



October 27-30, 2016

Wanderlust.

# Preliminary Program

(08/25/2016)

## Program Overview

### Thursday, 27 October 2016

8:00 AM - 5:00 PM	The ACR Doctoral Symposium ( <b>Room: TBA</b> )
12:00pm - 5:00pm	SCP Executive Committee
12:00pm - 5pm	ACR Board Meeting
4:00pm - 6:00pm	Pre-Tenure Workshop ( <b>Berlin C</b> )
5:00pm - 5:45pm	A Leisurely 5K Jogging Tour of Berlin ( <b>Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton</b> )
6:30pm - 8:30pm	Opening Reception ( <b>Grand Hallway &amp; Gallery</b> )

### Friday, 28 October 2016

8.30-5.45pm	Film Festival
8:00am - 9:15am	SESSION I
9:15am - 9:30am	Break
9:30am - 10:45am	SESSION II
10:45am - 11am	Break
11am - 12:15pm	SESSION III
12:15pm - 1:30pm	LUNCH
1:30pm - 2:15pm	Presidential Address
2:15pm - 2:30pm	Break
2:30pm - 3:45pm	SESSION IV
3:45pm - 4:00pm	Break
4:00pm - 5:15pm	SESSION V
3:00pm - 4:30pm	JCR Associate Editors Meeting
4:30pm - 6:30pm	JCR Editorial Review Board Reception and Meeting
6:00pm - 8:00pm	Working Paper Session and Reception

### Saturday, 29 October 2016

7:00am - 7:45am	A Leisurely 5K Jogging Tour of Berlin ( <b>Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton</b> )
8.30-5.45pm	Film Festival II
8:00am - 9:15am	SESSION VI
9:15am - 10:00am	Break
9:30am - 10:45am	SESSION VII
10:45am - 11:00am	Break
11:00am - 12:15pm	SESSION VIII
12:15pm - 1:30pm	LUNCH
1:30pm - 2:45pm	SESSION IX
2:45pm - 3:00pm	Break
3:00pm - 4:15pm	SESSION X
4:15pm - 4:30pm	Break
4:30pm - 5:45pm	SESSION XI
6:00pm - 7:00pm	Zumba! ( <b>Hosted by Naomi Mandel, Arizona State University (Location TBA)</b> )
8:30pm - 12:00am	Joachim and Ana's Excellent Dance Party

### Sunday, 30 October 2016

8:00am - 5:00pm	JCR Advisory Board Meeting
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# Thursday, 27 October 2016

**The ACR Doctoral Symposium**

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**ACR Board Meeting**

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**Pre-Tenure Workshop**

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

**Berlin C**

Hosted by Debora Thompson and Deborah Small, the aim of this program is to provide practical advice about the tenure and promotion process as well as supportive inspiration for participants' own paths towards becoming successful and happy tenured professors. The program will begin with a panel of senior faculty (Shane Frederick, Rebecca Hamilton, Linda Price, and Klaus Wertenbroch), who will speak about their own experiences and will answer questions from participants. Then, we will organize small discussion groups where participants will interact with tenured professors from a wide range of school

**A Leisurely 5K Jogging Tour of Berlin**

**5:00pm - 5:45pm**

**Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton**

**Meet in the lobby of the Maritim Hotel.**

**Opening Reception**

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

**Grand Hallway & Gallery**

# Friday, 28 October 2016

Film Festival  
8.30-5.45pm

Friday 8.00- 9.15am

Friday 9.30-10.45am

Friday 11.00-12.15pm

Friday 1.30-2.45pm

Friday 3.00-4.15pm

Friday 4.30-5.45pm

SESSION I  
8:00am - 9:15am

- 1.1 Contemporary Issues in Healthier Food Choice (Salon 1: Moscow)
- 1.2 Anthropomorphism and Consumer Behaviors: Exploring the New Processes and Implications (Salon 2: Rome)
- 1.3 Bridging Brand and Interpersonal Relationship Research: How and When Is Our Connection to Brands Like Our Connection to People? (Salon 3: Rome)
- 1.4 Choices, Change, and Novelty (Salon 4: London)
- 1.5 To Share or Not to Share, That is the Question (Salon 5: London)
- 1.6 Brand Battles: Rivalries, Competition, and Brand Meaning in a Crowded Landscape (Salon 7: Vienna)
- 1.7 Consumption and Identity (Salon 12: Paris)
- 1.8 Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers' Mental Lives (Salon 16: Riga)
- 1.9 Empty Wallets and Sparse Portfolios: Causes and Consequences of Poor Financial Decisions (Salon 17: Riga)
- 1.10 Charitable Giving (Dublin)

Break  
9:15am - 9:30am

SESSION II  
9:30am - 10:45am

- 2.1 What's in a Label? How Food Labels Shape Perceptions and Consumption (Salon 1: Moscow)
- 2.2 The Medium is the Message?: Source, Channel, and Temporal Effects of Online Communication (Salon 2: Rome)
- 2.3 Ethics and Engagement in Social Media (Salon 3: Rome)
- 2.4 Thinking and Persuasion: When It's Good to Be Wrong and Bad to Be Good (Salon 4: London)
- 2.5 I think I like it! Processing Mode and Product Evaluations (Salon 5: London)
- 2.6 Heuristic Decision Making (Salon 7: Vienna)
- 2.7 Understanding and Mitigating the Impact of Informational and Intentional Asymmetries in the Consumer Setting (Salon 12: Paris)
- 2.8 Power, Control and Self-Control (Salon 16: Riga)
- 2.9 Advancing Symbolic Consumption (Salon 17: Riga)

**2.10 Fifty Shades of Sharing - Exploring the Darker Shades of Sharing (Dublin)**

**2.12 Meet the Editors (Berlin D)**

**Break**

**10:45am - 11am**

**SESSION III**

**11am - 12:15pm**

**3.1 "Because it's 2016": Documenting the Persistence of and Challenge to Gender Stereotyping in the Marketplace (Salon 1: Moscow)**

