Your Online Social Activity: The Impact of Social Identity Complexity**

Kimberly Duval, Concordia University, Canada\*  
H. Onur Bodur, Concordia University, Canada

This research shows that having more Facebook 'friends' decreases online engagement (likes, shares, comments) and purchase intentions for featured products, for individuals with complex social identities. This effect is reversed, however, by highlighting a specific reference group when using normative messages. Findings have implications for marketers both online and offline.

**20-T: When Too Many Friends Inhibit Talking: The Impact of Social Roles on Social Sharing Online**

Yu-Jen Chen, Lingnan, Hong Kong\*

We study how social roles affects online sharing behavior. We propose that as the number of friends increases, consumers may perceive role conflict due to the perceived difficulty in managing diverse role expectation. As distinct social roles are made salient, they may inhibit online sharing behavior.

**20-U: Who are the Influentials? Social Media, Opinion Leadership and New Product Adoption**

Duygu Akdevelioglu, University of California Irvine, USA\*  
Selcan Kara, University of Massachusetts, Dartmouth, USA

This research examines how innovativeness and extraversion influence self-reported and sociometric opinion leadership in social media, which affect new product adoption. Findings contribute to extant work on new product adoption by showing that self-reported leadership and sociometric leadership are distinct characteristics because they act differently in their nomological networks.

# Saturday, 28 October, 2017

**Co-Author Meeting Space**

**All Day**

**Seaport Foyer A – 2nd Floor**

**Videography Track**

**All Day**

**Torrey Hills A - 3rd Floor**

**10:35am - 11:50am: Session 7 Videography Track Replay**

**Room: Torrey Hills A (3rd Floor)**

**1:45pm - 3:00pm: Session 8 Videography Track Replay**

**Room: Torrey Hills A (3rd Floor)**

**3:20pm - 4:35pm: Session 9 Videography Track Replay**

**Room: Torrey Hills A (3rd Floor)**

**5K Run**

**7:30am**

**Meet in Hotel Lobby near Redfield's Sports Bar**

**Led by Steven Dallas (New York University)**

**Join us for a scenic 5K run through beautiful San Diego! Runners of all speeds and experience levels are encouraged to join!**

**Continental Breakfast**

**8:00am – 9:00am**

**Seaport Foyer - 2nd Floor**

**Nia**

**7:30am - 8:30am**

**Marina Room - Lobby Level**

**Combining dance, martial arts and mindfulness, Nia tones your body while transforming your mind. Each workout brings mindfulness to your dance movement experience, leaving you energized and mentally clear.**

**Nia is non-impact, practiced barefoot, and adaptable to individual abilities.**

**Improv for Academics Workshop**

**7:30am - 8:45am**

**Old Town A/B - 2nd Floor - Registration Required**

**Led by Jim Mourey (Depaul University) and Morgan Poor (San Diego State University)**

**Good communication is imperative to achieving success in both teaching and research. It is also the cornerstone of improvisational theater. For the first time, we are bringing improv to ACR to show you how basic techniques can help you become a better teacher and researcher. This 75-minute workshop is highly interactive and thus, attendance is capped in order to maximize the experience for attendees. Sign up NOW! And get ready to learn how to listen and respond, and foster teamwork. Go to <http://bit.ly/2w3pcLq> to reserve your spot.**

**Continental Breakfast**

**8:00am – 9:00am**

**Seaport Foyer - 2nd Floor**

**JMR AE Meeting**

**8:00am - 9:00am**

**(Bankers Hill - 3rd Floor)**

**SESSION VI**

**9:00am - 10:15am**

**Roundtable: What is a Consumption Experience?**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Melissa Akaka, University of Denver, USA

Gia Nardini, University of Denver, USA

***Participants:***

Richard Lutz, University of Florida, USA

Rebecca Hamilton, Georgetown University, USA

Hope Jensen Schau, University of Arizona, USA

Markus Giesler, York University, Canada

David Mick, University of Virginia, USA

Robin Coulter, University of Connecticut, USA

Deborah Macinnis, University of Southern California, USA

Eileen Fischer, York University, Canada

Cassie Mogilner Holmes, University of California Los Angeles,Linda Price, University of Oregon, USA

USA

Consumption experience is the heart of consumer behavior and value creation. This roundtable will explore several questions related to consumption experiences. What is a consumption experience and its most important dimensions? How do we study each dimension? How can we develop a more comprehensive view of consumption experience? This session integrates diverse perspectives and methodologies to guide research investigating how consumption experience drives value creation.

## **6.1 What Makes for Impactful Reviews? New Perspectives on Factors Driving the Influence of Online Reviews**

**Room: Seaport H (2nd Floor)**

**Co-chairs:** Hristina Nikolova, Boston College, USA

Alexander Bleier, Boston College, USA

### ***1. In Mobile We Trust: How Mobile Reviews Influence Consumers' Purchase Intentions***

Lauren Grewal, University of Pittsburgh, USA\*

Andrew T. Stephen, University of Oxford, UK

With sites like TripAdvisor labeling reviews from mobile devices, we examine mobile's impact on consumers' perceptions of the review and purchase intentions. Using TripAdvisor data and experiments, we provide evidence for when mobile-written UGC leads to increased perceived effort and when this higher perceived effort leads to greater purchase intentions.

### ***2. Telling Both Sides of the Story: The Role of Risk in the Perceived Helpfulness of Online Reviews***

Ann Schlosser, University of Washington, USA\*

Abhishek Borah, University of Washington, USA

Websites often encourage reviewers to identify both a product's pros and cons (two-sided reviews) rather than present only the pros or cons (one-sided reviews). Yet, we argue and find across five studies that two-sided reviews are often less helpful when advice is arguably needed most: when risk is high.

### ***3. How the Interplay of Consumption Mode and Time Delay Influences the Persuasiveness of Online Reviews***

Hristina Nikolova, Boston College, USA\*

Alexander Bleier, Boston College, USA

Rebecca W. Hamilton, Georgetown University, USA

We examine how consumption mode (solo, joint) and time lag between consumption and review writing influence review persuasiveness. Results demonstrate that time delay changes the persuasiveness of solo and couple reviews differently and that these effects are driven by content differences, suggesting interesting dissimilarities in encoding/memory based on consumption mode.

### ***4. Relationship Norms in Response to Online Reviews in P2P Exchanges***

Raji Srinivasan, University of Texas at Austin, USA

Nailya Ordabayeva, Boston College, USA\*

Wayne Hoyer, University of Texas at Austin, USA

Despite their significance, there are few insights on consumer behaviors in P2P exchanges. We examine consumers' responses to online reviews of P2P providers. Five studies show that consumers with communal (exchange) relationship orientation are more responsive to reviews of P2P (commercial) providers, amateur (professional) and warm (competent) P2P providers.

## 6.2 The Social Context of Consumption

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Kelley Gullo, Duke University, USA

Peggy Liu, University of Pittsburgh, USA

### **1. Are My Dog's Treats Making Me Fat? The Effects of Choices Made for Others on Subsequent Choices for the Self**

Kelley Gullo, Duke University, USA\*

Peggy Liu, University of Pittsburgh, USA

Lingrui Zhou, Duke University, USA

Gavan J. Fitzsimons, Duke University, USA

Do making choices for others in a goal relevant domain affect our subsequent goal pursuit? We show that making personal goal-consistent (inconsistent) choices for close others—such as friends, children, and pets—liberates (reinforces) subsequent personal goal-relevant choices for the self. We identify competitiveness in relationships as a boundary condition.

### **2. Mindful Mimicry: Vertically versus Horizontally Differentiated Attributes**

Peggy Liu, University of Pittsburgh, USA

Kelly Haws, Vanderbilt University, USA\*

Brent McFerran, Simon Fraser University, Canada

We propose a new conceptual basis for predicting when and why consumers match each other's choices, which allows us to reconcile apparently divergent findings and also to predict new findings. Specifically, we distinguish between vertically-differentiated versus horizontally-differentiated attributes and propose that consumers match co-consumers more on vertical than horizontal attributes.

### **3. The Social Path to Satiation: Satisfying Desire Vicariously via Other's Consumption**

Yanping Tu, University of Florida, USA\*

Ayelet Fishbach, University of Chicago, USA

We show that people can satiate on what other people eat vicariously, resulting in lower desire for the same or similar food (sensory-specific), postponing consumption and switching consumption. Vicarious satiation happens only when perceived overlap between self and other is large and does not require imagining consumption.

### **4. Suit Up and Shop: Social Confidence and the Influence of Consumer Attire on Purchasing Decisions**

Keisha Cutright, Duke University, USA

Shalena Srna, University of Pennsylvania, USA

Adriana Samper, Arizona State University, USA\*

Does how formally you dress to go shopping influence your likelihood of making a purchase? We demonstrate that formality of dress influences consumers' purchase intent across a variety of retail domains. Formal dress enhances feelings of social confidence in retail settings, which leads to greater purchase intent.

## 6.3 Salience and Consumer Decision-Making

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Evan Weingarten, University of Pennsylvania, USA

Milica Mormann, Southern Methodist University, USA

### **1. The Influence of Number Format on Consumer Attention**

Marisabel Romero, Colorado State University, USA

Adam Craig, University of Kentucky, USA

Anand Kumar, University of South Florida, USA

Milica Mormann, Southern Methodist University, USA\*

This research studies how and why expressing quantitative information in symbolic code (i.e., “6”), compared to verbal code (i.e., “six”), affects consumer judgments. We show that using a symbolic (versus verbal) number representation leads to increased magnitude judgments and affects product evaluations. Furthermore, we highlight attention as the underlying mechanism.

### **2. Perceptual and Cognitive Salience and their Effects on Product Valuations**

Evan Weingarten, University of Pennsylvania, USA\*

J. Wesley Hutchinson, University of Pennsylvania, USA

Three studies employing conjoint designs demonstrate that 1) salience biases can occur in a graded fashion and impact on attribute part-worths even when all information is accessible and relevant, 2) salience biases can be perceptual or cognitive in nature, and 3) salience biases on part-worths may decline over repeated decisions.

### **3. Promotion Emotion: The Salience of Restrictions vs. Rewards in Framing a Deal**

Priya Raghuram, New York University, USA

Jeff Inman, University of Pittsburgh, USA\*

Kirk Wakefield, Baylor University, USA

Two field studies and a series of experiments examine the effect of varying the salience of a “reward” versus a “restriction” in framing a deal. Deals often offer rewards with strings attached (restrictions). We show that presentation order of the discount and restriction determines perceptions and responses to the offer.

### **4. How Tradeoff Framing Impacts Attribute Focus and Shifts Choices**

Minzhe Xu, University of Florida, USA\*

Oleg Urminsky, University of Chicago, USA

People’s choices in tradeoffs depend on which attribute is salient as compensating for the other. People were more impatient when choosing how long to wait for a larger reward than when choosing how much reward to give up for a sooner payment. We find similar results for some other tradeoffs.

## **6.4 Forward Looking Consumers and Firms: Biases and Economic Consequences**

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Joy Lu, University of Pennsylvania, USA

Liz Friedman, Yale University, USA

### ***1. Putting Duration in Durable Goods: Length of Ownership Neglect in Consumer Choice***

Liz Friedman, Yale University, USA\*

Ravi Dhar, Yale University, USA

Shane Frederick, Yale University, USA

Although benefits of durable goods are enjoyed over several uses, consumers often don't consider how long they will own products when making purchase decisions. Reminders of future use therefore increase the relative preference of high price, high quality options for many durable goods, but not for consumable or infrequently-used goods.

### ***2. Planning to Binge: How Consumers Choose to Allocate Time to View Sequential Versus Independent Media Content***

Joy Lu, University of Pennsylvania, USA\*

Uma Karmarkar, Harvard University, USA

Vinod Venkatraman, Temple University, USA

Binge-watching, as a phenomenon, conflicts with research that suggests consumers should savor enjoyable experiences by delaying them or spreading them out. Using both experimental and field data, we demonstrate that consumers show increased preference and willingness to pay for binge-watching individual episodes perceived as more sequential than independent.

### ***3. Don't Fear the Meter: How Time Limits Bias Employment Contract Choices***

Indranil Goswami, University at Buffalo, Canada\*

Oleg Urminsky, University of Chicago, USA

In six incentive-compatible studies, we find a biased and costly preference for flat-fee contracts (vs. time-metered contracts), particularly under longer time limits. This occurs because of biased time estimates, not risk preferences or inferences. The bias occurs whether workers' product quality is fixed or variable, and persists for experienced managers.

### ***4. Variance Neglect in Consumer Search***

Nicholas Reinholtz, University of Colorado, USA\*

Daniel Bartels, University of Chicago, USA

Jonathan Levav, Stanford University, USA

Oded Netzer, Columbia University, USA

Normative models of consumer price prescribe more search when price dispersion is greater. In contrast to normative prescriptions, we find consumers spend more time searching when prices are less disperse. Consumers also spend more time searching when prices are higher, a factor that normatively should not influence search persistence.

## 6.5 The Role of Authenticity in Consumer Behavior

**Room: Gaslamp C/D (2nd Floor)**

**Co-chairs:** Katherine M. Crain, Duke University, USA

Michail D. Kokkoris, Vienna University of Economics and Business, Austria

### **1. The Entity-Referent Correspondence Framework of Authenticity**

Julie Guidry Moulard, Louisiana Tech University, USA\*

Randle D. Raggio, University of Richmond, USA

Judith Anne Garretson Folsom, Louisiana State University, USA

This research introduces the Entity-Referent Correspondence (ERC) Framework of Authenticity that (1) suggests a unifying meaning of authenticity beyond synonyms such as “real,” (2) delineates three authenticity types that are consistent with our overarching authenticity definition, and (3) proposes specific theories that explain how consumers form perceptions of each type.

### **2. The Curse of the Original: When Product Change Undermines Authenticity**

Rosanna K. Smith, University of Georgia, USA\*

George E. Newman, Yale University, USA

Ravi Dhar, Yale University, USA

While consumers increasingly desire authentic products, this article explores a potential cost of authenticity. We show that products authentic by dint of their history are met with consumer backlash when they are updated or improved. This is because consumers use the product’s origin to define the product’s essence.

### **3. Signal with Cost: When and Why Identity Signals Are Perceived to Be Authentic**

Katherine M. Crain, Duke University, USA\*

James R. Bettman, Duke University, USA

Mary Frances Luce, Duke University, USA

How do observers judge the authenticity of a signaling consumer? For instance, punks signal with mohawks and piercings, but sometimes they are called poseurs. We suggest that observers judge the authenticity of a signaling consumer by inferring their willingness to accept the costs associated with their signal.

### **4. Self-controlled but Not Myself: When Restraint versus Indulgence Undermines Consumers' Authenticity and Decision Satisfaction**

Michail D. Kokkoris, Vienna University of Economics and Business, Austria\*

Erik Hoelzl, University of Cologne, Germany

Carlos Alós-Ferrer, University of Cologne, Germany

Consumer self-control is largely viewed as beneficial, but does it also have downsides? We show that for consumers low in lay rationalism, who rely less on reason than feelings when making decisions, resolving self-control conflicts through restraint (vs. indulgence) undermines decision satisfaction because it makes them feel less authentic.

## 6.6 How Power Drives Consumer Behavior

**Room:** Balboa A (2nd Floor)

**Chair:** Maia Beruchashvili, California State University at Northridge, USA

### **1. The Price is Right: Perceptions of Control Influence How Consumers Use Price In Judging Product Quality**

Boyoun (Grace) Chae, Temple University, USA\*

JoAndrea Hoegg, University of British Columbia, Canada

Keisha Cutright, Duke University, USA

We investigated whether and why personal control influences the extent to which people rely on price in their judgments of product quality. A set of four studies demonstrated that low control increases people's reliance on price in quality judgments by increasing their susceptibility to normative social influence.

### **2. How Incidental Confidence Influences Self-Interested Behaviors? A Double-Edged Sword**

Claire Tsai, University of Toronto, Canada\*

Jia lin Xie, University of Toronto, Canada

The present research investigates how incidental confidence influences self-interested behaviors and showed in four experiments that lower incidental confidence increases (decreases) self-interested behaviors when money (altruism) is the primary signal of status that helps compensating for confidence. Data ruled out affect, power, self-esteem, self-efficacy, effort, and fairness as alternative explanations.

### **3. The Divergent Effects of Social Power on Consumers' Reactions to Waiting**

Yanli Jia, Xiamen University, China\*

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

Hao Shen, The Chinese University of Hong Kong, China

Waiting is ubiquitous in consumption situations. However, relatively little is known about how one's incidental feelings of power affect waiting decisions. We posit that feeling powerful can either increase or decrease waiting, depending on consumers' interpretation of waiting as a restriction on personal freedom or as a means of self-control.

### **4. The Risk of Autonomy: A Dual-Process Model of How Autonomy Makes the Experience Pleasurable Depending on Risk Perception**

Renaud Lunardo, Kedge Business School, France\*

Camille Saintives, INSEEC Business School, France

Through three studies, we demonstrate that the pleasure derived from the experience of autonomy varies as a function of whether consumers perceive the situation in which they have autonomy as risky. Specifically, we show that autonomy leads either to stress or personal control depending on the level of risk.

## 6.7 Consumer Acceptance of Innovation and Creativity

**Room:** Balboa B (2nd Floor)

**Chair:** Daniel Brennon, University of Northern Colorado, USA

### 1. Thicker than Water: The Influence of Familism on Consumer Response to Brand Extensions

Maria A. Rodas, University of Minnesota, USA\*

Michael J. Barone, University of Louisville, USA

Carlos J. Torelli, University of Illinois at Urbana-Champaign, USA

We find evidence in three studies that familism (either chronic or primed) can improve consumers' evaluations of brand extensions by increasing perceptions of the extensions fit with the parent brand. We theorize that this is the case because familism makes the family schema more accessible, which activates associations of relatedness.

### 2. Why Garlic Ice Cream? Innovative Line Extensions Can Increase Choice of a Brand's Pre-existing Products

Brittney Stephenson, Washington University, USA\*

Cynthia Cryder, Washington University, USA

Robyn LeBoeuf, Washington University, USA

Stephen Nowlis, Washington University, USA

Brands often introduce line extensions hoping to increase sales. One potential problem is that extensions may cannibalize sales of existing items. We show that innovative extensions lead consumers to purchase higher quantities of existing items by making the brand appear more innovative. Thus, innovative extensions can lead to reverse cannibalization.