**3.2 Fancy and Sexy: Methodological Innovations and Insights (Salon 2: Rome)**

**3.3 From the Other to the Self (Salon 3: Rome)**

**3.4 Goals, Motivation, and Consumer Decision Making (Salon 4: London)**

**3.5 Seeking Certainty and Self in an Uncertain World (Salon 5: London)**

**3.6 How Consumer Research Informs Consumer Policy: The Case of Germany (Salon 7: Vienna)**

**3.7 Religion and Consumption Decisions: Acquisition, Disposition, and Susceptibility to Advertising and Social Influence (Salon 12: Paris)**

**3.8 Embodiment and Virtual Reality (Salon 16: Riga)**

**3.9 The Role of Perception and Emotion in Persuasion (Salon 17: Riga)**

**3.10 Narrative Consumption in a Digital World (Dublin)**

**LUNCH**

**12:15pm - 1:30pm**

**Presidential Address**

**1:30pm - 2:15pm**

**Break**

**2:15pm - 2:30pm**

**SESSION IV**

**2:30pm - 3:45pm**

**4.1 Engaging the Marketplace in Destigmatization (Salon 1: Moscow)**

**4.2 Learning, Memory and Language (Salon 2: Rome)**

**4.3 Moral Aspects of Consumption (Salon 3: Rome)**

**4.4 One Among Many: The Interplay of Individual, Social, and Group Identity (Salon 4: London)**

**4.5 Cognitive Bias and Bias Reduction (Salon 5: London)**

**4.6 Consumption Topologies: Mobile and IOT (Salon 7: Vienna)**

**4.7 Defend or Destroy: Consumers' Responses to Brand Actions (Salon 12: Paris)**

**4.8 Assortment and the Choice Process (Salon 16: Riga)**

**4.9 Experiential vs. Material Pursuits (Salon 17: Riga)**

**4.10 It's still all About Consumption (Dublin)**

**Break**

**3:45pm - 4:00pm**

**SESSION V**

**4:00pm - 5:15pm**

**5.1 Activism, Consumerism, and Politics and their Effects on Consumer Behavior (Salon 1: Moscow)**

**5.2 The Path to Self-Control: Power, Sweat, Strength or A Trick Up the Sleeve? (Salon 2: Rome)**

**5.3 The Complexities of Scarcity (Salon 3: Rome)**

**5.4 Time, Memory, Emotion and Flow (Salon 4: London)**

**5.5 Easier Said than Done: Online Choice under Stress, Dissonance, and Uncertainty (Salon 5: London)**

**5.6 Pay Up! The Magic of Price and Money Perceptions (Salon 7: Vienna)**

**5.7 The Body (Salon 12: Paris)**

**5.8 Pricing and Willingness to Pay (Salon 16: Riga)**

**5.9 Choosing Healthy: Recent Findings on Environmental Factors that Shape Choice and Consumption (Salon 17: Riga)**

**5.10 Affective and Contextual Influences on Charitable Behavior (Dublin)**

**JCR Associate Editors Meeting**

**3:00pm - 4:30pm**

**JCR Editorial Review Board Reception and Meeting**

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

**Working Paper Session and Reception**

**6:00pm - 8:00pm**

# Saturday, 29 October 2016

## **A Leisurely 5K Jogging Tour of Berlin**

**7:00am - 7:45am**

**Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton**

**Meet in the lobby of the Maritim Hotel**

## **Film Festival II**

**8.30-5.45pm**

**Saturday 8.00-9.15am**

**Saturday 9.30-10.45**

**Saturday 11-12.15pm**

**Saturday 1.30-2.45pm**

**Saturday 3.00-4.15pm**

**Saturday 4.30-5.45pm**

## **SESSION VI**

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

**6.1 Brands in a Connected World (Salon 1: Moscow)**

**6.2 Quantity Judgments and Evaluation Biases (Salon 2: Rome)**

**6.3 A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions (Salon 3: Rome)**

**6.4 It's All Around You: The Pervasive Effects of Technology on Consumers' Lives (Salon 4: London)**

**6.5 Connecting and Disconnecting: Contemporary Consumption Topics (Salon 5: London)**

**6.6 Consumer well-being (Salon 7: Vienna)**

**6.7 Money on our Minds: Unraveling Consumers' Complex Relationship with Money (Salon 12: Paris)**

**6.8 Luxury Brands, Conspicuous Consumption and Social Signaling (Salon 16: Riga)**

**6.9 The Effects of Visual Cues on Consumption (Salon 17: Riga)**

**6.10 When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior (Dublin)**

## **Break**

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

## **SESSION VII**

**9:30am - 10:45am**

**7.1 Money Orients People Away from Small-Group Sociality and toward Large-Group Sociality: Evidence from Big Data, Experiments, and Field Studies (Salon 1: Moscow)**

**7.2 The Effects of Sensory Cues on Judgment and Creativity (Salon 2: Rome)**

**7.3 Emotion Generation and Emotional Consumption (Salon 3: Rome)**

**7.4 Never Out of Touch: New Insights from the World of Haptic Engagement (Salon 4: London)**

**7.5 The Influence of Tracking Time on Judgments of Experiences, Time, and the Self (Salon 5: London)**

**7.6 Threats to Food Well-being for At-Risk Consumers in the Marketplace (Salon 7: Vienna)**

**7.7 What Can Brains And Bodies Tell Us That Consumers Won't? Neurophysiological Processes Underlying**

**Consumer Judgment and Choice (Salon 12: Paris)**

**7.8 Question-Behavior Effect Roundtable (Salon 16: Riga)**

**7.9 Not Your Mother's Celebrity Endorsement: Novel Pathways of Celebrity Influence (Salon 17: Riga)**

**7.12 Turkshop: How to Experiment with the Crowd (Berlin D)**

**Break**

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

**SESSION VIII**

**11:00am - 12:15pm**

**8.1 Beyond the Present Experience: Enhancing Past and Future Utility from Experiences (Salon 1: Moscow)**

**8.2 No Pain, No Gain: How Pain and Constraint Influence Consumer Financial Decision-Making (Salon 2: Rome)**

**8.3 From Sound to Text, the Wide Dependence of Consumer Decision Making on Language (Salon 3: Rome)**

**8.4 Gender, Sex and Romance (Salon 4: London)**

**8.5 Advances in Mental Accounting (Salon 5: London)**

**8.6 When Dumb Objects Become Smart, Do Smart Consumers Become Dumb? Implications for Consumer Research on the Internet of Things (Salon 7: Vienna)**