### 3. Appreciation of Creativity: Unintended Consequences of Thematic versus Taxonomic Product Organization

Alison Jing Xu, University of Minnesota, USA\*

Barbara Loken, University of Minnesota, USA

Joan Meyers-Levy, University of Minnesota, USA

Ryan TzuShuo Wang, University of Minnesota, USA

Three experiments reveal that thematic versus taxonomic product assortments can evoke a relational processing mind-set, which carries over and later enhances consumers' evaluations and willingness-to-pay for creative goods. However, this effect emerged only among participants possessing a chronic interdependent (versus independent) self-construal, who are more inclined to process information relationally.

### 4. Made by Mistake: When Mistakes Increase Product Preference

Taly Reich, Yale University, USA\*

Daniella Kupor, Boston University, USA

Rosanna Smith, Yale University, USA

Past work suggests that mistakes are undesirable and often result in negative inferences. However, we find that consumers actually prefer products made by mistake to otherwise identical products made intentionally. We document this preference in a field study, nine experiments and eBay auction sales.

## **6.8 Improving Consumer Health and Well Being**

**Room: Balboa C (2nd Floor)**

**Chair:** Sara Dommer, Georgia Tech, USA

### ***1. Catching the Health Wagon: Consumers' Strategies of Control in Healthy Food Consumption***

S. Sinem Atakan, Ozyegin University, Turkey\*

Meltem Ture, Université de Lille, France

This two-step qualitative study, consisting of netnography and in-depth interviews with consumers and dietitians, focuses on cooking and eating practices to understand how consumers adopt what they perceive as healthy eating behaviors. We find four strategies through which consumers try to establish control over their food consumption and general well-being.

### ***2. Consumer Value Co-creation in Frontline Healthcare Services***

Sarah Dodds, Massey University, New Zealand\*

Sandy Bulmer, Massey University, New Zealand

Andrew Murphy, Massey University, New Zealand

This study develops a new framework for understanding the process of consumer value co-creation in the context of interactive service encounters in healthcare. Specifically, this research investigates the antecedents and outcomes of value co-creation in frontline service in the emerging and fast growing Complementary and Alternative Medicine (CAM) sector.

### ***3. A Cultural View on Healthcare Access: Considering the Hispanic Perspective***

Sharon Schembri, University of Texas Rio Grande Valley, USA\*

Suad Ghaddar, University of Texas Rio Grande Valley, USA

This research provides a cultural perspective on healthcare access with a specific focus on Hispanic consumers. The research question of how Hispanics experience healthcare access is addressed with 24 phenomenological interviews. The findings are presented as emergent themes: affordability, access and resistance, and consequences of a lack of healthcare access.

### ***4. Tailoring Elderly Patients' Identities through Healthcare Service Relationships: Toward a Guardian Conception of Vulnerable Publics' Identities***

Abdelmajid Amine, Université Paris-Est, IRG, France\*

Audrey Bonnemaizon, Université Paris-Est, IRG, France\*

Margaret Josion-Portail, Université Paris-Est, IRG, France\*

The socio-medical care of elderly patients implies an asymmetrical service relationship during which healthcare providers tend to (re)configure patients' identities. This research aims to propose a guardian conception of elderly patients' identities, viewed as a process through which resource persons tailor their identities.

## **6.9 Global Mobility, Territory, and Nationalism**

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Alice Moon, University of Pennsylvania, USA

### ***1. Global Local Dialectical Relationship in a Mediterranean Context***

Amina Djedidi, Université Paris-Est, France\*

Nacima Ourahmoune, Kedge Business School, France

Daniele Dalli, Università di Pisa, Italy

We study the sources of brand iconicity in a Southern Mediterranean Non-Western context where the leader is the local brand versus the giant Coca-Cola (epitome of a global brand). We reveal how local cultural macro-social and micro discourses are intertwined to sustain this situation of inverted brand leadership in Algeria.

### ***2. Consuming the Inauthentic as Self Authenticating Act in Insa-dong, Seoul***

Hyun Jeong Min, Pacific University, USA\*

This study proposes that cynicism as self-authenticating act based on the experiences of South Korean consumers in traditional cultural district of Insa-dong, Seoul. Korean nationalism is suggested as a condition that makes consumers engaged in the consumption of the inauthentic, which leads to the reproduction of hegemonic Korean nationalism.

### ***3. Turkish Consumers' Response to Westernised Ethical Consumption Culture: An Acculturation Theory Approach***

Gaye Bebek, Coventry University, UK\*

Using Berry's (1980) acculturation framework, we investigate Turkish consumers' responses towards westernised ethical consumer culture. Focus groups and ethnographic observations stretched over 18 months identify four consumer segments that show different acculturation attitudes, and two parallel marketing structures which are favoured by different consumer groups.

### ***4. Ephemeral Consumerism: Crossing Territories of the Indian Female Body***

Anoop Bhogal-Nair, De Montfort University, UK

Andrew Lindridge, Open University, UK\*

Few consumer studies focus on movement from rural to urban spheres as an ephemeral phenomenon. Using data gathered from young urban and rural women attending an all-girls college in New Delhi, we illustrate how bodily territoriality is acted out through consumption choices to be used as part of 'territorial negotiation'.

## **6.10 A New Look at Psychological Distance: How Feelings of Closeness Interact with Technology and Time**

**Room: Cortez Hill B (3rd Floor)**

**Chair:** Michael Lowe, Georgia Tech, USA

### ***1. Feel Closer When Event Comes: Time-moving Metaphor and Temporal Estimation***

Xiaobing Xu, Nankai University, China\*

Rong Chen, Tsinghua University, China

Miaolei Jia, National University of Singapore, Singapore

The ego-moving metaphor that people move towards the stationary event and the event-moving metaphor that event moves towards the fixed person were compared. Results show that people feel more arousing in the event-moving metaphor, which reduces their temporal estimation of the event compared with that in the ego-moving metaphor.

### ***2. R U Close? Txt me: Psychological Distance, Urgency, and Message Format***

Alex Kaju, University of Toronto, Canada\*

Sam J. Maglio, University of Toronto, Canada

Modern technology allows us to send messages across diverse distances. Little research has evaluated how different formats affect how we perceive these distances. Communication using different formats is shown to alter perceptions of temporal, spatial, social, and hypothetical distance. This relationship is partially mediated by perceived sender urgency.

### ***3. Unethical Product Returning as a Function of Consumers' Experienced Psychological Distance***

Anja Spilski, Saarland University, Germany\*

Andrea Groeppel-Klein, Saarland University, Germany

Hannah Jungfleisch, Saarland University, Germany

Anja Bsdurek, Saarland University, Germany

Unethical product returning refers to an abuse of a firm's returns policy by a consumer. We analyzed the influence of psychological (social) distance on the probability of unethical returning. Retail channel, firm size, and personalization strategy were shown to influence consumers' experienced social distance and consequently probability of unethical return.

### ***4. Is Technology a Dangerous Dependency? The Effects of Anthropomorphism on Sharing Consumer Memories***

Li Huang, Hofstra University, USA\*

Priyali Rajagopal, University of South Carolina, USA

Despite consumers increasingly sharing experiences via technology (e.g. Facebook), little is known about how technology characteristics (e.g. anthropomorphism) impact consumer memories. Three studies show that sharing identity-relevant (vs. neutral) memories on an anthropomorphized technological platform induces memory decay, because of outsourcing the memories to this humanized partner.

## 6.11 Causes and Consequences of Charitable Behavior

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Ata Jami, Northwestern University, USA

### 1. Giving More or More Giving: Comparing the Appeal to Make a Difference versus Express Support in Charitable Giving

Minjung Koo, SKK GSB, Sungkyunkwan University, Korea\*

Ayelet Fishbach, University of Chicago, USA

Hye Kyung Park, Community Chest of Korea, Korea

We distinguish two motivations underlying giving: expressing support for a charitable cause versus making a difference to a cause. We find that appeals to express support generate a larger number of smaller contributions, whereas appeals to make a difference generate a smaller number of larger contributions.

### 2. It's Mine, But I'll Help You: How Ownership Salience Increases Prosocial Behavior

Maryam Kouchaki, Northwestern University, USA

Ata Jami, University of Central Florida, USA\*

Francesca Gino, Harvard University, USA

Ownership is prevalent in everyday life. We propose and show that salience of ownership triggers changes in one's self-worth and enhances likelihood of engagement in prosocial behavior. We also show that materialism and mine-me sensitivity as individual differences are moderating the effect of ownership salience on prosocial behavior.

### 3. Does Repeating Prompt Retreating? How the Structure of Initial Charitable Contributions Impacts the Magnitude of Subsequent Support

Jillian Hmurovic, University of Pittsburgh, USA\*

Cait Lamberton, University of Pittsburgh, USA

What donation structure maximizes generosity after the first charitable gift? We compare how donating the same total amount in a lump-sum versus recurring-gift format impacts subsequent charitable contributions. Three studies suggest that recurring donations reduce future support, consistent with an anchoring account, but inconsistent with prospect theory and self-signaling predictions.

### 4. Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity

Tiffany Vu, University of Michigan, USA\*

Scott Rick, University of Michigan, USA

Cause marketing campaigns often highlight the percent-of-proceeds from each purchase to be donated, and the maximum-donation amount the corporation will donate. We find that the higher evaluability of the percent-of-proceeds makes it more influential in generating perceptions of corporations' generosity, even when generosity is objectively a function of the maximum-donation.

## 6.12 Investments in Affect, Memories, and Other Resources

**Room: Hillcrest A (3rd Floor)**

**Chair:** Eugenia Wu, University of Pittsburgh, USA

### **1. Special Memories Require Special Protection**

Kara Bentley, Chapman University, USA\*

Priyali Rajagopal, University of South Carolina, USA

We expand understanding of memory protection by suggesting that consumers protect special memories only from contamination by non-special cues, i.e. consumers avoid repeating special experiences under ordinary, but not special, circumstances. Additionally, we find that consumers perceive this type of contamination as a self-concept threat, which leads to this avoidance.

### **2. Gifts of Consolation: Gifts as Substitutes for Emotional Support**

Hillary Wiener, SUNY-Albany, USA\*

Tanya Chartrand, Duke University, USA

Most gift research looks at celebratory gifts, but consumers also give gifts when others experience negative life events, e.g., a loved one's death. We propose that these "gifts of consolation" are a form of social support, and in six studies show when and why consumers substitute gifts for emotional support.

### **3. It's Your Experience: Investigating the Effect of Asymmetric Resource Investments on the Enjoyment of Group Consumption Experiences**

Aleksandra Kovacheva, SUNY, USA\*

Cait Lamberton, University of Pittsburgh, USA

Eugenia Wu, University of Pittsburgh, USA

We examine the extent to which asymmetric contributions to a joint experience impact the anticipated and experienced outcomes of the experience. While consumers predict that higher contributions to an event will be associated with lower overall enjoyment, we find the opposite effect on experienced enjoyment.

### **4. The Drain of Affective Decisions**

Ashley Otto, Baylor University, USA\*

Joshua Clarkson, University of Cincinnati, USA

Ryan Rahinel, University of Cincinnati, USA

It is almost a truism that decisions based on affect are less resource-demanding than decisions based on cognitions. We contend that consumers' perceptions are opposite this reality. Three experiments demonstrate that decision-makers perceive affective (vs. cognitive) decisions as requiring more mental resources and that this misperception disengages consumers from choice.

## 6.13 On Being Healthy, Wealthy, and Wise

**Room:** Hillcrest B (3rd Floor)

**Chair:** Xiaoyan Deng, Ohio State University, USA

### **1. How Am I Doing? Financial Well-Being, Its Potential Antecedents, and Its Relation to Psychological / Emotional Well-Being**

Richard Netemeyer, University of Virginia, USA

Dee Warmath, University of Wisconsin-Madison, USA

Daniel Fernandes, Catholic University of Portugal, Portugal\*

John Lynch, University of Colorado, USA

This paper develops a model of financial well-being. Financial well-being is composed by current money management stress and future financial security. These two constructs explain about a third of variation in overall well-being. They are predicted by different traits and behaviors suggesting promising avenues for improving financial and overall well-being.

### **2. The Conformity-Risk Paradox: Why Increasingly Risky Mortgages are Acquired by Increasingly Risk-Averse Consumers**

Léna Pellandini-Simányi, Università della Svizzera Italiana, Switzerland\*

Adam Banai, Central Bank of Hungary, Hungary

Late adopters of innovation are more conformist and risk-averse than early adopters (Rogers, 2000). In markets where product risk rises over time, this leads to a conformity-risk paradox: increasingly risky products are acquired by increasingly risk-averse consumers. We show how the paradox contributed to risky mortgage borrowing before the crisis.

### **3. Alcohol Consumption and Risk-Taking Behavior: An Analysis of 17-Year Data on Fatal Traffic Accidents**

Ioannis Evangelidis, Bocconi University, Italy\*

In this paper, I analyze 17-year individual-level data on fatal traffic accidents ( $n = 488,829$ ) and show that a large proportion of traffic accident fatalities attributed to alcohol consumption occur because inebriated victims (both drivers and occupants of the vehicle) are less likely to be restrained.

### **4. Unconventional Consumption Methods and Enjoyment of Things Consumed: Recapturing the “First Time” Experience**

Ed O'Brien, University of Chicago, USA

Robert Smith, Ohio State University, USA\*

Hedonic adaptation diminishes enjoyment and fosters waste. Three studies show that instead of replacing the familiar object, merely consuming it via unconventional methods can restore enjoyment. This occurs because unconventional consumption methods promote “first time” immersion. Accordingly, unconventional methods that disrupt immersion or become familiar over time do not help.

**Break**  
**10:15am - 10:35am**

**SESSION VII**  
**10:35am - 11:50am**

## **Workshop: Single Paper Meta-Analysis**

**Room: Golden Hill A/B (3rd Floor)**

**Chair:** Blake McShane, Northwestern University, USA

### ***Participants:***

Blake McShane, Northwestern University, USA

Ulf Bockenholt, Northwestern University, USA

This workshop will introduce a meta-analytic methodology that is user-friendly, widely applicable, and specially tailored for conducting a single paper meta-analysis (SPM) on studies that appear in a typical behavioral research paper. The methodology provides important benefits for study summary, theory-testing, and replicability that will be illustrated via several case studies.

## **Roundtable: Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa)**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Martin Reimann, University of Arizona, USA

Adam Craig, University of Kentucky, USA

Bill Hedgcock, University of Iowa, USA

### ***Participants:***

Clark Cao, University of Arizona, USA

Bill Hedgcock, University of Iowa, USA

Adam Craig, University of Kentucky, USA

Hilke Plassmann, INSEAD, France

Raquel Castaño, Tecnológico de Monterrey, Mexico

Martin Reimann, University of Arizona, USA

Moran Cerf, Northwestern University, USA

Ale Smidts, Erasmus University Rotterdam, The Netherlands

Angelika Dimoka, Temple University, USA

Carolyn Yoon, University of Michigan, USA

During the roundtable, participants will debate theoretical advances in consumer neuroscience, especially how concepts from affective, cognitive, and social neuroscience can inform consumer research and vice versa. The roundtable aims to develop directions for theory development and testing in the field of the neurophysiology of consumption.

## 7.1 Spending and Construing Time to Enhance Well-Being

**Room:** Seaport H (2nd Floor)

**Chair:** Jordan Etkin, Duke University, USA

### 1. Goal Conflict Encourages Work and Discourages Leisure

Jordan Etkin, Duke University, USA\*

Aimee Chabot, Duke University, USA

Spending time on leisure typically makes consumers happier than spending time on work, yet people often forgo leisure in favor of work—why? We propose goal conflict plays an important role. Five experiments show that perceiving greater goal conflict makes time seem scarcer, which encourages work and discourages leisure.

### 2. Control Over Time Predicts Greater Life Satisfaction Among Millionaires

Ashley Whillans, Harvard University, USA\*

Paul Smeets, Maastricht University, The Netherlands

Rene Bekkers, VU Amsterdam, The Netherlands

Michael Norton, Harvard University, USA

We assess the time use of millionaires and the general population. Millionaires spend more time on active (exercise) than passive (television) leisure. Millionaires also spend more time on autonomous work. In turn, active leisure and autonomous work predict happiness: wealthy individuals reap happiness by exerting greater control over their time.

### 3. To Thrive or to Suffer at the Hand of Busyness: How Lay Theories of Busyness Influence Psychological Empowerment and Volunteering

Mahdi Ebrahimi, University of Houston, USA

Melanie Rudd, University of Houston, USA

Vanessa Patrick, University of Houston, USA\*

Busyness is frequently reported as a major barrier to volunteering. In this research, we argue that it is not busyness per se, but rather the lay theory about the feeling of busyness that people hold (feeling busy = good vs. feeling busy = bad) that influences volunteering behavior.

### 4. Rethinking Time for Well-Being

Hal Hershfield, University of California Los Angeles, USA\*

Cassie Mogilner, University of California Los Angeles, USA

Jennifer Aaker, Stanford University, USA

The prior literature on time reflects a stark distinction between the present and future. In this conceptual paper, we propose a new, integrated treatment of time and discuss one instantiation of it—by taking a “bird’s-eye” view where the future, present, and past become equally visible and subjectively relevant.

## 7.2 The Effect of Morality in the Marketplace

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Corinne Kelley, Florida State University, USA

Sara Baskentil, Baruch College, USA

### **1. Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Financial Disincentives**

Leonard Lee, National University of Singapore, Singapore\*

Xiuping Li, National University of Singapore, Singapore

Catherine Yeung, Chinese University of Hong Kong, China

The results of a national field experiment involving more than 1,000 commuters demonstrated that imposing a peak-hour surcharge effectively shifted travel from peak to off-peak periods. However, donating the collected surcharge to charity reduced the surcharge's effectiveness in smoothing peak-hour crowds and did not improve commuters' attitudes toward the policy.

### **2. The Ambassador Effect: A Pre-Commitment Technique to Increase Consumer Prosocial Behavior and Loyalty**

Corinne Kelley, Florida State University, USA\*

Maura Scott, Florida State University, USA

Martin Mende, Florida State University, USA

The “ambassador effect” demonstrates that asking a consumer to involve another person in a prosocial initiative increases the consumer’s subsequent prosocial behavior. Moreover, the ambassador effect mitigates negative sentiments associated with penalty based retail policies, causing these policies to be as successful at prompting prosocial behavior as reward based policies.

### **3. Consumer Reactions to CSR: Morality Based Differences**

Sara Baskentli, Baruch College, USA\*

Sankar Sen, Baruch College, USA

CB Bhattacharya, European School of Management and Technology, Germany

Shuili Du, University of New Hampshire, USA

Drawing upon moral foundations theory, we investigate the extent to which consumers’ moral concerns clusters affect company likability based on CSR domains. We find that moral concerns clusters affect consumers’ reactions to CSR initiatives, thus impacting firm likability. Moreover, we show that individuals’ moral concerns map onto different CSR domains.