**8.7 The Politicization of Markets: Exploring the Interplay Between Politics and Markets (Salon 12: Paris)**

**8.8 Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging (Salon 16: Riga)**

**8.9 Food Consumption and Healthy Eating (Salon 17: Riga)**

**8.10 The Surprising Effects of Affect (Dublin)**

**8.11 Workshop on Quantitative Methods for Consumer Research (Berlin D)**

**LUNCH**

**12:15pm - 1:30pm**

**SESSION IX**

**1:30pm - 2:45pm**

**9.1 Thought You Had It All Figured Out? Look at Children's Consumer Behavior and Think Again (Salon 1: Moscow)**

**9.2 Motivating Prosocial Behavior (Salon 2: Rome)**

**9.3 Framing, Time and Intertemporal Choice (Salon 3: Rome)**

**9.4 Contemporary Perspectives on Consumption and Belonging (Salon 4: London)**

**9.5 Nonconsumption (Salon 5: London)**

**9.6 My Heart on my Sleeve: Emotion as Information in a Social World (Salon 7: Vienna)**

**9.7 Biases in Consumer Financial Decision Making (Salon 12: Paris)**

**9.8 Liquid Consumption: How Can We Use It in Consumer Research? (Salon 16: Riga)**

**9.9 Reinvestigating fundamental concepts of marketing and consumer research - How consumer neuroscience adds additional value to our discipline (Salon 17: Riga)**

**9.10 Charles Spence (Dublin)**

**Break**

**2:45pm - 3:00pm**



**SESSION X**

**3:00pm - 4:15pm**

- 10.1 Self-Presentation in Online Word of Mouth (Salon 1: Moscow)**
- 10.2 Heuristics and Context Effects (Salon 2: Rome)**
- 10.3 Context, Construal Level, and Framing Effects (Salon 3: Rome)**
- 10.4 Consumer Beliefs, Values and Stereotypes (Salon 4: London)**
- 10.5 Feeling and Feeling: Emotions and Physical Perception (Salon 5: London)**
- 10.6 Customized Nudges: Choice Architecture for a Heterogeneous World (Salon 7: Vienna)**
- 10.7 The Heart and/or the Mind 2.0: How Affective Inputs Can Improve Our Understanding of Cognitive Processing (Salon 12: Paris)**
- 10.8 Boundary Research: Tools and Rules to Impact Emerging Fields (Salon 16: Riga)**
- 10.9 Resource Accumulation and Exchange: How Consumers Perceive, Monitor and Manage Scarce Resources (Salon 17: Riga)**
- 10.10 Human-like Robots and Robot-like Humans: Anthropomorphism and Dehumanization in Consumption (Dublin)**
- 10.12 Workshop: JCR Reviewing (Berlin D)**

**Break**

**4:15pm - 4:30pm**

**SESSION XI**

**4:30pm - 5:45pm**

- 11.1 Healthy or Unhealthy? Large or Small? How Context and Language Shape Consumption Preferences (Salon 1: Moscow)**
- 11.2 Self-Control in Consumption: Novel Antecedents and Consequences (Salon 2: Rome)**
- 11.3 Connections: The Social Nature of Consumption (Salon 3: Rome)**
- 11.5 Plugged In: How Consumers Choose and Use Technology (Salon 5: London)**
- 11.6 A 360 Degree View of Patients' Experiences as Medical Consumers (Salon 7: Vienna)**
- 11.7 Unveiling the Social Dynamics of Word of Mouth (Salon 12: Paris)**
- 11.8 Researching Outside the Box: The Cognitive and Motivational Processes of Creativity (Salon 16: Riga)**
- 11.9 Beyond Utility: Psychological Antecedents and Consequences of Considering Present and Future States of Wealth (Salon 17: Riga)**
- 11.10 How and When Consumers Make Tradeoffs (Dublin)**
- 11.11 ACR Fellows: Barbara Kahn, CW Park, Alice Tybout (Berlin D)**

**Zumba!**

**6:00pm - 7:00pm**

**Hosted by Naomi Mandel, Arizona State University (Location TBA)**

**Joachim and Ana's Excellent Dance Party**

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# Friday, 28 October 2016

Film Festival

8.30-5.45pm

## Friday 8.00- 9.15am

### *1. Dedicated Followers of Fashion: The Role of Cultural Mythologies in Product Adoption*

Skye-Maree Dixon, University of Bath, UK\*

Fashion is undergoing a shift in narrative. The rise of bloggers and the proliferation of social media have shifted power relations, democratising a previously elitist industry. This film presents the initial pilot study into how marketplace-myths develop within a fashion context and their impact on product adoption. (24.21 min)

### *2. Living the Stream: A Study of Voyeuristic Consumption in Video Game Live Streaming*

Jacob Hiler, Ohio University, USA\*

Andrew Kuo, Louisiana State University, USA

William Northington, Idaho State University, USA

Video game live streaming has seen explosive growth in the past few years and has become a multi-billion dollar industry. This film explores the phenomenon through the eyes of the consumers of live streams and furthers the theory of voyeuristic consumption. (26.21 min)

## Friday 9.30-10.45am

### *1. Further away = higher willingness to pay?*

Karina Isaak, ESCP Europe, Berlin, Germany\*

Elena Dinkevych, ESCP Europe, Berlin, Germany

Robert Wilken, ESCP Europe, Berlin, Germany

Consumers' willingness-to-pay is influenced in many ways - psychological distance is one of them. Advertisements, for instance, can present products from a high distance or in a close-up. We empirically show that this spatial distance to a product does not only affect consumers' mean willingness-to-pay... (12.08 min)

### *2. Dodo Lé Là - From Beer Consumption to Heritage Edification*

Julie Leroy, University La Réunion, France\*

Baptiste Cléret, University of Rouen, France\*

Michel Boyer, University La Réunion, France

This research studies the role of consumers in the edification of a convenience good as a patrimonial object of consumption. Through the practices, representations and values they insert in the good and its context, they transformed a regional product into an iconic brand; the beer "La Dodo". (40.43 min).