### **4. How Beliefs about the Universal Potential for Ideal Body Weight Influence Fairness Perceptions of Price Discrimination**

Shaobo Li, Nanyang Technological University, Singapore\*

Michail D. Kokkoris, Vienna University of Economics and Business, Austria

Krishna Savani, Nanyang Technological University, Singapore

We examine how lay beliefs about the universal potential for ideal body weight affect consumers’ acceptance of price discrimination (e.g., airlines’ “pay-as-you-weigh”). Universal (vs. nonuniversal) beliefs enhance fairness perceptions of such policies via highlighting the benefits for the individual (vs. company). Boundary conditions and downstream consequences are also investigated.

## **7.3 How Can I Help You (or Not)? Choice Architecture and Consumers' Decision Appraisal in Product Assortments**

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Nahid Ibrahim, University of Alberta, Canada

Liz Friedman, Yale University, USA

### ***1. The Dual Impact of Personalized Product Recommendations on Consumers' Subjective Appraisal of Their Product Choices***

Gerald Häubl, University of Alberta, Canada

Benedict G. C. Dellaert, Erasmus University Rotterdam, The Netherlands

Murat Usta, Dalhousie University, Canada

Nahid Ibrahim, University of Alberta, Canada\*

We show that decision assistance in the form of personalized recommendations affects consumers' subjective appraisal of their product choices via two distinct pathways – a positive effect via access to better alternatives, and a negative effect via increased choice difficulty. This framework explains why consumers might fail to appreciate good choices.

### ***2. Purchase Quantity Decisions and Default Effects in Assortments***

Liz Friedman, Yale University, USA\*

Jennifer Savary, University of Arizona, USA

Ravi Dhar, Yale University, USA

We explore default effects in assortments; specifically, how the number and type of options preselected affect total basket size. We show that more items are chosen when less attractive (compared to the most attractive) options are preselected, due to different standards when actively selecting versus keeping a preselected option.

### ***3. Mixing It Up: The Influence of Unsystematic Product Arrangements on Assortment Processing, Exploratory Search, and Product Choice***

Maik Walter, University of St. Gallen, Switzerland\*

Christian Hildebrand, University of Geneva, Switzerland

Gerald Häubl, University of Alberta, Canada

Andreas Herrmann, University of St. Gallen, Switzerland

Across field and lab studies, we show that unsystematic (versus systematic) product arrangements increase perceptual disfluency, which stimulates consumers' exploration of alternatives that they would not have considered otherwise. In turn, more extensive exploratory search promotes in-depth processing of product information, ultimately rendering consumers more likely to purchase unfamiliar products.

**4. Label Structure, Processing Disfluency, and Consumers' Responses to Credence-Labeled Foods**

Jeffrey R. Parker, Georgia State University, USA

Omar Rodriguez-Vila, Georgia Tech, USA

Ryan Hamilton, Emory University, USA

Iman Paul, Georgia Tech, USA\*

Sundar Bharadwaj, University of Georgia, USA

Three studies demonstrate that label structure influences consumers' responses to foods using credence labels such as "organic," "hormone-free," and "gluten-free." Product-level credence-labels are more difficult to understand (i.e., less fluently processed) than ingredient-level credence-labels, which results in less favorable attitudes. Evidence for this process is found via mediation and moderation.

## **7.4 Prosociality with Impact: Examining and Overcoming Roadblocks to Effective Altruism**

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Masha Ksendzova, Boston University, USA

Grant Donnelly, Harvard University, USA

### **1. "My Donation is More Helpful if I Benefit": Personal Gains Signal Impact of Prosocial Spending**

Masha Ksendzova, Boston University, USA\*

Remi Trudel, Boston University, USA\*

Perceived impact is an important influence on prosociality. However, it is difficult to evaluate, and researchers need to better understand the proxies consumers rely on. We find that personal gains signal prosocial impact: people judge donations bundled with rewards as more helpful than stand-alone donations of equal or greater value.

### **2. Narrow Bracketing in Ethical Trade-Offs**

Christopher Olivola, Carnegie Mellon University, USA\*

Silvia Saccardo, Carnegie Mellon University, USA

We demonstrate narrow bracketing in ethical tradeoffs: individuals who don't share in lab experiments but donate their (larger) earnings to charity (unethical + ethical) are evaluated less positively than those who share in-lab but later donate less (ethical + ethical) or nothing (ethical + neutral). Broad bracketing reverses these evaluations.

### **3. Overcoming Overhead Aversion with Choice**

Elizabeth Keenan, Harvard University, USA\*

Silvia Saccardo, Carnegie Mellon University, USA

Ayelet Gneezy, University of California San Diego, USA

Building on recent work on overhead aversion, we test whether offering donors the choice to support overhead is an effective tool for overcoming donors' aversion to overhead. Results suggest donors are more likely to give, feel impactful, and give more if they can choose how to allocate their donation.

### **4. Giving to Receive: Moral Self-Regard and Positive Affect Increase when Giving Time but not Money**

Grant Donnelly, Harvard University, USA\*

Oliver Hauser, Harvard University, USA

Francesca Gino, Harvard University, USA

Giving time, compared to giving money, better protects consumers' sense of impact in the absence of re-affirming cues. When consumers give time, vividness of the cause and emotional engagement strengthen, thus increasing moral self-regard and, in turn, perceived impact.

## **7.5 Brand Journeys: Exploring the Boundaries of Consumer-Brand Relationships**

**Room: Gaslamp C/D (2nd Floor)**

**Chair:** Ignacio Luri, University of Arizona, USA

### ***1. The Game Day Experience: Consumers, Brands and Brand Celebrations***

Tonya Bradford, University of California Irvine, USA\*

John Sherry, University of Notre Dame, USA

Brand community events enliven the brand and consumer relationships. We explain firm roles in these events to develop consumer relationships with the brand. We propose a model for firm orchestrated events that support brand loyalty in a study of collegiate tailgating and the orchestration of the football game day experience.

### ***2. Follow the Code: The Impact of Linguistic Brand Codes on Brand Journeys***

Ignacio Luri, University of Arizona, USA\*

Hope Schau, University of Arizona, USA

We define and explore linguistic brand codes, branded codes that mirror natural languages. Acquiring and displaying fluency in the brand code is shown to be an important marker of loyalty towards the brand and status within the brand community. Code learning is documented in personal narrative of the brand journey.

### ***3. Disruptive Self-Brand Play: The Izikhethane Journey***

Liezl-Marie Kruger, University of Pretoria, South Africa

Robin Coulter, University of Connecticut, USA\*

Kelly Martin, Colorado State University, USA

Morally disengaged members of the Izikhethane subculture in South African townships adhere to “live life as if you have money, even though you don’t.” They engage in disruptive self-brand play with expensive high-end brands, using and destroying brands as part of their self-concept enhancement. When they morally reengage, play stops.

### ***4. Where Do We Go from Here? Consumer-Brand Relationships After Brands Do Bad***

Luciana Velloso, York University, Canada\*

Eileen Fisher, York University, Canada

While prior work has identified factors that prompt consumers to continue relationship with brands that engage in misdeeds, this paper illuminates repair processes consumers may engage in to enable relationship continuation. An analysis of online consumer posts after Volkswagen’s “Dieselgate” scandal identifies three such processes: contextualizing, recalibrating, and refocusing.

## 7.6 The Effect of Affect

**Room: Balboa A (2nd Floor)**

**Chair:** Hyojin Lee, San Jose State University, USA

### **1. The Diverging Effects of Cuteness on Risk Preference: Moderating Role of Gender**

Yuan Li, University of Texas at San Antonio, USA\*

Dengfeng Yan, University of Texas at San Antonio, USA

Four studies examine how cuteness influences consumer's risk preference. We found that exposure to cuteness decreases men's risk perception, which in turn increases their risk-seeking tendency. In contrast, exposure to cute stimuli increases women's risk perception, which leads them to be more risk-averse.

### **2. The "Smile-Seeking" Giver: How Immediate Affective Reactions Motivate and Reward Gift-giving**

Adelle Yang, National University of Singapore, Singapore

Oleg Urminsky, University of Chicago, USA\*

Gift-givers don't always give what receivers want. This mismatch has often been attributed to givers' mispredicting receivers' preferences. We present six studies to show that independent of prediction errors, this mismatch can be attributed to giver's "smile-seeking" motive, i.e., wanting to induce the most desirable display of affective reactions.

### **3. Sadness Reduces Decisiveness**

Beatriz Pereira, Iowa State University, USA\*

Scott Rick, University of Michigan, USA

Sadness makes people feel uncertain about outcomes and coping abilities. This uncertainty can spill over to unrelated domains, reducing decisiveness. In three experiments, we found that sadness increased choice deferral, reduced the commitment to a single course of action, and delayed purchase decisions, even when hesitation was costly.

### **4. The Effect of Lucky Feeling on Preference for Effort-Related Products and Activities**

Feifei Huang, The Chinese University of Hong Kong, Hong Kong\*

Meng Zhang, The Chinese University of Hong Kong, Hong Kong

Yuwei Jiang, The Hong Kong Polytechnic University, Hong Kong

The present research examines how incidental feeling of luck influences consumers' preference for effort-related products and activities. Five experiments provide converging evidence that the feeling of luck leads consumers to prefer high-effort products and activities over those involving less effort. This effect is mediated by consumers' tendency to take action.

## **7.7 How Past, Present, and Expected Future Resource Scarcity Shapes Decision Making for One's Present and Future Wellbeing**

**Room: Balboa B (2nd Floor)**

**Co-chairs:** Danit Ein-Gar, Tel-Aviv University, Israel

Caroline Roux, Concordia University, Canada

### ***1. Early-life Scarcity, Life Expectancy, and Decision-Making***

Chiraag Mittal, Texas A&M University, USA\*

Vladas Griskevicius, University of Minnesota, USA

We propose that one reason for financial disparities among people from different socioeconomic backgrounds is perceived life expectancy. We find that in the presence of current stressors people growing up poorer feel that they are going to die sooner and that this tendency leads them to devalue retirement savings.

### ***2. The Food Scarcity Heuristic: People Overestimate the Caloric Content of Scarce Foods***

Julio Sevilla, University of Georgia USA\*

Anthony Salerno, University of Cincinnati USA

Across three studies, we show that framing a food as scarce leads people to overestimate the number of calories it contains. This effect occurs because when exposed to a food perceived as scarce, participants feel deprived of resources, which leads them to overestimate the caloric content of the food.

### ***3. Acting on Information: Reminders of Resource Scarcity Promote Adaptive Behavior and Flexible Thinking***

Kelly Goldsmith, Vanderbilt University, USA

Caroline Roux, Concordia University, Canada

Anne Wilson, Harvard University, USA\*

We propose that reminders of resource scarcity elicit cognitive flexibility, in service of the desire to advance one's own welfare. We demonstrate that consumers reminded of resource scarcity are better able to identify information relevant to the costs and benefits inherent to different outcomes, and adaptively respond to this information.

### ***4. I Don't Have Now, but I Will Make Sure I Have Later: Saving for the Future Under Resource Deficiency Mindset***

Danit Ein-Gar, Tel-Aviv University, Israel

Liat Levontin, Israel Institute of Technology, Israel\*

Angela Lee, Northwestern University, USA

Consumers are less likely to save under a resource deficiency mindset than under a resource abundance mindset. However, when shifting consumers' focus to their future-self (vs. their current self), the effect is reversed and saving behavior increases under a resource deficiency mindset.

## **7.8 Beyond the Negative Consequences of Crowding: New Psychological Processes**

**Room: Balboa C (2nd Floor)**

**Chair:** Ying Ding, Renmin University of China, China

### ***1. The Influence of Social Crowding on Creativity***

Ahreum Maeng, University of Kansas, USA\*

Robin J. Tanner, University of Wisconsin - Madison, USA

Kaiyang Wu, University of Wisconsin - Madison, USA

We demonstrate that social crowdedness shapes creative thinking style. Specifically, individuals in crowded environments engage more in convergent thinking which worsens creative performance, while those in less crowded environments think more divergently which increases creative performance. This effect is moderated by crowd composition and is attenuated for in-group crowds. This research demonstrates that social crowdedness shapes creative performance. Specifically, socially crowded environments worsen creative performance due to the activated negative arousal. However, this effect is moderated by crowd composition and an individual's need for arousal, and attenuated for sensation seekers and for crowds perceived positively.

### ***2. The Upside of Social Crowding on Consumer Product Preference***

Ying Ding, Renmin University of China, China\*

Meng Zhu, Johns Hopkins University, USA

Echo Wen Wan, University of Hong Kong, China

Across five experiments, we show that feeling socially crowded in a store makes consumers infer the overall availability of the product class they intend to purchase from as low, thus increases sales of consumers' favorite item. We also identify three managerially relevant moderators that may moderate this effect.

### ***3. The Impact of Crowding on Calorie Consumption***

Stefan J. Hock, George Mason University, USA\*

Rajesh Bagchi, Virginia Tech, USA

We present five studies showing that crowding increases calorie consumption. These effects occur because crowding increases distraction, which hampers cognitive thinking and evokes more affective processing. When consumers process information affectively, they consume more calories. We provide process support and discuss theoretical and managerial implications.

### ***4. Social Crowding versus Spatial Crowding: Differential Influences on Customers' Preference for Anthropomorphized Self-Service Technologies***

Lili Wenli Zou, The Chinese University of Hong Kong, China\*

Echo Wen Wan, University of Hong Kong, China

Chi Kin (Bennett) Yim, University of Hong Kong, China

We predict that customers are less likely to prefer anthropomorphized self-service technologies when they attribute the crowded environment to social reasons rather than spatial reasons due to a social withdrawal tendency. We test our predictions with a pilot study and four experiments, including a field experiment with actual transactional data.

## 7.9 Consumers' Attempts to Make Sense of Information in Complex Situations

**Room:** Cortez Hill A (3rd Floor)

**Chair:** YanLiu Huang, Drexel University, USA

### 1. Choosing Versus Rejecting: The Effect of Decision Modes on Subsequent Preferences

Sangsuk Yoon, Temple University, USA\*

Vinod Venkatraman, Temple University, USA

Three experiments investigated the effect of choosing and rejecting on subsequent preferences. We found asymmetric effects of decision mode with choosing leading to increased attractiveness for the selected item, relative to rejecting. Eye-tracking and post-choice preference changes help elucidate the possible mechanisms underlying these asymmetric effects of decision modes.

### 2. Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations

Deidre Popovich, Texas Tech University, USA\*

Ryan Hamilton, Emory University, USA

Encouraging consumers to reflect on their attribute knowledge tends to reduce their confidence, which leads to more moderate (less extreme) product evaluations and influences consumer choice. The authors derive an explanation for this phenomenon by drawing on research on folk science and the illusion of explanatory depth.

### 3. You are not as Smart as You Think You are: Effects of Self-perceived Knowledge on Consumer Information Processing and Decision Making

Ruomeng Wu, University of Cincinnati, USA\*

Brianna Escoe, University of Cincinnati, USA

Frank Kardes, University of Cincinnati, USA

Product knowledge is highly crucial to understand consumer information processing and decision-making. We propose that greater self-perceived knowledge increases consumers' susceptibility to omission neglect, resulting in more attitude extremity and increased purchase likelihood. Implications of the results for understanding self-perceived knowledge and omission neglect are discussed.

### 4. Acknowledging versus Ignoring the Identity-Relevance of Rivalry: Why Endorsing Dual Identities Decreases Spectator Aggression and Downplaying Makes Things Worse

Sebastian Uhrich, German Sport University, Germany\*

Johannes Berendt, German Sport University, Germany

Three studies show that the managerial practice of publicly downplaying rivalries to reduce spectator aggression is counter-productive. We suggest an alternative approach—dual identity statements—that acknowledges rivalry as an important part of sport fans' identity. Endorsing dual identities reduces aggressiveness via increased levels of superordinate identity and lower reactance.

## 7.10 Social Media (Mis)Behaviors

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Hannah Perfecto, Washington University, USA

### **1. How Tweet Readability and Brand Hedonism Affect Consumer Engagement**

Anaïs Gretry, Radboud University Nijmegen, The Netherlands\*

Scott W. Davis, University of Houston-Downtown, USA\*

Csilla Horvath, Radboud University Nijmegen, The Netherlands

Nina Belei, Radboud University Nijmegen, The Netherlands\*

We analyze 24,960 tweets by 96 brands to explore how their readability interacts with brand hedonism to affect consumer brand engagement. We find that the effect of a tweet's readability is sensitive to brand hedonism. For less (more) hedonic brands, tweets perceived as easy-to-read (difficult-to-read) result in higher engagement.

### **2. Authenticity Under Threat: When Social Media Influencers Need to go Beyond Passion**

Alice Audrezet, Institut Supérieur de Gestion, France\*

Gwarlann Caffier de Kerviler, IESEG School of Management, France\*

Julie Guidry Moulard, Louisiana Tech University, USA

Brands are increasingly promoting their products through partnerships with social media influencers (SMIs). Through qualitative approaches—a netnography of SMI posts and interviews with SMIs— we explore how SMIs manage their authenticity while partnering with brands. Results suggest that SMIs implement two potentially complementary strategies: passionate authenticity and/or informational authenticity.

### **3. Understanding Chat Perceptions in a Customer Assistance Channel**

Marion Sanglé-Ferrière, ESCP Europe, France\*

Benjamin Voyer, ESCP Europe, UK

This paper explores chat perceptions in a customer assistance channel. Through the analysis of chat perceived features and customer's motivations to use it, we suggest that chat's poorness is more positive in customers' eyes than usually acknowledged, facilitating the assistance seeking of those who are reluctant to interaction.

### **4. Opening the Black Boxes of Consumer Misbehaviors: Insights from Studying Online Trolling**

Maja Golf-Papez, University of Canterbury, New Zealand\*

Ekant Veer, University of Canterbury, New Zealand

Online consumer misbehaviors, such as trolling, are widespread and poorly understood. Using actor-network theory, we explore the assemblages of human and non-human entities participating in trolling, showing that rather than managing misbehaving consumers, marketing practitioners should manage the socio-technical networks that allow and fuel these misbehaviors.

## 7.11 When Numbers Get Serious: How Numbers Influence Consumer Behavior

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Ying Zhu, University of British Columbia, Canada

### **1. Impact of Numerosity on Allocation Behavior**

Sunaina Shrivastava, University of Iowa, USA\*

Gaurav Jain, Rensselaer Polytechnic Institute, USA

Dhananjay Nayakankuppam, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

Irwin Levin, University of Iowa, USA

Across four experiments, we show that numerical values representing the quantity of a resource systematically bias decision-makers' perception of the quantity to be less than, adequate, or more than adequate. The bias significantly impacts decision makers' final allocations. Thus, the paper demonstrates and explains the impact of numerosity-bias on allocation-behavior.