## Friday 11.00-12.15pm

### ***1. Meaningful Things: Exploring the symbolic meaning of the material environment and its impact on happiness***

Mafalda Casais, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands\*

Ruth Mugge, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

Pieter M. A. Desmet, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

Symbolically meaningful possessions have the ability to make intentions tangible, to remind of aspirations and to keep successes fresh. This videography is a compilation of stories about objects with symbolic meaning, reflecting on the contribution of the material environment to the subjective well-being of individuals. (14.37 min)

### ***2. Vegetarianism: a video-ethnography of conflicts within and outside the movement that affects the market dynamics***

Renata Andreoni Barboza, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil\*

Tania Modesto Veludo de Oliveira, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil\*

This film approaches several types of conflicts in the consumer social movement of vegan and vegetarians. The realistic conflict theory serves as the basis to understand how hostility within and outside the movement arise as a result of conflicting goals and competition, and how it affects the market. (19.34 min)

### ***3. Walking with Zombies – Insights into the Subculture of the Undead***

Sascha Steinmann, University of Siegen, Germany

Frederic Nimmermann, University of Siegen, Germany\*

Hanna Schramm-Klein, University of Siegen, Germany

Andreas Rauscher, University of Siegen, Germany

Judith Ackermann, University of Siegen, Germany

Gunnar Mau, University of Siegen, Germany

This movie provides insights into the “zombie community” and by showing how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the zombie archetypes have influenced the way community members dress and perform during the Cologne Zombie Walk in 2015. (21.18 min)

## Friday 1.30-2.45pm

### ***1. Empowerment Through Social Entrepreneurship***

Thayse Schneider, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Denise Telli, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Tatiana Bolzoni, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Guilherme Mattos, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil

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

João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Our goal with this videography is to connect Social Entrepreneurship and Consumer Behavior. We intend to show how Social Entrepreneurship can be used as a weapon to fight social exclusion, empowering the less fortunate. (15.08 min)

## ***2. Shopping: A Study on Motivations***

Stefania Ordovas de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Joao Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

José Afonso Mazzon, FEA - USP, Brazil

Giuliana Isabella, FEA - USP and Insper - Institute of Research and Education, Brazil\*

This videography aims at understanding what motivates people to shop nowadays. Our interviewees lead us to find four main influencers on shopping behavior: shopping malls, store design and shopping environment; Atmospherics of Stores and Store Employees. (14.29 min)

## ***3. Shopping: A Retail Experience***

Joao Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Stefania Ordovas de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Jose Afonso Mazzon, FEA - USP, Brazil

Giuliana Isabella, Insper - Institute of Research and Education and FEA-USP, Brazil\*

Shopping: A Retail Experience is a videography made with the goal of analyzing purchasing motivations. The consumers reflected upon their purchase choices by participating in a shopping experience, using an HD Camera Glasses and later on, they were interviewed while viewing their on-store videos. (20.26 min)

# **Friday 3.00-4.15pm**

## ***1. Evil Eye: The Business of Anticipated Malicious Envy in India***

Tanvi Gupta, Indian Institute of Management Bangalore, India\*

Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India\*

The evil eye belief (anticipated malicious envy), which fuels the \$40 billion Indian ritual market, is studied from the academic lens using the 'theory of magic', 'compensatory control', 'information cascades', and more. This visual journey engages with sellers and buyers of cultural symbols used to cope with anticipated malicious envy. (35.32 min)

## ***2. Darth Vader, May I Take a Picture with You?***

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

Rafael Bronzatti, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Renan Sahity, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Joao Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Stefânia Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)

## Friday 4.30-5.45pm

### 1. *Wonders of Waste. The Ideological Diffusion of the Upcycling Consumer Movement*

Grace O'Rourke, University College Cork, Ireland

Stephen R. O'Sullivan, University College Cork, Ireland\*

We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)

### 2. *Skoros: Anti-Consumption in Crisis*

Andreas Chatzidakis, Royal Holloway University of London, UK\*

Pauline MacLaran, Royal Holloway University of London, UK\*

Skoros is an anti-consumerist collective in Athens, Greece that runs a space where people give, take, or give and take goods and services for free. Soon after came the "Crisis", and with it a need to cater for people that are increasingly below the poverty line... (19.24 min)

### 3. *E-book. Just a small gadget?*

Cecilia Lobo-de-Araujo, Fundação Getulio Vargas, Brazil\*

Patricia SM Boaventura, Fundação Getulio Vargas, Brazil

Suzana Battistella-Lima, Fundação Getulio Vargas, Brazil

Renata Andreoni-Barboza, Fundação Getulio Vargas, Brazil

Adriana Arcuri, Fundação Getulio Vargas, Brazil

E-books. How a new way of consumption – e-book reader opposed to physical book – is changing our understanding and relation with extended-self, cultural capital transference, reference of knowledge (treasure), sacredness of things and also the consumption of books itself. Interviews and questions to think about this apparent small technological change. (14.09 min)

## SESSION I

8:00am - 9:15am

## 1.1 Contemporary Issues in Healthier Food Choice

**Room:** Salon 1: Moscow

**Co-chairs:** Martin Reimann, University of Arizona, USA

Ossama Elshiewy, University of Goettingen, Germany

### ***1. The Mental Budgeting of Calories: How Nutrition Information Influences Food Consumption Day by Day, Not Meal by Meal***

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology, China\*

Young Eun Huh, Hong Kong University of Science and Technology, China

Anirban Mukhopadhyay, Hong Kong University of Science and Technology, China

Based on a six-nation survey (N=3,150), we find that, in line with dietary guidelines, many consumers set daily mental budgets for calories. A field experiment manipulating availability of nutrition information demonstrates such day-level mental budgeting. Consumers who set budgets adjust dinnertime consumption in response to information about past calorific consumption.

### ***2. Healthy-Shopping Dynamics: The Relative Healthiness of Food Purchases Throughout Shopping Trips***

Martine van der Heide, University of Groningen, Netherlands\*

Koert van Ittersum, University of Groningen, Netherlands

Jenny van Doorn, University of Groningen, Netherlands

The obesity epidemic is largely driven by the overconsumption of unhealthy foods. Whereas existing research predominantly studies the healthiness of single food purchases, we investigate how the relative healthiness of a series of sequential purchases evolves throughout a single shopping trip. Our research demonstrates healthy-shopping dynamics, especially among overweight shoppers.

### ***3. 'Low Fat' but High in Sugar: Consumer Response to Misleading Nutrition Claims***

Ossama Elshiewy, University of Goettingen, Germany

Steffen Jahn, University of Goettingen, Germany\*

Tim Doering, University of Goettingen, Germany

Yasemin Boztug, University of Goettingen, Germany

Our research combines results from purchase and survey data to investigate consumer response to voluntary nutrition labels. Results show that brand trust increases, while product attitude increases (decreases) for healthy (unhealthy) products. Interestingly, labels only affect sales and purchase intention for products with 'low fat' claims but high sugar content.

### ***4. Can Children Still Be Happy If 160 Calories Are Cut Out of the Happy Meal? Reinforcing Effects of Toys on Portion Choices***

Martin Reimann, University of Arizona, USA\*

Kristen Lane, University of Arizona, USA

This research evaluates whether including an inexpensive nonfood item (toy) with a smaller-sized meal, but not with the regular-sized version, would incentivize children to choose the smaller-sized meal, even among children with overweight and obesity.

## **1.2 Anthropomorphism and Consumer Behaviors: Exploring the New Processes and Implications**

**Room: Salon 2: Rome**

**Co-chairs:** Feifei Huang, Chinese University of Hong Kong, China

Vincent Chi Wong, Lingnan University, China

### ***1. I Need My Own Substance! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Accessories***

He (Michael) Jia, University of Hong Kong, China\*



B. Kyu Kim, University of Southern California, USA  
Echo Wen Wan, University of Hong Kong, China  
C. Whan Park, University of Southern California, USA

We show that anthropomorphic presentations of a base product (e.g., making a Canon printer “talk” in a video advertisement) increase consumers’ choice share of complementary accessories from the same brand that provides the base product (e.g., Canon ink cartridges) over accessories from a different brand (e.g., Staples ink cartridges).

## ***2. The Influence of Product Anthropomorphism on Comparative Judgment Strategy***

Feifei Huang, Chinese University of Hong Kong, China\*  
Vincent Chi Wong, Lingnan University, China\*  
Echo Wen Wan, University of Hong Kong, China\*

A series of five experiments show that anthropomorphism of product alternatives increases the chance that consumers use an absolute judgment strategy (vs. dimension-by-dimension strategy) in comparative judgment. This effect is mediated by consumers’ perception of each anthropomorphized alternative as an integrated entity (vs. a bundle of attributes).

## ***3. Money Helps When Money Feels: Money Anthropomorphism Increases Charitable Giving***

Lili Wang, Zhejiang University, China\*  
Xinyue Zhou, Zhejiang University, China  
Sara Kim, University of Hong Kong, China\*

What happens when people think of money as a human instead of as a mere object? The present research systematically examines the effect of money anthropomorphism on charitable giving. We find that money anthropomorphism leads people to consider money to be warmer and thus makes people more inclined to donate.

## ***4. Evaluating Anthropomorphized Products Less Positively: “Shame on Me!”***

Ping Dong, University of Toronto, Canada  
Pankaj Aggarwal, University of Toronto, Canada\*

Four studies demonstrate that experiencing shame (vs. fear, sadness, or neutral emotion) decreases consumers’ preference for anthropomorphized products. The effect is driven by a heightened desire to avoid social contact, and is stronger for consumers with interdependent (vs. independent) self-construal and for products consumed in private (vs. public).

# **1.3 Bridging Brand and Interpersonal Relationship Research: How and When Is Our Connection to Brands Like Our Connection to People?**

**Room: Salon 3: Rome**

**Chair:** Zeynep Gürhan-Canli, Koç University, Turkey

## ***1. Brand Communication on Social Media: Effects of Non-Persuasive Self-Disclosure on Consumer Perceptions***

Li Huang, University of South Carolina, USA  
Wenyu Dou, City University of Hong Kong, Hong Kong\*

We investigate a non-persuasive brand's self-disclosure tactic on social media. Across one field experiment and two lab studies in three countries, we show that depending on brand anthropomorphism (realized by individual trait, brand characteristic and thinking style), this tactic can cause the priming and reverse priming effects on consumer perceptions.

## ***2. Fostering and Leveraging Consumer-Brand Relationships: A Psychological Distance Perspective***

Scott Connors, Carson College of Business, Washington State University, USA\*

Mansur Khamitov, Ivey Business School, Western University, Canada\*

Jeff D. Rotman, Ivey Business School, Western University, Canada

Matthew Thomson, Ivey Business School, Western University, Canada

Andrew Perkins, Carson College of Business, Washington State University, USA

We demonstrate that brand relationships affect perceptions of a brand's closeness to the self, resulting in mindset congruency effects when matched with an appropriate construal level. Brand relationships that are closer (distal) to the self yield improved evaluations when brand information is processed at a low (high) construal level.

## ***3. Warm Brands as Relationship Partners: The Dynamics of Social Exclusion, Brands, and Interpersonal Connection***

Soyoung Kim, University of Alberta, Canada\*

Sarah Moore, University of Alberta, Canada

Kyle Murray, University of Alberta, Canada

We focus on the social nature of brands by investigating the dynamics of social exclusion, brands, and interpersonal connection. We find that beyond transient consumption, socially excluded consumers are willing to reconsume warm brands and accordingly feel less deprived of and less in need of social connection.

## ***4. Seeing Brands Through "Me" Colored Glasses: Effects of Self-Threat and Brand Attachment on Brand Evaluations***

Nadia Danienta, University of Illinois, USA\*

Tiffany Barnett White, University of Illinois, USA

In a series of experiments, we demonstrate that the experience of self-threat (via negative performance or appearance feedback) decreases high consumers' trust in brands for which they perceive a high self brand connection. Moreover, these effects extend to other brand evaluations, including brand competence and attractiveness.