### **2. Processing Moving Numbers: How Update Frequency Influences Magnitude Judgments**

Manissa Gunadi, Erasmus University Rotterdam, The Netherlands\*

Christophe Lembregts, Erasmus University Rotterdam, The Netherlands

Consumers' lives are pervaded with quantitative information. Increasingly, this information is dynamic and updates recurrently. We demonstrate that people perceive an identical numerical value as larger when it stems from a more frequently updated source than from a less frequently updated source, although update frequency is irrelevant for magnitude judgments.

### **3. One More Unit to Increase Desire: The Minimal Sharpness Effect**

Yunhui Huang, Nanjing University, China

Han Gong, Nanjing University, China\*

Numbers with minimal sharpness are unique and tend to induce senses of arousal. The heightened arousal could be misattributed to consumers' desire toward the focal product, and thus increase their wanting but not liking. Results show that people prefer products associated with a minimal sharp number than a round number.

### **4. The Role of Scales on Evaluations of Identical Goal Progress**

Timucin Ozcan, Rollins College, USA\*

Kunter Gunasti, Washington State University, USA

Integrating the literature in numerosity and roundness, we examine how identical progress is evaluated when measured on different scales. Findings from five studies show that round numbers on less numerous scales lead to higher goal accomplishment perceptions compared to identical progress expressed in more numerous non-round numbers on corresponding scales.

## 7.12 P is for Promotions

**Room:** Hillcrest A (3rd Floor)

**Chair:** Sanjaya Gaur, Sunway University, Malaysia

### **1. Going it Alone or Together: The Role of Product Space on Consumer Perceptions of Price Promotions**

Yuli Zhang, Drexel University, USA\*

Hyokjin Kwak, Drexel University, USA

Marina Puzakova, Lehigh University, USA

This research demonstrates that space between products on a retail shelf influences consumers' perceptions of price promotions. We show that multiple (vs. single) unit price promotions lead to higher purchase intentions when a space exists between products. However, the effect reverses when there is no space between products.

### **2. Regret-Free Trials: Asymmetric Effects of Price Promotions on New Product Trial**

Chang-Yuan Lee, Boston University, USA\*

Carey Morewedge, Boston University, USA

Dan Ariely, Duke University, USA

In contrast to economic models and manager forecasts, we find that price promotions asymmetrically increase the willingness to try new products. In field and online studies, price promotions only increased switching to a new coffee or toothpaste when all products were free due to their asymmetric reductions of anticipated regret.

### **3. Design an Experience Bundle: The Role of Experience Structure**

Juan Wang, University of Guelph, Canada\*

Miranda Goode, Western University, Canada

June Cotte, Western University, Canada

Imagine booking a voluntour, an experience bundle involving volunteering and sightseeing. Would you prefer sightseeing after volunteering or to alternate them throughout the trip? We examine how the design of a bundle impacts preferences. With three studies, we show that an alternating (vs. sequential) structure enhances complementarity perceptions and preferences.

## 7.13 Eating Healthy

**Room:** Hillcrest B (3rd Floor)

**Chair:** Sommer Kapitan, Auckland University of Technology, New Zealand

### **1. Awareness and Relevance of Health Claims at the Point-of-Sale**

Andrea Groeppel-Klein, Saarland University, Germany\*

Markus Freichel, Saarland University, Germany\*

Stephanie Kliebenstein, Saarland University, Germany

The paper analyzes consumers' reactions to health claims on food products. Using a broad range of established research methods, we found that health claims should contain familiar/comprehensible expressions. However, the combination of promoted substance and function should also have an innovative character.

### **2. Does the Organic Label Increase Consumption? How Food Type and Health Locus of Control Turn the Label into a Double-Edged Sword**

Hsiao-Ching Lee, National Kaohsiung University of Applied Sciences, Taiwan\*

Zhao-Hong Cheng, Chang Jung Christian University, Taiwan\*

Yen-Ting Chen, Taichung Commercial Bank Co., Ltd., Taiwan

Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

This research examines whether the organic label on a food product always increases consumption of that product. Two moderators are considered: food type and consumer differences in health locus-of-control. Two experiments are conducted and results show that organic labels can be a double-edged sword in regards to food consumption.

### **3. Exercise Your Mind - Physical Activity Alters Attribute Weighing in Consumer Choice**

Laura Zimmermann, London School of Economics, UK\*

Amitav Chakravarti, London School of Economics, UK

In five studies, we demonstrate that both regular and single bouts of physical activity can influence consumers' subsequent judgments and decisions in unrelated domains. We find that physical activity leads consumers to weigh different pieces of information more appropriately and improves reliance on relevant product information, controlling for various confounds.

### **4. Loss Aversion as a Self-Commitment Device to Improve Eating Habits**

Joseph Yun Jie, SolBridge International School of Business, South Korea\*

We designed and tested an intervention program, based on loss aversion, which serves as an informal self-commitment device to improve people's eating habits. Field evidence for the program demonstrates that people were more likely to show up and persist with the program at a higher rate. This effect continued post-intervention.

**Awards Lunch**  
**12:00pm - 1:30pm**  
**Seaport Ballroom - 2nd Floor**

**SESSION VIII**  
**1:45pm - 3:00pm**

**Perspectives: Academic and Practitioner Perspectives on Brand Meaning**

**Room: Golden Hill A/B (3rd Floor)**

**Chair:** Richard J. Lutz, University of Florida, USA

**Panelists:**

George E. Belch, San Diego State University, USA

Susan Fournier, Boston University, USA

Brian Munce, Executive Director, Brand Management, The Lambesis Agency, USA

Jerry Olson, Founding Partner, OlsonZaltman, USA

C. W. Park, University of Southern California, USA

This Perspectives session will compare and contrast the views of academics, advertising professionals, and consultants with regard to the meaning and role of the brand in consumer behavior. Specifically, it will explore how their perspectives differ and how they can inform one another regarding key research questions that should be addressed.

**Roundtable: Friends with Money: The Interplay of Social and Financial Well-Being**

**Room: Old Town A/B (2nd Floor)**

**Chair:** Aimee Chabot, Duke University, USA

**Participants:**

Jonathan Z. Berman, London Business School, UK

James R. Bettman, Duke University, USA

Cynthia E. Cryder, Washington University, USA

Elizabeth W. Dunn, University of British Columbia, Canada

Gavan J. Fitzsimons, Duke University, USA

Cassie Mogilner Holmes, University of California Los Angeles, Kathleen D. Vohs, University of Minnesota, USA

USA

Colbey Emerson Reid, North Carolina State University, USA

Scott Rick, University of Michigan, USA

Avni M. Shah, University of Toronto, Canada

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

Abigail B. Sussman, University of Chicago, USA

Lisa A. Cavanaugh, University of British Columbia, Canada

Michael I. Norton, Harvard University, USA

Jenny G. Olson, Indiana University, USA

As in everyday life, discussions of consequential financial decisions and social processes have been largely separate in consumer behavior and psychology. This roundtable will consider how work on decision-making, financial behavior, social dynamics, and interpersonal relationships can inform one another to better understand how these domains interact in consumer's lives.

**8.1 Human-Object Relationships: How Consumers Interact with Analog and Digital Things in**

## Analog and Digital Worlds

**Room:** Seaport H (2nd Floor)

**Chair:** Donna Hoffman, George Washington University, USA

### **1. Ambiguity, Ambivalence and Fragility in Human-Object Relationships**

D. Matthew Godfrey, University of Arizona, USA\*

Linda Price, University of Oregon, USA

Robert Lusch, University of Arizona, USA

We explore the ambiguity and ambivalence inherent in human relationships with material objects that arise from tensions between forces of fragility and durability. Through ethnographic fieldwork in the context of shoe repair, we propose an empirically-grounded object ontology that explains the ways consumers intervene in the life trajectories of things.

### **2. Being Dumb in the Age of Smart: Analogue Object Entanglements**

Mariam Humayun, York University, Canada\*

Russell Belk, York University, Canada

Why do consumers still turn to analogue objects in a digital environment? Based on consumer narratives of using film cameras and paper notebooks, we explore how analogue object entanglements tether our existence by providing avenues of entanglements and disentanglements of controlled labor and nostalgic connections with romanticized others.

### **3. Enhancing Wellness: Melding Humans and Objects with Common Purpose**

Hope Schau, University of Arizona, USA\*

Ignacio Luri, University of Arizona, USA

Wearables permeate the mainstream marketplace. Using a process theoretic approach and an assemblage theoretic lens, we investigate the use of wearables. Results suggest that with extended use, the human-object relationships are codified into wellness centered lifestyles. When bonds are broken users doubt their ability to achieve goals through regime compliance.

### **4. Consumer-Object Relationship Styles in the Internet of Things**

Donna Hoffman, George Washington University, USA\*

Thomas Novak, George Washington University, USA

Previous research has developed an assemblage theory conceptual framework that details how consumer experience and object experience emerge from interactions in the consumer IoT. In this paper, we build a circumplex model to examine the consumer-object relationship styles that emerge when the consumer and object experience assemblages interact.

## **8.2 Influences of Social Comparison on Consumer Judgment and Choice**

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Chelsea Galoni, Northwestern University, USA

Aparna A. Labroo, Northwestern University, USA

### **1. When Consumer Rivalry Reduces Desire for Innovation**

Chelsea Galoni, Northwestern University, USA\*

Aparna A. Labroo, Northwestern University, USA

Competing (vs. cooperating) is known to increase focus on differences. But differentiating from a close-other can feel difficult, and ironically, increase a similarity mindset. As a result, consumers may express a reduced desire for innovative products after they compete (vs. cooperate) with close others.

### **2. News Consumption on Social Media Induces Distinctiveness Seeking**

Jaeyeon Chung, Columbia University, USA\*

Gita Johar, Columbia University, USA

Findings reveal that the salience of an anonymous crowd on social (vs. traditional) news channels motivates consumers to seek a distinctive self-identity. This tendency is attenuated when they express self-identity by actively engaging (vs. passively reading) news content on the news platform through liking, sharing and commenting on the news.

### **3. The Price of Faith: Religion's Role in the Endowment Effect**

Vivian Qin, Duke University, USA\*

Gavan J. Fitzsimons, Duke University, USA

Richard Staelin, Duke University, USA

We propose a new explanation for the endowment effect based on social comparison. We find that the endowment effect only appears for people with a minimal level of religious beliefs, as they learn not to “covet” the goods of others and as a result overvalue their own goods.

### **4. When Low Status Becomes High**

Silvia Bellezza, Columbia University, USA\*

Jonah Berger, University of Pennsylvania, USA

When and why do high-status individuals adopt things associated with low-status groups? We propose a trickle-round theory of fashion and demonstrate that high-status poach from low-status groups to distinguish themselves from the middle-status. Further, consistent with our signaling approach, this effect depends on the presences of multiple signaling dimensions.

## 8.3 A New Look into Intrinsic and Extrinsic Motivations of Variety-Seeking

**Room: La Jolla A/B (2nd Floor)**

**Co-chairs:** Nicole Y. Kim, University of Maryland, USA

Liang Huang, University of Arizona, USA

### 1. When Variety Isn't *Life's Spice: The Impact of Implicit Self-theories and Preference Forecasting on Anticipated Consumption*

#### **Variety**

Joshua J. Clarkson, University of Cincinnati, USA\*

Joshua T. Beck, University of Oregon, USA

Mary C. Murphy, Indiana University, USA

Seven experiments document the importance of implicit self-theories in providing novel insight into both when and why consumers desire less (rather than more) variety in their future experiences and gain greater satisfaction in the desire for less (rather than more) variety in future experiences.

### 2. The Impact of Pain of Payment on Variety Seeking Behavior

Liang Huang, University of Arizona, USA\*

Rafay Siddiqui, Hong Kong Polytechnic University, Hong Kong

Anastasiya Pocheptsova Ghosh, University of Arizona, USA

People often have to decide whether to acquire similar or different products within a product category. We introduce a novel predictor of variety seeking, type of payment, and show that types of payments that lower pain of payment increase variety seeking by increasing the overall attractiveness of the choice set.

### 3. Less Variety as a Status Signal

Nicole Y. Kim, University of Maryland, USA\*

Yajin Wang, University of Maryland, USA

We demonstrate that consumers who exhibit less (vs. more) variety consumption patterns are perceived to have greater status, when the product category is high cost. We further show that this boost of status perception is due to an inference of costly prior experiences, which leads to less variety choices.

### 4. Assortment Variety and Perceived Expertise

Aner Sela, University of Florida, USA\*

Siân Morgan, University of Florida, USA

Michal Maimaran, Northwestern University, USA

We show the relationship between assortment variety and perceived expertise depends on perceivers' own expertise. Whereas experts perceive less variety as indicating expertise (and choose less varied assortments to portray themselves as experts), novices perceive more variety as indicating expertise (and choose accordingly when they wish to appear as experts).

## **8.4 The Interplay Between Power and Lay Theories in Influencing Consumer Behavior**

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Alison Jing Xu, University of Minnesota, USA

Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

### ***1. Too Nice to Be Dominant: How Warmth Impacts an Embodiment of Power in Brands***

Jennifer Stoner, University of North Dakota, USA\*

Carlos Torelli, University of Illinois at Urbana-Champaign, USA

Brands choose to differentiate themselves through various brand images; however, some of these brand images may affect perceptions of power (market dominance). We propose that a high warmth brand image can lead consumers to perceive a brand as less competitive and thus less dominant or powerful in its product category.

### ***2. Turning a Blind Eye: When Views of Power Differentials Increase Deal Attractiveness***

Michael Barone, University of Louisville, USA

Xingbo Li, University of Louisville, USA\*

Keith Lyle, University of Louisville, USA

Karen Winterich, Pennsylvania State University, USA

This research examines a novel factor that affects consumers' evaluations of deals: vertical orientation – a knowledge structure reflecting power differentials. Three lab studies showed that high (vs. low) vertical orientation (chronically or situationally) leads to more favorable responses towards deals with vertically presented price information regardless of deal depth.

### ***3. The Effects of Power on Emotional Responses to Self-Failure and Self-Success***

Claire Heeryung Kim, McGill University, Canada\*

DaHee Han, McGill University, Canada

Derek Rucker, Northwestern University, USA

Adam Duhachek, Indiana University, USA

The current research finds a context in which power influences anger and pride. We found that high power leads to greater anger (pride) when individuals encounter failure (success). We observe these effects because increased power can activate approach-related tendencies and agentic orientation due to increased rewards and freedom.

### ***4. Captivated by Change: A Motivational Consequence of Feeling Powerless***

Alison Jing Xu, University of Minnesota, USA\*

Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

Derek Rucker, Northwestern University, USA

Low-power states are found to enhance consumers' preference for change-signaling messages and/or products. This effect is stronger among entity theorists that hold, or have primed, the belief that their low-power state may not change. That is, when people view their states as fixed, they seek change in power-irrelevant domains.

## **8.5 Food, Health, and the Marketplace**

**Room: Gaslamp C/D (2nd Floor)**

**Chair:** Stephanie Tully, University of Southern California, USA

### ***1. Sensory or Nutrition Menu Labeling? A Field Experiment in Aligning Public Health and Restaurant Business Goals***

Yann Cornil, University of British Columbia, Canada\*

Pierre Chandon, INSEAD, France

A field experiment in a restaurant proposes an alternative to “calorie labeling menus” in order to promote healthier eating: “sensory labeling menus” (that prompt consumers to focus on the sensory enjoyment of eating) can also decrease total calorie intake, while increasing customer value.

### ***2. Why Consumers Don't See the Benefits of GMOs, and What Marketers Can Do About It***

Sean T. Hingston, York University, Canada\*

Theodore J. Noseworthy, York University, Canada

Drawing on research that distinguishes how people reason about natural and manmade objects, the authors find that consumers are more accepting of GMOs when cues suggest they are manmade. Specifically, if consumers view a GMO as manmade, moral opposition diminishes and perceived benefits increase, which subsequently increases purchase intentions.

### ***3. How Health Claims Lead to Indulgence***

Steffen Jahn, University of Goettingen, Germany\*

Till Dannewald, Wiesbaden Business School, Germany

Yasemin Boztug, University of Goettingen, Germany

Health claims are thought to contribute to the improvement of public health in that they increase intake of healthy food. We demonstrate that when exposed to a health claim-featuring non-hedonic food, consumers license the delayed, increased consumption of hedonic food. We also identify boundary conditions of the effect.

### ***4. Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions***

Yann Cornil, University of British Columbia, Canada\*

Pierre Chandon, INSEAD, France

Hilke Plassmann, INSEAD, France\*

Liane Schmidt, INSEAD, France

Judith Aron-Wisnewsky, IHU-ICAN - Hopital Pitié-Salpêtrière, France

Karine Clément, IHU-ICAN - Hopital Pitié-Salpêtrière, France

A longitudinal study over several years shows that obese people are more sensitive to food marketing actions than lean people, but they become less sensitive after weight-loss surgery. Our findings point at the role that biological factors play for sensitivity to marketing actions.

## 8.6 How Consumers Communicate Their Values

**Room: Balboa A (2nd Floor)**

**Chair:** Chun-Ming Yang, Ming Chuan University, Taiwan

### ***1. Reducing the Social Desirability Bias of Self-Reported Value Orientation by Measuring Values Via a Picture-based Scale***

Andrea Groeppel-Klein, Saarland University, Germany\*

Sarah Kobel, Saarland University, Germany\*

Many consumers behave differently from the way they would be expected to behave according to their value orientation. One reason may be the social desirability bias (SDB). Consumers over- or under-report their real attitudes in ways they believe will be viewed favorably by others. Pictorial scales can reduce SDB.

### ***2. The Effect of Societal Nostalgia on Future Optimism and Public Policy Endorsement***

Canice M C Kwan, Lingnan (University) College, Sun Yat-sen University, China\*

Shirley Y Y Cheng, Hong Kong Baptist University, Hong Kong

Alex S L Tsang, Hong Kong Baptist University, Hong Kong

This research demonstrates that yearning for the society's past enhances optimism toward the future of that society, which boosts consumers' confidence and their propensity to endorse risky policies. Such effects occur only when consumers reflect on the society's past (vs. present) and are mediated by enhanced identification with the society.

### ***3. Heirlooms as a Passage Mechanism for Achievement-Based Values***

Daniel Grossman, University of Cincinnati, USA\*

Ryan Rahinel, University of Cincinnati, USA

Four studies demonstrate objects tied to memories of achievement (vs. enjoyment) are more likely to become heirlooms. Process evidence suggests that this happens because of an underlying motivation to establish accomplishments as a core family value in hopes it inspires future generations to strive for achievements in their own right.