# **1.4 Choices, Change, and Novelty**

**Room: Salon 4: London**

**Chair:** Elisa Maira, Erasmus University Rotterdam, The Netherlands

## ***1. A Consumer Theory of Acquisitions***

Elisa Maira, Erasmus University Rotterdam, The Netherlands\*

Christoph Fuchs, TU Munich, Germany

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Despite being a popular growth strategy, acquisitions can backfire in terms of consumer response. We show that attitudes towards the acquired firm can decrease substantially after an acquisition and propose identity loss of the acquired firm as the process driving this

effect.

## ***2. The Tipping Point of Perceived Change: Asymmetric Thresholds in Diagnosing Improvement versus Decline***

Ed O'Brien, University of Chicago, USA\*

Nadav Klein, University of Chicago, USA

Four studies reveal perceptions of tipping points-those first moments at which people feel they have observed enough evidence of change to "officially" interpret noise as signal-are highly asymmetric. People amass less negative evidence to diagnose change for the worse (decline) than positive evidence to diagnose change for the better (improvement).

## ***3. Argumentum ad Novitatem: Mere Newness as a Choice Heuristic***

Joseph Yun Jie, University of California Riverside, USA\*

Ye Li, University of California Riverside, USA

Chronological newness has been large ignored in marketing literature. We show that people prefer newer options to older options across a variety of domains where there are no rational reasons to do so. We proposed a newness as heuristic hypothesis to explain our findings. Process evidence has been identified.

## ***4. Slow versus Fast: How Speed-Induced Construal Affects the Perception of Advertising Messages***

Sukki Yoon, Bryant University, USA\*

Hyejin Bang, University of Georgia, USA

Dongwon Choi, University of Georgia, USA

Kacy Kim, Elon University, USA\*

Building on construal level theory, four studies show that slow-moving (fast-moving) objects are associated with high-level (low-level) construal, and watching a slow-moving (fast-moving) object in a TV commercial, or the same commercial played in a slow (fast) motion, leads to consumers' preference for benefit (attribute) appeals and quality (price) appeals.

# **1.5 To Share or Not to Share, That is the Question**

**Room: Salon 5: London**

**Chair:** Faye Kao, National Cheng Kung University, Taiwan

## ***1. How the Norm of Reciprocity Influences Sharing in Direct and Generalized Exchanges***

Alina Geiger, University of Bayreuth, Germany\*

Claas Christian Germelmann, University of Bayreuth, Germany

We provide experimental evidence of how the norm of reciprocity influences sharing. Results show that the expected balance of reciprocity mediates the relationship between future giving and sharing intentions. When a norm is explicitly stated, sharing intensity decreases in generalized exchange, and sharing intentions are lower compared to balanced exchange.

## ***2. Topic Controversy and WOM: The Effect of Opinion Extremeness on Sharing***

Vito Tassiello, LUISS, Italy\*

Matteo De Angelis, LUISS, Italy

Cesare Amatulli, University of Bari, Italy

Michele Costabile, LUISS, Italy

We investigate how people's tendency to share more versus less extreme opinions about controversial topics is affected by the online sharing platform. Across three experiments we demonstrate that more extreme opinions tend to be shared via email, while less extreme opinions tend to be shared via post on social networks.

### ***3. The Thought Counts: Effect of Surprise on the Consumption Experience of Gifts***

Charlene Chen, Nanyang Technological University, Singapore\*

Claire Tsai, University of Toronto, Canada

Although people might respond positively toward surprise gifts initially, it is unclear whether the effect will sustain over time. Four experiments demonstrate that surprise (vs. announcing gifts in advance) prolongs real-time consumption enjoyment of gifts over time and that this effect is driven by expectations that surprise gifts are special.

### ***4. Perpetual Dispossession: An Exploration of Ownership without Possession***

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

Xin Zhao, Lancaster University Management School, UK

We examine disruptions in the consumption cycle as possessions are divested of meanings, but never disposed. This perpetual process of dispossession results in legal ownership of objects, without explicit incorporation into the self. Through an ethnographic approach, we examine factors contributing to perpetual dispossession and discuss implications for the extended self.

## **1.6 Brand Battles: Rivalries, Competition, and Brand Meaning in a Crowded Landscape**

**Room: Salon 7: Vienna**

**Chair:** Jonas Holmqvist, Kedge Business School, France

### ***1. The Language Backfire Effect: When Language Switch Threatens Consumer's Identity And Affects Satisfaction Toward The Service***

Jonas Holmqvist, Kedge Business School, France\*

Yves Van Vaerenbergh, Katholieke University Leuven, Belgium

Micael Dahlgren, Stockholm School of Economics, Sweden

Renaud Lunardo, Kedge Business School, France

This paper shows that serving consumers in their second (versus first) language leads to higher satisfaction. Further, results show that this effect does not hold when consumers are in the company of others, a context where being served in their second language is perceived as an identity threat.

### ***2. Marketing, Get Ready to Rumble: Why Consumers Appreciate Brand Rivalries***

Johannes Berendt, German Sports University, Germany\*

Sebastian Uhrich, German Sports University, Germany

Most brands avoid public conflict with competitors—a missed opportunity, considering our findings that an intense brand rivalry

enhances consumers' self-concept by increasing their perceived distinctiveness, cohesion, and public collective self-esteem. We derive three parallel mediators that explain these effects: brand identification, rival brand disidentification, and perceived reciprocity of rivalry.

### ***3. The Population Penalty: Why Common Brands Benefit from Dense Populations Less than Uncommon Brands***

Ted Matherly, Oklahoma State University, USA

Zachary Arens, Oklahoma State University, USA\*

Todd Arnold, Oklahoma State University, USA

This research suggests that the relationship between population and sales in a given area grows weaker as brands become more common. Consumers in densely populated areas are motivated to express their distinctiveness, reducing their preference for common brands, creating implications for how large chain retailers select sites.

### ***5. How Sexy Can a Paper Clip Get? Evidence for the Transfer of Erotic Meaning to “Unsexy” Products***

Georg Felser, Harz University of Applied Sciences, Germany\*

Marketing practitioners claim that sex in advertising only works for products that are related to sex. The presented experiment underpins that this folk hypothesis is not true. Via semantic conditioning (a variant of evaluative conditioning) erotic meanings can be transferred to any product including those totally unrelated to sex.