### ***4. Eat Worms, Do Good: "Yucky but Healthy" Food Fosters Marketplace Morality***

Zhe Zhang, University of Houston, USA\*

Vanessa Patrick, University of Houston, USA

We theorize the consumption of "yucky, but healthy" food is driven by a novel counterhedonic eating drive that complements the basic homeostatic and hedonic pathways. Across four studies, we demonstrate that counterhedonic food consumption can influence consumers' post-consumption morality, leading to heightened moral self-regard that translates into marketplace morality.

## 8.7 When Low Control and Uncertainty Do Good

**Room:** Balboa B (2nd Floor)

**Chair:** Bora Min, University of Southern California, USA

### 1. *I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Efficacy Perceptions*

Jerry Han, University of Texas at Austin, USA\*

Adriana Samper, Arizona State University, USA

Andrew Gershoff, University of Texas at Austin, USA

Across four studies, we find that feeling low (vs. high) control heightens people's perceived efficacy of their time resources, whereas it decreases their money efficacy perceptions. Moreover, the study results show that this differential effect of incidental control on resource perceptions has commensurate effects on consumer expectations and satisfaction.

### 2. *Novelty as Risk and Opportunity: Opposite Effects of Low Personal Control and Perceived Unpredictability on Novelty Seeking*

Bora Min, University of Southern California, USA\*

Norbert Schwarz, University of Southern California, USA

Across six studies, we found that perceptions of unpredictability (vs. predictability) increase novelty-seeking, whereas perceptions of low (vs. high) personal control decreases novelty-seeking. These opposite effects may come from interpretations of novelty that emphasize risk under low personal control but opportunity under low predictability.

### 3. *The Surprising Effects of Attitude Certainty on Advocacy and Advocacy Receptivity*

Lauren Cheatham, University of Hawaii, USA\*

Zakary Tormala, Stanford University, USA

Two studies examine differences in the advocacy messages people generate when they feel certain versus uncertain. We find that people write more open, less forceful messages when they feel uncertain compared to certain, and that this can make their messages more persuasive under specifiable conditions.

### 4. *Desire to Learn About the Category Sparks Preference for Authenticity*

Sharlene He, Northwestern University, USA\*

Gregory Carpenter, Northwestern University, USA

Kent Grayson, Northwestern University, USA

This research identifies a novel mechanism driving consumer preference for authentic options. We find that consumers prefer authentic options more in unfamiliar categories than familiar categories, motivated by a desire to learn about the category. We distinguish this learning account from a risk-reduction account.

## **8.8 New Insights on the Role of Aesthetics in Consumer Behavior**

**Room: Balboa C (2nd Floor)**

**Co-chairs:** C. Clark Cao, University of Arizona, USA

Martin Reimann, University of Arizona, USA

### ***1. Say It or Show It: Logo Aesthetics and Consumer-Brand Relationship Development***

Samuel Carter Morgan, University of Miami, USA\*

Tatiana Fajardo, Florida State University, US

Claudia Townsend, University of Miami, USA

We demonstrate that early in the consumer-brand relationship, text-based logos outperform image-based logos. This is because text-based logos generate a greater sense of brand awareness, which is needed for image-based logos to effectively cultivate brand attachment. Ultimately, this research identifies a novel factor limiting the effectiveness of images over text.

### ***2. Meaningfulness versus Happiness: The Psychological Impact of High and Low Art***

Henrik Hagtvedt, Boston College, USA\*

Kathleen D. Vohs, University of Minnesota, USA

Five experiments demonstrate that whereas fluently processed art favorably influences consumers' happiness, art's capacity to spark interest is more instrumental in encouraging a sense that life has meaning. High-art (vs. low-art) images stimulate integrative complexity, which consumers experience as interesting and which in turn contributes to a sense of meaningfulness.

### ***3. Muji versus Maharaja: When (and Why) Minimalist versus Maximalist Design Differentially Influence Consumer Self-Brand Connection***

Ngoc (Rita) To, University of Houston, USA\*

Vanessa M. Patrick, University of Houston, USA

In this research, we aim to demonstrate the influence of minimalist (clean and simple) versus maximalist (ornate and decorative) packaging design on consumer self-brand connection. Drawing on the theory of functional attitudes, we demonstrate that when maximalist (minimalist) packaging designs are used, low (high)-power consumers experience greater self-brand connection.

### ***4. Beauty and Control in Collecting: How Desire for Control Drives the Aesthetic Pursuit of Complete Collections***

C. Clark Cao, University of Arizona, USA\*

Merrie Brucks, University of Arizona, USA

Martin Reimann, University of Arizona, USA

In this research, we demonstrate that an aesthetic pursuing collecting behavior, namely the completion of a collection, can serve a fundamental human need to restore personal control. In addition, the structure underlying complete collections is the link between aesthetic experiences in collecting and the desire-for-control-satisfying nature of complete collections.

## 8.9 Designing Consumption Spaces

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Maryam Tofighi, California State University at Los Angeles, USA

### **1. The Art of Solo Dining: A Rhythmanalysis of Restaurant Spaces**

Ai-Ling Lai, University of Leicester, UK\*

Ming Lim, University of Liverpool, UK

In this paper, we investigate how restaurants are inscribed by 'heteronormative rhythms' that privilege the dining experience of couples and families. Drawing on Henri Lefebvre's theory of rhythmanalysis, we explore the dining experiences of solo diners and how they negotiate heteronormative spaces to mitigate marketplace exclusion and social arrhythmia.

### **2. In Pursuit of Happiness: Phenomenological Study of the KonMari Decluttering Method**

Hsin-Hsuan Meg Lee, ESCP Europe, UK\*

Examining the phenomenon of KonMari decluttering method, this study explores how objects move through the journey from "possession," "organization," to "dispossession" and the role of happiness in the process. The results suggest personal symbolic classification serves as the primary anchor for consumer happiness rather than the physical objects.

### **3. Consuming the Streets - Story of a Street Peddler**

Ayse Binay Kurultay, Kadir Has University, Turkey\*

As an alternative consumption space in informal commerce, street peddlers provide an immediate service to passersby using creative product presentations or social performances. Individual accounts of street vendors have been neglected in consumption research. Utilizing interviews, the article aims to make a contribution to the marketplaces cultures domain.

### **4. The Implications of a Planned Development on Consumption Practices: A Case Study of an Orang Asli Community in Malaysia**

Ding Hooi Ting, Universiti Teknologi PETRONAS, Malaysia\*

Mireya Sosa Abella, Universiti Malaya, Malaysia

The aim of this study is to analyze the consumption changes facing a Mah Meri community (Indigenous) in Peninsula Malaysia using a phenomenology design. The alterations from the planned development have impacted and changed the consumption practices of the Mah Meri community.

## **8.10 Ups and Downs in Self-Regulation: A New Look at Regulatory Strategies and Foci in Consumer Behavior**

**Room: Cortez Hill B (3rd Floor)**

**Chair:** Amina Djedidi, University of Paris-Est, France

### ***1. Does Pulling Together Lead to Falling Apart? The Self-Regulatory Consequences of Cooperative Orientations for the Self-Reliant***

Ainslie Schultz, Providence College, USA\*

Cait Lamberton, University of Pittsburgh, USA

Jesper Nielsen, University of Arizona, USA

Three different studies reveal that individuals prompted with self-reliance lose significant self-regulatory capacity after cooperating as opposed to competing individually, leading them to act dishonestly and quit a task early. Findings highlight that cooperation, despite the performance advantages it offers teams, can also contribute to unforeseen costs for self-reliant individuals.

### ***2. Untangling the Effects of Self-Regulation Impairment and the Bright Side of Self-regulation Exertion: The Role of Construal Level***

Cony M. Ho, University of Cincinnati, USA\*

Szu-Han (Joanna) Lin, University of Massachusetts, USA

Russell E. Johnson, Michigan State University, USA

Four experiments demonstrate that the self-regulation exertion brings individuals to a more abstract cognition level, and that the changes of construal level from self-regulation exertion could damage individual's vigilance task, but benefit individuals' creativity.

### ***3. \$100 a Month or \$1,200 a Year: Impact of Regulatory Focus on the Evaluation of Temporally Framed Attributes***

Shankha Basu, University of Leeds, UK\*

Sharon Ng, Nanyang Technological University, Singapore

People often come across attributes which are temporally framed at different levels of aggregation such as annuities and salary payouts. We find that regulatory focus affects the perception of attributes framed at different levels of aggregation. We further find that differences in information processing strategy drive this phenomenon.

### ***4. Curiosity and Want/Should Conflicts***

Evan Polman, University of Wisconsin - Madison, USA

Rachel Ruttan, Northwestern University, USA

Joann Peck, University of Wisconsin - Madison, USA\*

We show that curiosity can be used to influence people's choices, by steering them away from tempting "want" options and toward less-than-tempting, though normatively desirable "should" options. We also offer a new perspective on nudging, by demonstrating that when a "want" is nudged, more participants will choose a "should."

## 8.11 Sharing is Caring

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Didem Kurt, Boston University, USA

### **1. The Consumption Consequences of Couples Pooling Financial Resources**

Emily Garbinsky, University of Notre Dame, USA\*

Joe Gladstone, University College London, UK

Does pooling money with your partner affect how it is spent? Five studies show that couples spending from a joint (vs. a separate) bank account are more likely to buy utilitarian products, and less likely to buy hedonic products. These differences are driven by an increased need to justify spending.

### **2. Subversive Selflessness: The Ironic Effects of Deference in Dyads**

Hristina Nikolova, Boston College, USA

Sara Dommer, Georgia Tech, USA

Chadwick Miller, Washington State University, USA

Michael Lowe, Georgia Tech, USA\*

We examine how the interplay of partners' interpersonal orientations in a decision-making dyad impacts the joint decision quality. Using both subjective (satisfaction) and objective (deviation of joint decision from partners' individual preferences) measures of decision quality, we show that altruistic/altruistic dyads make worse joint decisions than altruistic/selfish dyads.

### **3. Similarity Focus and Support for Redistribution**

Nailya Ordabayeva, Boston College, USA\*

Daniel Fernandes, Catholic University of Portugal, Portugal

Despite unprecedented levels of inequality in the US, redistribution support is not widespread. Four studies show that prompting a cognitive focus on similarity (vs. dissimilarity) can effectively boost support for redistribution by changing perceptions of individuals' dispositional inputs (hard work, motivation), justification of unequal outcomes, and perceived fairness of inequality.

### **4. Interpersonal Prosocial Incentives**

Ye Li, University of California Riverside, USA\*

Margaret Lee, London Business School, UK

We examine workers' decisions of working to benefit themselves or their coworkers. Two real-effort experiments found that workers exerted as much (or more) effort for others as for themselves but only if, 1) their pay was thanks to someone else's effort, and 2) their beneficiary was aware of their effort.

## 8.12 Numbers and Words

**Room: Hillcrest A (3rd Floor)**

**Chair:** Silvia Saccardo, Carnegie Mellon University, USA

### **1. Psychological Consequences of Exposure to Variability**

Yu Ding, Columbia University, USA\*

Krishna Savani, Nanyang Technological University, Singapore

Greater variability is one of the defining features of the 21st century. Six experiments found that participants exposed to data representation of higher variability, or those who experienced higher variability in outcomes, suggested more punishment for wrongdoers in scenarios and experimental games, even at a cost to themselves.

### **2. Time Units and Patience**

Rafay A. Siddiqui, Hong Kong Polytechnic University, Hong Kong\*

Ashwani Monga, Rutgers University, USA

Eva Buechel, University of South Carolina, USA

In intertemporal choices between smaller-sooner (SS) and larger-later (LL) rewards, we investigate an interactive effect of wait time units (large vs. small) and reward type (hedonic vs. utilitarian) on patience for LL. We show that using larger wait time units boosts patience, but only for hedonic (and not utilitarian) rewards.

### **3. Customers' Magnitude Perception for Letters Versus Numbers**

Shelly Rathee, University of Utah, USA\*

Arul Mishra, University of Utah, USA

Himanshu Mishra, University of Utah, USA

Cues encountered in everyday life can have quantitative versus qualitative features. This research shows that quantitative versus qualitative markings in environment can differentially influence consumers' judgements in domains such as health, distance, effort. Moreover, these cues affect decisions differently depending on whether individual contemplates taking action versus actually performing action.

### **4. What You Are Getting and What You Will Be Getting: Testing Whether Verb Tense Affects Intertemporal Choices**

Akshina Banerjee, University of Minnesota, USA\*

Oleg Urminsky, University of Chicago, USA

We investigate the effect of manipulating verb tense within a single language on intertemporal tradeoffs. Verb tense can significantly affect choices between a sooner-smaller (SS) and a later-larger (LL) reward. However, this occurs only in the complete absence of timing cues, and is eliminated by introducing even vague time cues.

## 8.13 What Our Brains, Eyes and Actions Tell Us About How Communication Works

**Room:** Hillcrest B (3rd Floor)

**Chair:** Risto Moisio, California State University at Long Beach, USA

### **1. Using a Neural Network Model to Assess Advertising Effectiveness: A Validation of the Strategy Assessment (Strata) Model**

Thomas Reynolds, (Emeritus) University of Texas, Dallas, USA\*

In this paper, a parallel is drawn between means-end decision theory and neural network analysis and apply this common perspective to empirically validate an advertising strategy assessment model with respect to predicting purchase intent. The results of the meta-assessment of 240 television ads offer strong support for the neural network-based model.

### **2. Few and Far Between: Identifying Measures of Advertising Visuals that Correlate with Neural Engagement and Sales**

Samuel B. Barnett, Northwestern University, USA\*

Moran Cerf, Northwestern University, USA

We present a novel approach to assess visual attention in advertisements. We find that movie trailers with fewer and larger attention-grabbing visuals generate higher collective neural engagement (i.e., Cross-Brain Correlation) among consumers in a movie theater. The number and size of attentional targets also correlate with future population-level ticket sales.

### **3. When Words Hurt - Emotional Contagion in a Company's Facebook Apology**

Madeline Barth, University of Mannheim, Germany\*

Elisa Konya-Baumbach, University of Mannheim, Germany

The research investigates the contagion of negative emotions in corporate apologies in Facebook using an online experiment and an eye tracking study. The results reveal that while apologies reduce consumers' sadness triggered by a crisis, emotional contagion attenuates this mitigating effect and negatively influences consumers' willingness to forgive the company.

### **4. Intrusive Advertisements in the Online Context: A Meta-Analysis of the Antecedents and Consequent Constructs**

Fernando De Oliveira Santini, Unisinos, Brazil

Frederike Monika Budiner Mette, ESPM, Brazil\*

Valesca Persch Reichelt, ESPM, Brazil\*

Wagner Junior Ladeira, Unisinos, Brazil

Claudio Hoffmann Sampaio, PUCRS, Brazil

A meta-analysis was performed to evaluate intrusive advertisements in the online context. A total of 30 papers were analyzed, and the most significant antecedents were informativeness, entertainment and frequency. The consequent constructs included avoidance, attitude towards advertising and brand, involvement, irritation, control perception and purchase intention.

**Break**

**3:00pm - 3:20pm**

**SESSION IX****3:20pm - 4:35pm****Workshop: Journal of Consumer Research Reviewer Workshop****Room: Golden Hill A/B (3rd Floor)*****Moderators:***

Simona Botti, London Business School, UK

Julie Ozanne, University of Melbourne, Australia

This workshop session is designed to inform researchers about the process of reviewing for journals and writing effective reviews. JCR associate editors will discuss the characteristics of reviews that are most helpful. It will also provide insight into the process by which reviewers are selected and how reviewers inform editorial decisions.

**Roundtable: Charting the Future of the Transformative Consumer Research Movement****Room: Old Town A/B (2nd Floor)****Co-chairs:** Brennan Davis, Cal Poly, USA

Julie Ozanne, University of Melbourne, Australia

Ron Hill, George Washington University, USA

***Participants:***

David Mick, University of Virginia, USA\*

Cornelia Pechmann, University of California Irvine, USA\*

Maura Scott, Florida State University, USA\*

Martin Mende, Florida State University, USA\*

Janet McColl-Kennedy, University of Queensland, Australia\*

Lucie Ozanne, University of Canterbury, New Zealand\*

Chris Blocker, Colorado State University, USA\*

Andres Barrios, Universidad de los Andes, Colombia\*

Laurel Anderson, Arizona State University, USA\*

Jeff Murray, University of Arkansas, USA\*

Lauren Block, Baruch College, USA

Linda Price, University of Oregon, USA

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

Leonard Lee, National University of Singapore, Singapore

Beth Vallen, Villanova University, USA

Karen Winterich, Penn State, USA

Laura Peracchio, University of Wisconsin Milwaukee, USA

Rodrigo Castilhos, Universidade Federal do Rio Grande do Sul, Portugal

Samuelson Appau, University of Melbourne, Australia

L. Lin Ong, Cal Poly Pomona, USA

Marcus Phipps, University of Melbourne, Australia

Shikha Upadhyaya, California State University Los Angeles, USA

Emily C. Tanner, West Virginia University, USA

Elizabeth Crosby, University of Wisconsin, USA

Christopher Berry, Colorado State University, USA

Sterling Bone, Utah State University, USA

Daniele Mathras, Northeastern University, USA

Kelly Haws, Vanderbilt University, USA

Zafeirenia Brokalaki, Kings' College London, UK

Transformative Consumer Research leaders from the advisory committee or past conference track chairs organize five task force discussions around key challenges and opportunities facing the movement. Each task force will present initial recommendations and then seek questions and input from ACR roundtable attendees for a strategic planning report.

## **9.1 You, Me, or We? Conceptualizing and Testing Consumer Choices for Others**

**Room: Seaport H (2nd Floor)**

**Co-chairs:** Sarah Moore, University of Alberta, Canada

Eugenia Wu, University of Pittsburgh, USA

### ***1. A Conceptual Framework for Understanding Consumer Choices for Others***

Peggy Liu, University of Pittsburgh, USA\*

Steven Dallas, New York University, USA

Gavan Fitzsimons, Duke University, USA

We present a conceptual 2x2 framework for consumers' choices for others. This framework has two fundamental dimensions (the chooser's relational focus: relationship vs. recipient oriented; the goal to please the recipient: primary vs. secondary), which combine to generate four choosing-for-others contexts: gift-giving, joint consumption, absent-recipient, and paternalistic.

### ***2. People Make More Informed Choices for Others***

Evan Polman, University of Wisconsin-Madison, USA\*

When people make choices, they identify their options and research the details that comprise their options. Respectively, these two search behaviors are called alternative- and attribute-search. In three studies, we find that the pursuit of information is higher when people choose for others—they search for more attributes and alternatives.

### ***3. The Spirit of Giving: Impure Altruism in Funeral Contracts***

Ximena Garcia-Rada, Harvard University, USA\*

Sarah Whitley, Boston University, USA

Dan Ariely, Duke University, USA

Carey Morewedge, Boston University, USA

In an archival study of 385 funerals, we find that executors spend more on funerals they planned for others than for themselves. Considered with seven experiments addressing selection effects and supernatural, reciprocal, and reputational confounds, we identify the utility of giving itself ("warm-glow") as the driver of this self-other difference.

### ***4. Wine for the Table: Self-Construal and Choosing for Large Versus Small***

Sarah Moore, University of Alberta, Canada

Eugenia Wu, University of Pittsburgh, USA\*

Gavan Fitzsimons, Duke University, USA

We find that number of choice recipients and self-construal determine choice on behalf of self and others. Across four studies, both independents and interdependents account for others' preferences when choosing for a small group. When choosing for a large group, however, personal preferences drive independents', but not interdependents', choices.

## **9.2 Why Aren't We Intrinsically Motivated Enough? Novel Insights into the Origination and Expression of Intrinsic Motivation**

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Yuechen Wu, University of Maryland, USA

Meng Zhu, Johns Hopkins University, USA

### **1. Scarcity Undermines the Origination of Intrinsic Motivation**

**Yuechen Wu, University of Maryland, USA\***

**Meng Zhu, Johns Hopkins University, USA**

How does a scarcity (vs. abundance) mindset impact the origination of consumer motivation when no external contingencies are provided? Four experiments demonstrate that scarcity salience hinders the origination of intrinsic motivation, an effect that is mediated by the sense of psychological freedom and moderated in the presence of external rewards.

### **2. The Dual Effect of Subjective Busyness on Consumer Motivation**

Keith Wilcox, Columbia University, USA\*

Juliano Laran, University of Miami, USA

Previous research suggests that when people are busy, they find it hard to get things accomplished. The current investigation demonstrates that subjective feelings of busyness can both increase and decrease motivation to perform tasks. Thus, we contribute to our understanding of busyness by showing its positive and negative consequences.

### **3. Process versus Outcome: How Envy and Goal Framing Affect Motivation**

Anthony Salerno, University of Cincinnati, USA\*

Juliano Laran, University of Miami, USA

Chris Janiszewski, University of Florida, USA

Four studies investigate envy and goal framing on motivation. Benign envy encourages intrinsically-motivated behaviors that emphasize process (i.e., what you need to do to pursue the goal). Malicious envy encourages extrinsically-motivated behaviors that emphasize outcomes (i.e., what results from goal attainment).

### **4. Underestimating the Importance of Expressing Intrinsic Motivation in Job Interviews**

Kaitlin Woolley, University of Chicago, USA\*

Ayelet Fishbach, University of Chicago, USA

When advertising themselves, or their company, intrinsic motivation is more persuasive than people expect. Although people mispredict how much others value expressions of intrinsic motivation, they accurately predict others' valuation of extrinsic motivation. Consequentially, people sell themselves short; they select suboptimal job pitches that fail to express their intrinsic motivation.

## **9.3 360 Degrees of Social Influence: How Others' Presence, Attitudes and Behaviors Change the Way We Think and Behave**

**Room:** La Jolla A/B (2nd Floor)

**Co-chairs:** Rachel Meng, Columbia University, USA

Youjung Jun, Columbia University, USA

### ***1. Perceived Social Presence Reduces Fact-Checking***

Youjung Jun, Columbia University, USA\*

Rachel Meng, Columbia University, USA

Gita Johar, Columbia University, USA

The dissemination of unverified content (e.g., “fake” news) can often acquire tremendous reach through social networks. We test how consuming information in social (vs. individual) settings affects fact-checking. Across seven incentivized experiments, people fact-checked less when they perceived the presence of others. Encouraging momentary vigilance reduced this tendency.

### ***2. Friends with Experiential Benefits: The Experience is More Novel When Experienced with Others***

Yanping Tu, University of Florida, USA\*

Yang Yang, University of Florida, USA

Ayelet Fishbach, University of Chicago, USA

We show that consumers find a familiar experience novel again when experiencing it with close (vs. distant) others who are new to the experience, because they adopt close others’ perspectives. This effect is independent of an other’s mere presence and the change of experience type (solo vs. joint experience).

### ***3. When Moderation Fosters Persuasion: The Persuasive Power of Deviatory Reviews***

Daniella Kupor, Boston University, USA\*

Zakary Tormala, Stanford University, USA

When people seek to persuade others to purchase a product, they often review it extremely favorably. However, we find that a moderately positive review can sometimes be more persuasive: When the perceived default evaluation is extremely positive, moderately positive reviews that deviate from that default are more persuasive.

### ***4. Social Influence, Habits, and Disrupted Performance Environments***

Dean Eckles, Massachusetts Institute of Technology, USA\*

Christos Nicolaides, Massachusetts Institute of Technology, USA

Sinan Aral, Massachusetts Institute of Technology, USA

We use large-scale observational data from a fitness tracking mobile application to study how disruptions to a performance environment and habits affect susceptibility to social influence. People with stronger habits are more affected by such disruptions, while prior habits moderate the effects of peer behaviors on their own exercise.

## **9.4 Your Money or Your Time: How Consumers Perceive and Respond to Constraints and Tradeoffs in Money and Time**

**Room: Gaslamp A/B (2nd Floor)**

**Co-chairs:** Christopher Olivola, Carnegie Mellon University, USA

John Han, Carnegie Mellon University, USA

### **1. Consumers Overestimate Others' Willingness to Pay AND Wait for Goods: New Findings and Insights Concerning the "X-Effect" Bias**

Christopher Olivola, Carnegie Mellon University, USA

John Han, Carnegie Mellon University, USA\*

Frederick (2012) demonstrated that consumers systematically overestimate others' willingness-to-pay (WTP) for things, and suggested this "X-effect" bias may be limited to WTP judgments. We show, however, that the X-effect also emerges for willingness-to-wait (WTW) judgments. We also show that it cannot be explained by self-other differences in opportunity cost neglect.

### **2. Subjective Resource Deprivation: Consumers Feel More Constrained for Spare Resources Than Similar Others**

Jonathan Berman, London Business School, UK\*

Nazli Gurdamar, London Business School, UK

How do consumers assess their available spare resources? We argue that an availability bias in attention towards constraints causes consumers to feel particularly deprived of spare resources, leading them to believe that they save less, spend less, and have less spare time than similar others.

### **3. The Resource Focus Effect: Nudging Consumer Preferences in Time-Money Tradeoffs**

Yana Litovsky, Carnegie Mellon University, USA\*

Christopher Olivola, Carnegie Mellon University, USA

Four studies show that subtly focusing consumers on time versus money leads to preference reversals for identical tradeoffs between these two important resources. Focusing on time (money) decreases (increases) willingness to spend time in order to save money and increases (decreases) willingness to spend money in order to save time.

### **4. How Do Wealth and Time Horizon Affect Investors' Risk Tolerance? Evidence from the Field**

Ethan Pew, Stony Brook University, USA\*

Using field data from a FinTech firm (N=15,241), I examine how monetary factors such as absolute and relative wealth and temporal factors such as investment time horizon and age (along with control variables) affect risk tolerance. Both temporal and monetary factors affect risk aversion in the gain domain.

## **9.5 Creativity Triggers: The Influence of Novel Antecedents on Creative Cognition**

**Room: Gaslamp C/D (2nd Floor)**

**Co-chairs:** Lidan Xu, University of Illinois at Urbana-Champaign, USA

Anoosha Izadi, University of Houston, USA

### ***1. Physically Short, Mentally Flexible? Exploring the Relationship between Stature and Creativity***

Lei Jia, Ohio State University, USA\*

Xiaojing Yang, University of Wisconsin-Milwaukee, USA

Xiaoyan Deng, Ohio State University, USA

Because short individuals compare unfavorably to their taller counterparts on various social dimensions, their coping with the disadvantageous situation is conducive to developing executive functioning critical to creativity. We found that both a chronic state of being physically short and a situationally induced state of feeling short increased creativity.

### ***2. Can Busyness Influence Consumer Creativity?***

Luke Nowlan, University of Miami, USA\*

Juliano Laran, University of Miami, USA

We examine the relationship between busyness, or the perception of having many tasks to complete, and creativity. We propose that busyness makes it more difficult to inhibit interfering thoughts when working on a task, which ultimately enhances creativity. Four studies support this framework and rule out alternative explanations.

### ***3. The Way the Wind Blows: How Direction of Airflow Influences Creativity***

Anoosha Izadi, University of Houston, USA\*

Melanie Rudd, University of Houston, USA

Vanessa Patrick, University of Houston, USA

The present research introduces an understudied environmental factor—airflow—and investigates the impact that the direction of airflow can have on psychological energy and consumer creativity. With a set of five experiments, we demonstrate that facing upwind (vs. downwind or no wind) enhances people's creativity by amplifying their psychological energy.

### ***4. Can Conspicuous Consumption Experience Affect Consumer Creativity?***

Lidan Xu, University of Illinois at Urbana-Champaign, USA\*

Ravi Mehta, University of Illinois at Urbana-Champaign, USA

Jennifer Argo, University of Alberta, Canada

The current research demonstrates that engaging in conspicuous consumption activates a differentiation mindset, which in turn leads to higher creativity. It also examines a critical boundary condition and shows that the effect is attenuated when conspicuous consumption has no audience presented (i.e., in the private context).

## 9.6 Consumption on High: Morality, Religion, and Sacredness

**Room:** Balboa A (2nd Floor)

**Chair:** Elizabeth Keenan, Harvard University, USA

### **1. When Moral Mindsets Increase Unethical Consumption: The Influence of Religion and Moral Emotions on Luxury Consumption**

Stephanie Geiger-Oneto, University of Wyoming, USA\*

Elizabeth Minton, University of Wyoming, USA

Through two studies, our research explores the relationship between religiosity and luxury consumption. Study 1 shows that religiosity influences negative moral emotions, which negatively influences purchase intentions and perceived morality of luxury brands. Study 2 shows that a moral mindset decreases negative emotions and increases purchase intentions for religious consumers.

### **2. The Unexpected Consequences of Beautiful Products: Sacredness, Awe and Forgiveness**

Ludovica Cesareo, University of Pennsylvania, USA\*

Patti Williams, University of Pennsylvania, USA

Eugenia Wu, University of Pittsburgh, USA

Keisha Cutright, Duke University, USA

We extend the literature on beauty in consumer behavior by examining the degree to which ordinary, but beautiful, products can evoke perceptions of sacredness and feelings of awe relative to functional alternatives. Importantly, we find that such perceptions of sacredness and awe increase consumers' propensity to forgive a company transgression.

### **3. The Moral Nature of Stigmatization: Mitigating the Negative Effects of Stigma on Helping**

Katherine C. Lafreniere, University of Alberta, Canada\*

Robert J. Fisher, University of Alberta, Canada

The present research addresses the significant and persistent problem of how to increase support for the stigmatized. We provide theoretical insights into the moral nature of stigmatization and demonstrate in four studies how a single virtuous act can overcome the stigma of homelessness, mental illness, a criminal record, or alcoholism.

### **4. Differential Impacts of God and Religion on Prosocial Intentions**

Mustafa Karatas, Koc University, Turkey\*

Zeynep Gürhan-Canlı, Koc University, Turkey

We show in one field data and four experiments that activating thoughts about God (vs. religion) leads to higher (vs. lower) thinking abstraction, and increases compliance with abstractly (vs. concretely) framed messages or prosocial tendencies toward distant (vs. close) targets. This effect is mediated by "feeling right" experience under fit.

## **9.7 Me, Myself, and My Variety: Exploring the Relationship Between Variety and the Self**

**Room: Balboa B (2nd Floor)**

**Co-chairs:** Jacqueline Rifkin, Duke University, USA

Kelley Gullo, Duke University, USA

### ***1. How Variety in Self-Expression Undermines Self-Continuity***

Jacqueline Rifkin, Duke University, USA\*

Jordan Etkin, Duke University, USA

From dating profiles to streaming services, consumers often construct assortments that represent their personal tastes. Might these “self-expressive assortments” affect how consumers see themselves? We demonstrate that perceiving greater variety in a self-expressive assortment elicits an inference of unstable preferences, which diminishes the belief that one’s identity persists across time.

### ***2. Variety Counts: How Variety is Perceived in the Presence of Self-Regulatory Goals***

Hoori Rafieian, Drexel University, USA\*

Yanliu Huang, Drexel University, USA

Barbara E. Kahn, University of Pennsylvania, USA

We propose that when people are primed with a self-regulatory goal, less (more) variety in goal-inconsistent (goal-consistent) acts results in less anticipated-guilt (more anticipated-reward). We show that, because goal-primed individuals perceive a greater variety of indulgent items to be greater in quantity, they avoid variety in order to minimize anticipated-guilt.

### ***3. Get on My Level: Power and Differential Patterns of Attribute-Level Variety Seeking***

Jillian Hmurovic, University of Pittsburgh, USA\*

J. Jeffrey Inman, University of Pittsburgh, USA

In the current research, we use scanner panel and experimental data to show that the relative intensity with which high and low power consumers seek variety differs by product attribute level, suggesting that power may not only influence the overall degree of consumer variety-seeking, but also the specific pattern pursued.

### ***4. Does Variety-Seeking Vary by Time of Day?***

Kelley Gullo, Duke University, USA\*

Jonah Berger, University of Pennsylvania, USA

Jordan Etkin, Duke University, USA

Bryan Bollinger, Duke University, USA

Why does eating the same thing for breakfast every day sound reasonable, but eating the same thing for dinner sound unappealing? We suggest that variety-seeking varies by time of day. Four studies demonstrate that people prefer less variety in the morning than later in the day.

## **9.8 The Role of Attributes and Goals in Branded Product Choices**

**Room: Balboa C (2nd Floor)**

**Chair:** Chadwick Miller, Washington State University, USA

**1. Color Lightness Shapes Hierarchy: When Darker Comes First**

Myungjin Chung, University of Texas at Arlington, USA\*

Ritesh Saini, University of Texas at Arlington, USA

Five studies demonstrate that color lightness is perceptually associated with inter-item hierarchy. Specifically, consumers associate higher (lower) hierarchy items with darker (lighter) colors. This leads to greater preference for product bundles that possess this color-hierarchy congruency. This is not an automatic perceptual response. In contrast, consumer's need-for-structure drives this effect.

**2. Can Packaging Color Influence Consumers' Willingness to Pay? Evidences of the Au Naturel-Colored Packaging Effect**

Veronica Marozzo, University of Calabria, Italy\*

Maria Antonietta Raimondo, University of Calabria, Italy

Gaetano Miceli, University of Calabria, Italy

This paper introduces the concept of Au Naturel Color and investigates the relationship between packaging color and consumers' willingness to pay. The results show that au naturel-colored packaging increases consumers' willingness to pay through an emotion-based mechanism and that product category and cognitive load moderate this relationship.

**3. Work with Me or for Me: The Effect of Implicit Self-theories and Role of Brands on Product Preference**

Chien-Wei (Wilson) Lin, State University of New York at Oneonta, USA\*

Dipankar Rai, Le Moyne College, USA

Four studies show that consumers' implicit theories of personality interact with brand roles and influence their preference. Specifically, incremental (entity) theorists prefer a brand that portrays as a partner (servant) more since it fits their learning (performance) goal orientation. This effect is moderated by task difficulty.

**4. Repositioning via Abstraction**

Jonathan Lee, University of La Verne, USA

Heungsun Hwang, McGill University, Canada

An Tran, University of La Verne, USA\*

Repositioning is the strategic process that is motivated by a perceived discrepancy between a brand's current and intended position. We propose an abstraction framework for repositioning based on construal level theory, arguing that abstraction can offer more effective strategic options compared to an attribute-based positioning.

## 9.9 Control and Impulsivity in Shopping Choices

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Hristina Nikolova, Boston College, USA

### 1. Less Choosing, More Doing! Procedural Control Inoculates Against the Allure of More Choice

Linda Hagen, University of Southern California, USA\*

Katherine Burson, University of Michigan, USA

Abundant literature reports a preference for large over small assortments. We reveal that this preference for more choice is driven by a desire for control, and as a result, granting consumers procedural control through co-production eliminates the lure of large assortments. This interactive effect is mediated by perceived control.

### 2. The Rise of the Impulsive Shopper: The Case of the Amazon Dash Button

Maya Farah, Lebanese American University, Lebanon\*

Zahy Ramadan, Lebanese American University, Lebanon\*

The Amazon Dash Button technology allows customers to remotely reorder products by the mere press of a button. To investigate the impact of this tech disruption on the consumer journey, a survey was completed by 630 U.S. Dash Button users. The findings show that its usage significantly affects shopping impulsiveness.

### 3. The Influence of Virtual versus Actual Identity on Impulsive Consumption

Chia-Wei Joy Lin, University of Tennessee at Chattanooga, USA\*

Yinlong Zhang, University of Texas at San Antonio, USA

Lawrence Feick, University of Pittsburgh, USA

We proposed that when virtual identity is accessible as compared to the actual identity, consumers tend to be more impulsive. This is because virtual identity is associated with multiple possible selves which tend to induce identity conflict and self-control resource depletion. Four studies confirm our hypotheses.

### 4. "Trendy" or "Timeless"? The Effect of Need for Uniqueness and Pressure on Choice

Susan Calderon, IE University, Spain\*

Antonios Stamatogiannakis, IE University, Spain

Dilney Gonçalves, IE University, Spain

Need for uniqueness (NFU) and pressure interact to affect choices between timeless and trendy products, through reliance on different information. High-NFU consumers under high (vs. low) pressure focus more on the benefit of uniqueness duration (vs. a “trendy is unique” intuition). Thus, they tend to choose timeless (vs. trendy) products.

## **9.10 On Enhancing the Effectiveness of Prosocial Messaging**

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Colleen Bee, Oregon State University, USA

### ***1. Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance***

Jingjing Ma, Peking University, China\*

Kent Grayson, Northwestern University, USA

David Gal, University of Illinois at Chicago, USA

To increase acceptance of threatening messages, specifically threatening public service announcements, past research has attempted either to reduce individuals' experience of threat through self-affirmation or to elevate individuals' mood. Through three lab studies and one field study, we identify conditions under which each is more effective and explore the mechanism.

### ***2. A Case for Low Power: Self versus Response Efficacy in Health Persuasion***

Meng-Hua Hsieh, Pennsylvania State University-Harrisburg, USA\*

Chethana Achar, University of Washington, USA

Nidhi Agrawal, University of Washington, USA

This research investigates what types of health appeals persuade individuals with low (vs. high) power mindsets. Across different health scenarios, we show that self (vs. response) efficacy messages are less effective among low (vs. high) power individuals. Skepticism among low (vs. high) power individuals is the underlying novel process.