## **1.7 Consumption and Identity**

**Room: Salon 12: Paris**

**Chair:** Tajana Stankovic, University of Strathclyde, UK

### ***1. ‘I Know what I Like’: Parallel Tastes in Fine Art Consumption***

Tajana Stankovic, University of Strathclyde, UK\*

Andrea Tonner, University of Strathclyde, UK

Alan Wilson, University of Strathclyde, UK

This paper explores taste through practices in online and offline fine art consumption. Through online communities, art expertise has become democratised beyond established institutions but online art communities represent distinct and parallel practices, tastes and cultural capital. Online expertise does not grant cultural capital offline nor impact established taste regimes.

### ***2. Revisiting the Ghetto: How the Meanings of Gay Districts Are Shaped by the Meanings of the City.***

Jack Coffin, University of Manchester, UK\*

Emma Banister, University of Manchester, UK

Anna Goatman, University of Manchester, UK

This paper explores how LGBT consumers' understandings of their local LGBT district are negotiated alongside their understandings of the broader urban context. The data include 31 in-depth interviews. This paper contributes to the LGBT literature, but also broader academic discussions about the meaning of place and space in consumer lives.

### ***3. Consuming “To Have No Self”: Kawaii Consumption in Japanese Women’s Identity Work***

Satoko Suzuki, Kyoto University, Japan\*  
Saori Kanno, Komazawa University, Japan  
Kosuke Mizukoshi, Tokyo Metropolitan University, Japan  
Yoshinori Fujikawa, Hitotsubashi University, Japan

This paper explores consumption and identity using data collected in Japan. We find that consumptions are sometimes used to “eliminate” a sense of self, contrary to past researches proposing “extended self.” In the society where self-expression has less significance, possessions don’t necessarily define individuals or aid in maintaining their identity.

#### ***4. Shared Happiness and Relational Identities among French Grandmothers and Grandchildren***

Delphine Godefroit-Winkel, OPI, Morocco\*  
Marie Schill, Université Reims Champagne-Ardenne, France\*

We aim to understand the dynamics between happiness and consumer identity projects by means of a qualitative search among French grandmothers and their grandchildren. Our findings show how relational identity may originate, rise and fade. We suggest that shared happiness may pervade the crafting of a particular relational identity.

## **1.8 Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers’ Mental Lives**

**Room: Salon 16: Riga**

**Co-chairs:** Lawrence Williams, Leeds School of Business, University of Colorado Boulder  
Kathleen Vohs, Carlson School of Management, University of Minnesota

#### ***Participants:***

Jonah Berger, The Wharton School, University of Pennsylvania	Itamar Simonson, Graduate School of Business, Stanford
Kristina Durante, Rutgers Business School, Rutgers University	University
Gavan Fitzsimons, Fuqua School of Business, Duke University	Michaela Wanke, Mannheim Business School, University of
Chris Janiszewski, Warrington College of Business, University	Mannheim
of Florida	Wendy Wood, Marshall School of Business, University of
Juliano Laran, School of Business Administration, University	Southern California
of Miami	Alex Genevsky, Rotterdam School of Management, Erasmus
Rik Pieters, School of Economics and Management, Tilburg	University
University	Lan Chaplin, College of Business Administration, University of
Andy Poehlman, College of Business, Clemson University	Illinois at Chicago
Akshay Rao, Carlson School of Management, University of	Robin Tanner, School of Business, University of Wisconsin
Minnesota	Carlos Torelli, Carlson School of Management, University of
Sharon Shavitt, College of Business, University of Illinois at	Minnesota
Urbana-Champaign	Bob Fennis, Faculty of Economics and Business, University of
	Groningen

Consumer researchers long have questioned how unconsciousness shapes behavior. This roundtable redresses the field’s neglect of consciousness’s influence. Scrutinizing consciousness from evolutionary, developmental, cultural, neurological, methodological, and applied approaches, this session offers diverse perspectives on one of the more enigmatic aspects of human existence.

## 1.9 Empty Wallets and Sparse Portfolios: Causes and Consequences of Poor Financial Decisions

**Room: Salon 17: Riga**

**Chair:** Joshua Morris, Stanford University, USA

### *1. When Your Hands Are Tied: The Effect of Expense Ownership on Financial Decisions*

Joshua Morris, Stanford University, USA\*

Szu-chi Huang, Stanford University, USA

We explore the impact of expense ownership—the extent to which the incurrence of an expense is perceived to be dictated by one’s own will or the situation—on financial decisions. We demonstrate that lower expense ownership causes less pain of payment, and consequently, more expensive choice for the expense.

### *2. Understanding the Expense Prediction Bias*

Chuck Howard, University of British Columbia, Canada\*

David Hardisty, University of British Columbia, Canada

Abigail Sussman, University of Chicago, USA

Melissa Knoll, Consumer Financial Protection Bureau, USA

The present research makes several important contributions to the literature on expense misprediction. Most notably, we show that EPB is prevalent in large samples of adult Americans, that EPB is associated with payday loan use, and that EPB can be reversed by manipulating perceived unusualness of future expenses.

### *3. Discretionary Debt Decisions: Consumer Willingness to Borrow for Experiences and Material Goods*

Stephanie Tully, University of Southern California, USA\*

Eesha Sharma, Dartmouth College, USA

In contrast to work showing that people prefer borrowing for longer-lasting purchases, archival data and seven studies demonstrate greater willingness to borrow for experiences (vs. material goods) despite their greater ephemerality. We explain this effect through differences in purchase timing importance and reconcile the current findings with previous research.

### *4. Do People Understand the Benefit of Diversification?*

Nicholas Reinholtz, University of Colorado, USA\*

Philip Fernbach, University of Colorado, USA

Bart de Langhe, University of Colorado, USA

When consumers forecast the performance of a diversified (vs. undiversified) stock portfolio, two biases are prevalent. First, most people believe diversification increases a portfolio’s expected return. Second, many people believe diversification increases a portfolio’s expected volatility/risk. We examine the processes that underlie these biases and their potential downstream consequences.