### ***3. The Asymmetric Effect of a Firm's Invested Effort in the CSR Campaign***

Taehoon Park, University of South Carolina, USA\*

Elise Chandon Ince, University of South Carolina, USA

Anastasiya Pocheptsova Ghosh, University of Arizona, USA

This research investigates a new moderator of the Corporate Social Responsibility (CSR) - Corporate Social Irresponsibility (CSI) relationship. We propose that the firm's invested effort in the CSR campaign reduces consumers' suspicion of its ulterior motive, which, in turn, improves firm's evaluation, but only when the CSR precedes the CSI.

### ***4. More Harm is Less Dangerous***

Monica Wadhwa, INSEAD, Singapore\*

Mustafa Karatas, Koc University, Turkey

People are less likely to adopt preventive actions when they are informed of two equally threatening and likely health risks, compared with when they are informed of one of the two risks. This happens because a single health risk can be more vividly imagined compared with multiple health risks.

## **9.11 New Insights into Product Evaluations**

**Room: Cortez Hill C (3rd Floor)**

**Chair:** Ata Jami, Northwestern University, USA

### ***1. Effects of Age on Taste Perceptions in a Food Service Context***

Amanda Yanim, NEOMA Business School, France\*

JoAndrea Hoegg, University of British Columbia, Canada

Darren Dahl, University of British Columbia, Canada

Adilson Borges, NEOMA Business School, France

According to age-stereotype literature, older people are perceived inefficient, and slow. Having old employees, therefore, can decrease customer satisfaction. Five studies show that in food domain, having an older employee increase taste perceptions. We show age effect is driven by two beliefs: “slow food is good” and “Grandma knows best.”

### ***2. Form, Function, and Fluency: Surprising Effects of Product Presentation (Dis)fluency on Attribute Evaluations***

James Mourey, DePaul University, USA\*

Aparna Labroo, Northwestern University, USA

Metacognitive fluency stemming from product presentation affects evaluations. Contrary to prior theorizing (e.g., contrast effects), sequential presentation of heterogeneous products (e.g., utilitarian and hedonic products) attenuates attribute evaluations via disfluency whereas sequential presentation of homogeneous products (e.g., all utilitarian v. all hedonic products) yields more extreme evaluations via fluency.

### ***3. Please do Interrupt, but Nicely! The Effect of Positive and Negative Interruptions on Product Evaluation and Choice***

Ankur Kapoor, Indian Institute of Management, India\*

Arvind Sahay, Indian Institute of Management, India\*

This research studies the affective consequences of interruptions on evaluation and choice. Six studies demonstrate that positive (negative) interruptions lead to unfavourable (favourable) evaluation and lower (higher) choice of pre-interruption products; but favourable (unfavourable) evaluation and higher (lower) choice of post-interruption products. Relevant mediation and moderation effects are also found.

### ***4. Value of Weighty Products: The Influence of Haptic Weight on Product Evaluations***

Ata Jami, University of Central Florida, USA\*

Maryam Kouchaki, Northwestern University, USA

People perceive a heavy product to be more valuable than a light one even when the weight is not diagnostic or relevant to the evaluation. This is because experiencing a product's relative heaviness activates positive affective reaction toward the product which subsequently enhances its perceived value.

## 9.12 Old Biases, New Paradoxes

**Room:** Hillcrest A (3rd Floor)

**Chair:** Jungkun Park, Hanyang University, South Korea

### **1. Why Privacy Is Only Salient When Not Making Actual Decisions: How Congruency Drives the Privacy Paradox**

Joris Demmers, University of Amsterdam, Netherlands\*

Alfred Zerres, University of Amsterdam, Netherlands

Willemijn van Dolen, University of Amsterdam, Netherlands

In four studies, we provide a novel congruency-based explanation for the privacy paradox by demonstrating that privacy preferences are dependent on the interaction of the diverging mindsets in different preference construction conditions and the structural psychological distance pattern of benefits and costs in typical disclosure decisions situations.

### **2. The Friend-Number Paradox**

Kao Si, The Chinese University of Hong Kong\*

Xianchi Dai, The Chinese University of Hong Kong

Robert Wyer, The Chinese University of Hong Kong

We show that individuals expect others to be more likely to make friends with them when they have a larger versus smaller number of friends. Others, however, exhibit preferences that are diametrically opposed to this intuitive expectation. We coin it the friend-number paradox and study its underlying mechanism.

### **3. Unbearable Lightness of Shaky Inferences: When Misused Product Inference is Detrimental to Verified Product Hypotheses**

Rui Chen, University of Georgia, USA\*

Marcus Cunha Jr., University of Georgia, USA

Three experiments document an under-studied pattern of hypothesis-testing bias in which diagnosticity of inferred evidence overrides certainty of observed evidence when two product hypotheses are pitted against each other. The findings expand our understanding about the processes consumers use to integrate evidence in support of product hypotheses.

### **4. From Strong Uncertainty-Loathing to Strong Uncertainty-Loving**

Luxi Shen, Chinese University of Hong Kong, China\*

We propose a theoretical framework and present empirical evidence to reconcile two starkly contradictory findings in the literature: extreme uncertainty-loathing by Gneezy et al. (2006) and extreme uncertainty-loving by Shen et al. (2015).

## 9.13 Taste Distinctions and Constraints

**Room:** Hillcrest B (3rd Floor)

**Chair:** Sydney Scott, Washington University, USA

### 1. Cultural Capital and Taste Distinctions in Urban India

Tanuka Ghoshal, Indian School of Business, India\*

Rishtee Batra, Indian School of Business, India

Russell Belk, York University, Canada

We revisit Holt's (1998) dimensions of taste, as we study different consumption contexts among high and low cultural capital women in India. We suggest that differences in tastes and consumption can be understood through a modified framework of cultural capital, which takes into account hierarchy, empowerment, and economic capital.

### 2. Tasteful Work: The Emergence of an Aesthetic Category

Pierre-Yann Dolbec, Concordia University, Canada\*

I investigate how the everyday actions carried out by a multitude of market actors lead to the emergence of a market category in the contemporary menswear market. I identify four types of institutional work—bridging work, curation work, support work, and circumscribing work—that underlie the emergence of an aesthetic category.

### 3. Tra il Dire e il Fare c'è di Mezzo il Mare\*: An Investigation Into the Ethical Purchasing Gap \*Italian Proverb: Between Saying and Doing is Half a Sea

Andreas Plank, University of Innsbruck, Austria\*

Comparing self-reported intentions and observed actual behavior this study contributes to our understanding of the ethical purchasing gap. Consumers who don't walk their talk are more price sensitive, exhibit more inertia in purchasing behavior, and have a lower income than consumers with consistent Fair Trade purchasing intentions and purchasing behavior.

### 4. European Consumers and their Persistent Resilience in the Face of Austerity

Deirdre O'Loughlin, University of Limerick, Ireland\*

Morven G McEachern, University of Huddersfield, UK

Isabelle Szmigin, University of Birmingham, UK

Kalipso Karantinou, Athens University of Economics and Business, Greece

Belem Barbosa, University of Aveiro, Portugal

Maria Eugenia Fernández Moya, CUNEF, Spain

Grigorio Lamprinakos, Athens University of Economics and Business, Greece

We build upon recent spatial research to deepen the exploration of persistence resilience within modern consumption contexts of austerity. In-depth interviews with 38 consumers from six European countries revealed self-efficacy, creativity and community as key themes related to persistent resilience, activated in response to severe and sustained austerity.

**Break**

**4:35pm - 4:50pm**

**SESSION X**

**4:50pm - 6:05pm**

**Workshop: Field Studies and Increasing Experimental Realism**

**Room: Golden Hill A/B (3rd Floor)**

**Co-chairs:** On Amir, University of California San Diego, USA

Leonard Lee, National University of Singapore, Singapore

Andrea Morales, Arizona State University, USA

This workshop session is designed to teach researchers how to conduct field experiments. The participants will discuss their recent JCR tutorial on field experiments that provides insight into best practices for conducting experimentation in the field. The session will also discuss ways to increase realism in lab experiments.

**Roundtable: Expanding the Horizons of Videographic Consumer Research**

**Room: Old Town A/B (2nd Floor)**

**Co-chairs:** Joonas Rokka, EMLYON Business School, France

Marylouise Caldwell, University of Sydney, Australia

**Participants:**

Russell Belk, York University, Canada

Robert Kozinets, University of Southern California, USA

Brownlie Douglas, University of Dundee, UK

Paul Henry, University of Sydney, Australia

Joel Hietanen, Aalto University, Finland

Eric Li, University of British Columbia, USA

Jacob Ostberg, Stockholm Business School, Sweden

John Schouten, University of St. John, Canada

Baptiste Cléret, University of Rouen, France

Anastasia Seregina, Aalto University, Finland

The purpose of this roundtable is to map out and explore the future directions for videography in consumer research. While only limited ontological, epistemological and methodological accounts readily exist to assist videographers, this session intends to explore potential new pathways for video-based theorizing and the production of consumer research knowledge.

## **10.1 It is All in the Pitch: New Insights into How the Framing of a Charitable Appeal Influences Giving**

**Room: Seaport H (2nd Floor)**

**Chair:** Anthony Salerno, University of Cincinnati, USA

### ***1. Charitable Giving to Teachers with the Same Name: An Implicit Egotism Field Experiment***

Kurt Munz, New York University, USA\*

Minah Jung, New York University, USA

Adam Alter, New York University, USA

In a randomized email field experiment with DonorsChoose.org (N = 30,302), donors who shared a surname with a teacher were more likely to open, click, donate, and donated more to the teacher's classroom. Different-surname donors were also more generous when they shared a first-letter with the requesting teacher.

### ***2. Giving to Versus on Behalf of: Charitable Gift Requests Lead to Less Generous Giving***

Adriana Samper, Arizona State University, USA\*

Cindy Chan, University of Toronto, Canada

Ryan Hamilton, Emory University, USA

Gift registries increasingly request charitable donations, providing a new avenue for prosocial behavior. We find that gift givers give less money when giving on behalf of an individual versus to that individual even though such registries explicitly denote the contribution as a gift to the recipient.

### ***3. "You Saved a Life": How Past Donation Use Increases Donor Reactivation via Impact and Warm Glow***

Edlira Shehu, University of Southern Denmark, Denmark

Michel Clement, Universität Hamburg, Germany

Karen Winterich, Pennsylvania State University, USA\*

Ann-Christin Langmaack, Universität Hamburg, Germany

This research investigates how past donation use influences reactivation behavior. In a field experiment with the German Red Cross, we show the positive effect of appeals based on past donation use on reactivation. We show that this effect is transmitted through a serial mediation via donation impact and warm glow.

### ***4. Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior***

Tatiana Fajardo, Florida State University, USA

Anthony Salerno, University of Cincinnati, USA\*

This research investigates the effect of negative emotions on donation behavior depending on the type of charitable appeal used by the charity. Four studies show that anger (sadness) encourages donations when the charitable appeal emphasizes the prevention (treatment) of the charity's cause.

## 10.2 The Time of Our Lives: Examining Utility from Experiential Consumption Over Time

**Room: Hillcrest C/D (3rd Floor)**

**Co-chairs:** Gabriela Tonietto, Washington University in St. Louis, USA

Alixandra Barasch, New York University, USA

### **1. The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience**

Joseph Goodman, The Ohio State University, USA\*

Selin Malkoc, The Ohio State University, USA

Mosi Rosenboim, Ben Gurion University, Israel

There are many consequences to consuming material and experiential purchase, but little is known about consumers' impatience towards such purchases. The authors propose that consumers are more impatient towards experiential purchases compared to material purchases of equivalent value and that this difference is driven by the number of consumption episodes.

### **2. Underappreciating the Thrill of the Familiar**

Ed O'Brien, University of Chicago, USA\*

Michael Kardas, University of Chicago, USA

Five studies show that repeated experiences are surprisingly enjoyable: re-visiting a museum exhibit, re-playing a game, re-watching a video, and re-examining a collage proved much more enjoyable than people predicted. When contemplating future experiences, people may overweight novelty based on a mistaken intuition about the value remaining in the familiar.

### **3. The Influence of Creating Event Markers on Experienced Time and Enjoyment**

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

Alixandra Barasch, New York University, USA

We study the effects of creating event markers, or generating content about an experience (e.g., texting, writing notes), as that experience unfolds. Four studies demonstrate that creating temporal markers increases engagement with the experience, leads time to be perceived as passing more quickly, and ultimately increases enjoyment.

### **4. Compromised Experiences, Compromised Relationships**

Ximena Garcia-Rada, Harvard University, USA\*

Michael Norton, Harvard University, USA

Rebecca Ratner, University of Maryland, USA

Using laboratory studies and archival data, we explore how consumers in relationships make decisions for shared experiences. Some consumers appear to compromise the quality of an experience in order to share that experience with a co-consumer, and these choices may serve as investments in future relationship satisfaction.

## **10.3 To Be, or Not to Be (Me)? Role of Identity in Creating Custom Products**

**Room: La Jolla A/B (2nd Floor)**

**Chair:** Jennifer K. Lee, University of Southern California, USA

### ***1. Making Meaning: How Consumers Build their Identity into Their Own Creative Outcomes***

Kelly B. Herd, University of Connecticut, USA\*

Page Moreau, University of Wisconsin - Madison, USA

Across three studies, we test how identity activation and input constraints influence consumers' assessments of their own creations. Ironically, we find that while identity may motivate creative behavior, activating a familiar identity can lead consumers to generate familiar ideas. Constraints, however, lead to more effortful search and meaningful outcomes.

### ***2. Being Unique Makes Us Similar: How Example Designs and Their Creators Influence How We Customize***

Jennifer K. Lee, University of Southern California, USA\*

Kristin Diehl, University of Southern California, USA

Lisa A. Cavanaugh, University of British Columbia, Canada

Consumers often exhibit choice similarity with close others. However, we find the opposite when customizing products. When consumers encounter close others' customized products, they perceive that others expressed uniqueness and that they, too, should express uniqueness. Hence, consumers make choices that are dissimilar rather than similar to close others' choices.

### ***3. When "Valentino" Gets Personal: Is Customization the New Luxury?***

Silke Hieke, Vienna University of Economics and Business, Austria\*

Page Moreau, University of Wisconsin - Madison, USA

Martin Schreier, Vienna University of Economics and Business, Austria\*

Extant research posits various positive effects of self-customization in the non-luxury sector due to consumers' self-integration during the design process. However, with luxury-fashion, consumers value the designer's identity (designer-essence) integrated into the designed product. Three studies show beneficial and detrimental effects of integrating self- vs. designer-essence in customizable luxury-fashion products.

### ***4. How Cultural Identity Drives the Effectiveness of Mass Customization***

Emanuel de Bellis, University of St. Gallen, Switzerland

Christian Hildebrand, University of Geneva, Switzerland\*

Kenichi Ito, Nanyang Technological University, Singapore

Andreas Herrmann, University of St. Gallen, Switzerland

Bernd Schmitt, Columbia University, USA

Mass customization is globally widespread, but most interfaces were developed for Western consumers who process information analytically. A large-scale field study and three cross-cultural experiments show that a congruence between the interface and consumers' culture-specific processing style increases their mental simulation of and their satisfaction with the configured product.

## 10.4 Judgment Effects on Food and Health Choices

**Room: Gaslamp A/B (2nd Floor)**

**Chair:** Lilian Carvalho, Saint Paul Escola de Negocios, Brazil

### **1. Presenting Health Information: The Influence of Attribute and Numerical Framing on Health Risk Perception**

Silvia Heideker, University of Erlangen-Nürnberg, Germany\*

Martina Steul-Fischer, University of Erlangen-Nürnberg, Germany

We analyze the influence of attribute and numerical framing on health risk perception. In two studies, we show that negative attribute frames increase health risk perception. Numerical framing for high relative frequency and numerical presentation moderates this effect. Health risk perception increases purchase intention.

### **2. Pathogen Fear and the Familiar**

Chelsea Galoni, Northwestern University, USA\*

Gregory S. Carpenter, Northwestern University, USA

Hayagreeva Rao, Stanford University, USA

Motivated by theories of contagion and emotion, we demonstrate an asymmetric effect of pathogen presence on demand. Using CDC and Google FluTrends data, we estimate weekly pathogen density by state. We use this index alongside state-level retail scanner data to demonstrate differences in purchasing patterns for familiar and non-familiar products.

### **3. Behavioral Disinhibition: A Unitary Framework to Account for Self-Licensing and Consistency Effects in Goal Accessibility and Consumer Choice**

Bob Fennis, University of Groningen, The Netherlands

Justina Gineikiene, ISM University of Management and Economics, Lithuania\*

We show that behavioral disinhibition drives both self-licensing and its antipode, consistency, in judgment and choice. Three studies demonstrate that disinhibition predicted reward-seeking, affected the salience of an enjoyment vs. health goal, and predicted licensing vs. consistency following exposure to a healthy option.

### **4. Choosing Unhealthy to Appear Warm: How Consumers Signal Personality Traits via Food Choice**

Marija Grishin, University of Kansas, USA\*

Jessica Yixin Li, University of Kansas, USA

Jenny G. Olson, Indiana University, USA

Surendra N. Singh, University of Kansas, USA

We test the novel proposition that impression management goals within warmth and competence have differential effects on consumers' food choice. Results reveal observer effects, where unhealthy food choice increases perceptions of the chooser's warmth, and actor effects, where motivation to appear warm significantly increases the likelihood of choosing unhealthy foods.

## **10.5 It's Not What You Say, It's How You Say It: New Effects of Choice Elicitation Modes on Decision Outcomes**

**Room:** Gaslamp C/D (2nd Floor)

**Chair:** Gia Nardini, University of Denver, USA

### **1. Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers' Subjective Experience of Difficulty**

Yonat Zwebner, University of Pennsylvania, USA\*

Rom Schrift, University of Pennsylvania, USA

This research examines how two prominent preference-elicitation modes (choice and rank-ordering) impact consumers' subjective experience of difficulty. Although one would expect a ranking procedure to elicit greater difficulty, we consistently find that consumers experience greater difficulty when asked to choose. We validate an option-attachment account as the underlying mechanism.

### **2. When Simplified Choices Backfire: The Role of a Maximizing Mindset**

Gia Nardini, University of Denver, USA\*

Aner Sela, University of Florida, USA

Simplifying the decision process often gives people the freedom to choose without causing choice overload. However, we propose that simplified choice processes may activate a maximizing mindset, which increases people's desire to find better options and decreases their choice satisfaction. Consequently, choice simplification can backfire by decreasing purchase likelihood.

### **3. The Effect of Stated Preference on Subsequent Revealed Preference**

Coby Morvinski, Interdisciplinary Center Herzliya, Israel\*

Silvia Saccardo, Carnegie Mellon University, USA

On Amir, University of California San Diego, USA

A series of experiments involving consequential decisions demonstrate consumer preference instability where the mere act of stating one's WTA in writing influences subsequent behavior. Individuals who state their desired compensation for a task they had just performed, take a much higher compensation than those who do not.

### **4. Drivers of Sequential Shortlist Decisions**

Wendy Liu, University of California San Diego, USA\*

Itamar Simonson, Stanford University, USA

In a choice involving many options, people often make a shortlist. Further, options are often added to the shortlist sequentially. We investigate the drivers of sequential shortlist decisions. We find support for the theoretical model proposed by Hauser and Wernerfelt (1990), but also novel psychological insights to refine the model.

## 10.6 Word of Mouth: Face to Face and Online

**Room: Balboa A (2nd Floor)**

**Chair:** Shikha Upadhyaya, California State University at Los Angeles, USA

### **1. Online Chameleons: The effects of Stylistic Mimicry of Nonverbal Cues on Consumer-Brand Interactions Online**

Fatima Hajjat, Ithaca College, USA\*

Elizabeth Miller, University of Massachusetts, USA

We examine effects of online mimicry on consumer-brand relationships. Across three experiments, we find that consumers interacting with customer service employees report more positive attitudes towards the employee/brand when emoji-usage is mimicked, but more negative attitudes when punctuation is mimicked. Perceptions of rudeness (i.e., flaming) help explain when mimicry backfires.

### **2. Unsustainable Luxury and Negative Word-Of-Mouth: The Role of Shame and Consumers' Cultural Orientation**

Cesare Amatulli, University of Bari, Italy\*

Matteo De Angelis, LUISS Guido Carli University, Italy\*

Giovanni Pino, University of Salento, Italy

Gianluigi Guido, University of Salento, Italy

This research shows that messages describing unsustainable versus sustainable luxury products elicit anticipated shame, which, in turn, leads to negative word-of-mouth about that product's manufacturer. Our results demonstrate that shame induced by messages featuring unsustainable luxury manufacturing practices increases (decreases) negative word-of-mouth for consumers with a collectivistic (individualistic) cultural orientation.

### **3. How Consumption Experience Valence and Perceived Assortment Size Interact to Shape Word-of-Mouth Sharing**

Matteo De Angelis, Luiss University, Italy\*

David Dubois, INSEAD, France

Gregory Carpenter, Northwestern University, USA

Michele Costabile, Luiss University, Italy

We propose that consumers are more likely to share positive (negative) experiences with others after choosing from assortments perceived as larger (smaller). Four experiment provide evidence for the effect and the underlying role of consumers' feelings of pride resulting from the interaction between consumption experience valence and perceived assortment size.

### **4. Word of Mouth as Compensatory Consumer Behavior: Can Talking about Brands Restore Consumers' Self-Concepts after Self-Threat?**

Christina Saenger, Youngstown State University, USA\*

Veronica Thomas, Towson University, USA\*

Dora Bock, Auburn University, USA

This research shows that following self-threat, consumers' self-concepts can be restored by spreading word of mouth (WOM) about a brand that is symbolically congruent with the threat domain. Psychological discomfort is shown to mediate this relationship and self-esteem serves as a moderator.

## **10.7 Choosing How to Choose: New Perspectives on Information Avoidance and Disclosure for Consumer Decision Making**

**Room: Balboa B (2nd Floor)**

**Co-chairs:** Kaitlin Woolley, University of Chicago, USA

Jane Risen, University of Chicago, USA

### **1. Delegating Decisions: Recruiting Others to Make Choices We Might Regret**

Mary Steffel, Northeastern University, USA\*

Elanor F. Williams, Indiana University, USA

Consumers typically prefer freedom of choice, but when facing choices they might regret, they delegate. People delegate difficult choices to avoid responsibility for choosing badly, regardless of choice importance and their surrogate's expertise. They prefer delegation to deferral if options are appealing, making them less prone to walking away empty-handed.

### **2. Avoiding Information to Protect a Strong Intuitive Preference**

Kaitlin Woolley, University of Chicago, USA\*

Jane Risen, University of Chicago, USA

Across five experiments, we find that consumers avoid information that could encourage a financially-rational or future-oriented decision in order to make it easier to follow their intuitive preference. Although consumers avoid information when facing an intuitive-deliberative conflict, they use the information when it is provided.

### **3. Disclosure and the Dog That Didn't Bark: Consumers Are Too Forgiving of Missing Information**

Sunita Sah, Cornell University, USA\*

Daniel Read, Warwick Business School, UK

Krishna Savani, Nanyang Business School, Singapore

Service providers can often choose to provide or withhold information about the quality of their service. If they withhold information, consumers can infer poor quality. We find that (mock) doctors advertising their services withhold information, but consumers fail to draw the correct inferences from the withheld information.

### **4. Graphic Warning Labels Curb Purchasing of Sugar-Sweetened Beverages**

Grant E. Donnelly, Harvard University, USA\*

Laura Y Zatz, Harvard University, USA

Daniel A. Svirsky, Harvard University, USA

Leslie K. John, Harvard University, USA

A field experiment in a hospital cafeteria tested the impact of calorie labels, text warning labels, and graphic warning labels on the share of drinks purchased that were sugar-sweetened beverages (SSBs). Graphic warning labels reduced the share of SSBs purchased by 14 percent ( $p < 0.01$ ).

## **10.8 Encouraging Pro-environmental Choices Among Consumers**

**Room:** Balboa C (2nd Floor)

**Chair:** Pielah Kim, Philadelphia University, USA

### ***1. Consumer Underestimation of Energy Use and Greenhouse Gas Emissions Associated with Food***

Adrian Camilleri, RMIT University, Australia\*

Shajuti Hossain, Duke University, USA

Dalia Patino-Echeverri, Duke University, USA

Richard Larrick, Duke University, USA

Although food production and transportation is a major source of energy use and greenhouse gas emissions, we find that consumers underestimate these impacts, and underestimate them significantly more than for appliances. However, a carbon footprint label can nudge consumers - particularly those who are pro-environmental - towards lower impact foods.

### ***2. Optionally Green: The Role of Green Attribute Optionality in Influencing Performance Evaluations***

Bryan Usrey, Leeds University, UK\*

Charalampos Saridakis, Leeds University, UK

Dayananda Palihawadana, Leeds University, UK

Aristeidis Theotokis, Leeds University, UK

Extending past literature on innovation and choice architecture, we find that green attribute optionality enhances performance evaluations when the attribute represents an opt-in default policy. Moreover, we explore the moderating variable of cognitive style and the mediating mechanism of green product typicality.

### ***3. A Carbon Price by Another Name May Seem Sweeter: Consumers Prefer Upstream Offsets to Equivalent Downstream Taxes***

David Hardisty, University of British Columbia, Canada\*

Alec Beal, University of British Columbia, Canada

Ruben Lubowski, Environmental Defense Fund, USA

Annie Petsonk, Environmental Defense Fund, USA

Rainer Romero-Canyas, Environmental Defense Fund, USA

In three studies examining U.S. consumer preferences in the airline industry, we find that consumers respond significantly more favorably to "upstream" offsets than to other frames such as "downstream" taxes. Furthermore, these framing differences are moderated by political ideology, such that Republicans show a particular distaste for downstream taxes.

### ***4. The Chill of the Moment: Emotions and Pro-environmental Behavior***

Daniel Schwartz, University of Chile, Chile\*

George Loewenstein, Carnegie Mellon University, USA

We examine the impact of affective ads about global warming after a delay. We found that once emotions cooled-off, there are no differences in pro-environmental behavior between affective and non-affective ads. Cautioning that emotions cool-off is not effective, unless people provide a non-binding commitment just after watching the affective ad.

## **10.9 Market Evolution and Resistance**

**Room:** Cortez Hill A (3rd Floor)

**Chair:** Beth DuFault, State University of New York at Albany, USA

### ***1. Market Memory***

Dolbec Pierre-Yann, Concordia University, Canada\*

Do markets ‘remember’? Based on an extensive archival dataset and leveraging work in institutional theory and on collective memory, I propose three types of memory work (memory creation, memory maintenance, and memory shaping) and that the memories of different markets are closely linked. I discuss implications for market dynamics.

### ***2. When High Failure, Risky Technology Leads to Market Expansion: The Case of the Fertility Services Market***

Laetitia Mimoun, HEC Paris, France\*

Lez Trujillo Torres, University of Illinois at Chicago, USA

Francesca Sobande, University of Dundee, UK

This paper explores how risky innovation in the fertility services market impacts legitimization dynamics and marketing expansion. We find that despite high failure, risky technology supported by scientific legitimacy leads to an expansion, rather than contraction, in consumer segments. These findings contribute to the risk, legitimacy, and services literatures.

### ***3. In Ones and Zeroes We Trust?: Money, Religion & Bitcoin***

Mariam Humayun, York University, Canada\*

Russell Belk, York University, Canada

In this paper, we explore the interconnected nature of money and religiosity through the context of the cryptocurrency, Bitcoin. Based on consumer narratives from interviews, archival data, participant observation and a netnography, we analyze how consumers employ discourses of religiosity and faith to unite a heterogeneous community.

### ***4. Rightist Resistance to the Market***

Marine Cambefort, Université de Strasbourg, France\*

Fabien Pecot, University of York, UK\*

Most resistance paradigms rely on critical theory and postmodern perspective, providing little insights on the influence of rightist ideology in resistant behaviors. This conceptual paper justifies the need for a paradigmatic update, characterizes conservative and right-wing resistance to the market in an integrative theoretical framework for consumer resistance.

## **10.10 Inferences About Human Agency for Brands and Marketing Messages**

**Room:** Cortez Hill B (3rd Floor)

**Chair:** Lura Forcum, Clemson University, USA

### **1. "That's Embarrassing!" Effects of Brand Anthropomorphism on Intimate Disclosure**

Anaïs Gretry, Radboud University Nijmegen, The Netherlands\*

Csilla Horvath, Radboud University Nijmegen, The Netherlands

Nina Belei, Radboud University Nijmegen, The Netherlands\*

We investigate how brand anthropomorphism impacts consumers' disclosure of intimate information to brands. Three experiments demonstrate that brand anthropomorphism decreases intimate self-disclosure. This effect occurs because anthropomorphized brands are perceived as capable of evaluating others, which increases consumers' embarrassment when self-disclosing. Indirect questioning moderates the effect of anthropomorphism on self-disclosure.

### **2. Brand Hypocrisy from a Consumer Perspective: Scale Development and Validation**

Amélie Guèvremont, Université du Québec à Montréal, Canada\*

This research conceptualizes brand hypocrisy from a consumer perspective. A multiphase process generates a 12-item brand hypocrisy scale with four dimensions (image, mission, message, and social hypocrisy). Content, discriminant and predictive validity are supported. Findings enrich the understanding of negative brand-related inferences and conceptualize an understudied but increasingly relevant judgment.

### **3. Minds that Don't Matter: Attributing Minds to Brands Decreases Empathy for People**

Lura Forcum, Clemson University, USA\*

Social media interactions with brands causes consumers to attribute human minds to them. When brands are perceived to have minds, we theorize and show that it dampens individuals' perception of human minds (i.e., empathy for others). We contribute to the mind attribution and brand anthropomorphism literatures, and consider societal implications.

### **4. Praise for Blame: Consumer Inferences Following Cause Marketing**

Brandon Reich, University of Oregon, USA\*

Troy Campbell, University of Oregon, USA

Robert Madrigal, California State University at Chico, USA

Consumers may infer implicit blame in response to cause-related marketing (CRM). The extent to which these inferences of implicit blame fit consumers' own blame for the issue determine praise for the company. A pilot study and three follow-up studies show these effects across two CRM contexts.

## **10.11 You Are What You Own: Ownership in Consumer Behavior**

**Room:** Cortez Hill C (3rd Floor)

**Chair:** Amit Bhattacharjee, Erasmus University, The Netherlands

### ***1. Increasing Incentive Effectiveness by Linking the Incentive to a Source the Consumer Paid Into***

Zoe Y. Lu, University of Wisconsin - Madison, USA\*

Robin Tanner, University of Wisconsin - Madison, USA

Kurt Carlson, College of William and Mary, USA

This work examines the role of psychological ownership in incentive design. Three experiments demonstrate that incentives designed to encourage purchase are more effective if consumers feel ownership over the money used to fund the incentive. Differences between incentives contingent on purchase, and windfall incentives, are discussed.

### ***2. The Name Game: How Naming Promotes Effects Beneficial to Marketers***

Jennifer Stoner, University of North Dakota, USA\*

Barbara Loken, University of Minnesota, USA

Ashley Stadler Blank, University of St. Thomas, USA

This research finds that when consumers are induced to name an ordinary object, their naming of it increases liking, purchase intentions, and valuation. The marketing benefits occurred for both online photographs and an actual product. Perceptions of ownership of the object were found to mediate changes in attitudes toward it.

### ***3. When and How Consumers Defend Their Psychological Possessions***

Colleen Kirk, New York Institute of Technology, USA\*

Joann Peck, University of Wisconsin - Madison, USA

Scott Swain, Clemson University, USA

We show that consumers may respond territorially when they feel high psychological ownership of a target and receive signals of another individual's psychological ownership of the same target. This effect is attenuated when others ask permission or the consumer fails to signal ownership, and intensified in consumers high in narcissism.

### ***4. Possession Substitutability: Identity and Usage of Rented (Versus Owned) Products***

Liad Weiss, University of Wisconsin - Madison, USA\*

Despite availability of good rental options, many consumers prefer to haul or ship their gear for gear-requiring activities (e.g., skiing). Across six studies, centrality of identity (e.g., skier) decreased renting by rendering a possession (e.g., skis) more "me" and thus unsubstitutable, but increased renting when possession "me-ness" was not affected.

## 10.12 How Resource Scarcity Affects Us

**Room:** Hillcrest A (3rd Floor)

**Chair:** Eesha Sharma, Dartmouth University, USA

### **1. Countdown or Countup: Effect of Direction of Time-keeping on Resource Deficiency and Related Downstream Preferences**

Sanjeev Tripathi, IIM Indore, India\*

Ankur Kapoor, IIM Ahmedabad, India\*

This research studies the impact of direction of time-keeping on resource deficiency perception and related downstream preferences. Through four studies, we infer that downward (upward) time-keeping leads to higher (lower) resource deficiency perception, as manifested in higher (lower) preference for calorie-rich foods, higher (lower) risk-aversion and lower (higher) helping intentions.

### **2. Those Who Have Financial Restrictions Cannot Buy but Can Save Time: I Have to do Everything by Myself BUT with One Product Fits it All**

Gülen Sarial Abi, Bocconi University, Italy\*

Zeynep Gürhan Canli, Koc University, Turkey

How do people who have financial restrictions perceive time? We demonstrate that those who have financial restrictions perceive the time as being restricted and they save time by purchasing and using multi-purpose products.

### **3. Lacking a Resource of Being One: Money Scarcity versus Time Scarcity Differentially Shape Self-value and Product Judgments**

Jane So, University of Washington, USA\*

Nidhi Agrawal, University of Washington, USA

This research shows that feelings of money (vs. time) scarcity can lead to different levels of self-deservingness. When individuals are feeling money (vs. time) scarcity, people make negative (vs. positive) self-inferences. The difference in the self-inferences subsequently affect individuals' perceptions of deservingness.

### **4. Preference Refinement After a Budget Contraction**

Gretchen Ross, Pennsylvania State University, USA\*

Kurt Carlson, College of William and Mary, USA

Margaret Meloy, Pennsylvania State University, USA

Across seven studies, we show that the trade-offs required to reconcile a budget contraction (of time, money or space) yield preference refinements that persist when the budget re-expands. We rule out anchoring and under-adjustment as a cause and discuss implications for brand loyalty.

## 10.13 Who Am I? Consumers and the Self

**Room: Hillcrest B (3rd Floor)**

**Chair:** Veronica Zixi Jiang, UNSW Sydney, Australia

### **1. Activating Multiple Facets of the Self: How Self-Concept and Brand Personality Can Influence Self-Brand Connections**

Marilyn Giroux, Auckland University of Technology, New Zealand\*

Bianca Grohmann, Concordia University, Canada

The present research shed light on the effect of identity motives on the self-brand connections for different brand personalities. In addition, several factors were examined to see what the optimal conditions for this relationship are and investigate some of the boundary conditions.

### **2. Putting *on a Show or Showing My True Self? Exploring Consumers' Desire to Signal Accurate versus Enhanced Identities***

Daniel Brannon, University of Northern Colorado, USA\*

Naomi Mandel, Arizona State University, USA

Previous research has established that consumers buy products in order to self-enhance. In contrast, we show that situationally activated self-verification (vs. self-enhancement) motives, lead consumers to prefer products that publically signal something accurate about themselves, even when self-views are negative. Further, we examine fear-of-negative-feedback as a boundary condition.

### **3. The Effect of Temporal Distance on Self-Presentation by Brand**

Teck Ming Tan, University of Oulu, Finland\*

Jari Salo, University of Helsinki, Finland

Jouni Juntunen, University of Oulu, Finland

Ashish Kumar, Aalto University, Finland

This paper reveals that a brand's ability to serve as a means of presenting the consumer's actual self versus ideal self is affected by whether the consumer's mindset is temporally proximal or distant, which results in a more favorable attitude toward a symbolic brand and influences the choices consumers make.

### **4. "Mirror Mirror on the Wall, Who is Real of Them All?" - The Role of Augmented Self, Expertise and Personalisation in the Experience with Augmented Reality Mirror**

Ana Javornik, Newcastle University, UK\*

Marta Pizzetti, Università della Svizzera italiana, Switzerland\*

This research calls for studying the concept of self in the context of increasingly popular augmented reality mirrors. We introduce the notion of "augmented self" and demonstrate in two experimental studies how different types of augmentation with virtual make-up impact the consumer's perception of herself and the products.

**JCP AE Meeting**

**4:50pm - 6:05pm**

**Bankers Hill - 3rd Floor**

**JCP ERB Meeting**

**6:05pm - 7:30pm**

**Seaport H - 2nd Floor**

**Saturday Evening Gala**

**8:00pm - 12:00am**

**San Diego Air & Space Museum**

**Buses Departing from Hotel Starting at 7:30pm**

## **Sunday, 29 October, 2017**

**JCR Policy Board Meeting**

**7:30am - 12:30pm**

**Balboa A - 2nd Floor**

**JCR Incoming Editors Meeting**

**10:00am - 12:00pm**

**Balboa B/C - 2nd Floor**

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