## 1.10 Charitable Giving

**Room: Dublin**

**Chair:** Leandro Galli, Warwick Business School, University of Warwick and London Business School, UK

### ***1. Advance Gratitude Expressions as a Prosocial Appeal***

Leandro Galli, Warwick Business School, University of Warwick and London Business School, UK\*

Katherine White, Sauder School of Business, University of British Columbia, Canada

Piotr Winkielman, University of California San Diego, USA

Hongwei He, University of Strathclyde, UK

Across three studies, we show that a simple expression of advance gratitude enhances consumers' moral awareness and increases prosocial behaviour, in the form of financial donations and volunteering to charitable organisations. We further demonstrate that the direction of the effect is moderated by connectedness to the cause.

### ***2. Getting Credit for Corporate Donations: When Money Doesn't Talk***

Rachel Gershon, Washington University, USA\*

Cynthia Cryder, Washington University, USA

Our studies demonstrate that people evaluate corporations more favorably when they donate goods rather than money, while the opposite pattern holds true for individual donors. These results suggest that consumers value authentic motives for corporate donations, and view donations of goods (vs. money) as fundamentally more authentically motivated.

### ***3. It's Not You, It's Me: Consequences of Charitable Support Allocation on Consumer Prosocial Identity and Subsequent Support Behaviors***

Kirk Kristofferson, Arizona State University, USA\*

Katherine White, University of British Columbia, Canada

Darren Dahl, University of British Columbia, Canada

Cait Lamberton, University of Pittsburgh, USA

While research has explored ways to motivate consumers to support non-profits, little work has examined factors affecting attrition. This research examines the effect of post-donation allocation information and uncovers a unique consequence: when consumer support to cause recipients is reduced, consumer self-concept suffers which reduces future prosocial behavior.

### ***4. Children on Sale: The Interactive Roles of Fundraising Promotion and Prosocial Identity on Charitable Intent***

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

Heeryung Kim, Indiana University, USA

This research examines the interactive role of fundraising promotion and prosocial identity on charitable intent. Findings showed a discounted rate for a targeted prosocial act decreased charitable intent only for individuals who were high (vs. low) on prosocial identity. Trust toward a charity was found to mediate the proposed relationship.

**Break**

**9:15am - 9:30am**

**SESSION II**



## 2.1 What's in a Label? How Food Labels Shape Perceptions and Consumption

**Room:** Salon 1: Moscow

**Co-chairs:** Johannes Boegershausen, University of British Columbia, Canada

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology

### *1. Does Salience of the Sound of Food Increase or Decrease Consumption?*

Nailya Ordabayeva, Boston College, USA\*

Raji Srinivasan, University of Texas at Austin, USA

We find that the salience of the sound of food can increase or decrease consumption. Sound salience increases consumption because it enhances expectations of the food's sound and enjoyment. But sound salience decreases consumption when attention to the sound of food is impaired and when consumption monitoring is active.

### *2. The Local Halo: Local Foods are Perceived as Both Healthy and Tasty*

Steven K. Dallas, New York University, USA\*

Peggy J. Liu, University of Pittsburgh, USA

Gavan J. Fitzsimons, Duke University, USA

Much prior research finds that consumers believe that healthy foods are not tasty. The current research finds a "local halo": labeling a food as "local" leads consumers to perceive it as simultaneously both tasty and healthy, overcoming the healthy = not tasty intuition.

### *3. Judge Me for What I Eat: When Consumers Use Low-Calorie Labels for Signaling*

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology

Young Eun Huh, Hong Kong University of Science and Technology\*

We examine how low-calorie labels are used for impression management. Across six studies, we found that consumers strategically choose low-calorie labeled food when they are motivated to impress others. This is due to the belief that choosing low-calorie foods reflects one's competence.

### *4. No Fries for You! Waiters Externally Impose Self-Control to Restaurant Customers Depending on Their Weight and Gender*

Johannes Boegershausen, University of British Columbia, Canada\*

Yann Cornil, University of British Columbia, Canada

Ray Charles "Chuck" Howard, University of British Columbia, Canada

Waiters have the power to influence the food choices of restaurant patrons, and to "externally impose" self-control. We show that dish recommendations vary as a function of customers' weight and gender: waiters tend to make paternalistic recommendations (healthier over tastier dishes) to heavy female, but not male, customers.

## 2.2 The Medium is the Message?: Source, Channel, and Temporal Effects of Online Communication

**Room:** Salon 2: Rome

**Chair:** Alessandro Biraglia, Leeds University Business School, UK

## ***2. Word of Mouth vs. Word of Mouse: The Effect of Communication Channel on Subsequent Reactions to the Brand***

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

Jaideep Sengupta, Hong Kong University of Science and Technology

Consumers are more likely to invoke the self when discussing a brand orally as compared to writing about it. Consequently, they feel more connected to the brand in the former case. Four studies investigated this effect, its marketing implications and relevant boundary conditions.

## ***3. How Consumer Power Affects Recommendations in the Online Environment***

Inbal Stockheim, Tel Aviv University, Israel\*

Shai Danziger, Tel Aviv University, Israel

Liat Levontin, Technion University, Israel

We find that consumers with power exercise influence by generating recommendations in the online environment. Four studies demonstrate that power predicts the tendency to generate online recommendations and systematically affects recommendation content. Powerful consumers' need to influence mediates this effect and the perceived potential for influence moderates it.

## ***3. “The Review is Sponsored By”: The Effect of Sponsorship Disclosure on Blog Loyalty***

Maximilian Gerrath, Leeds University Business School, UK\*

Bryan Usrey, Leeds University Business School, UK

This study provides theoretical and practical contributions to the area of online review sponsorship. Four experimental studies expand the current attribution theory based literature by examining the impact of review balance (one vs. two sided), type of sponsorship (voluntary vs. involuntary) and disclosure strategies (internal vs. external motives).

## ***4. When Credibility Truly Matters Online: Investigating the Role of Source Credibility for the Impact of Customer Reviews***

Wolfgang Weitzl, University of Vienna, Austria

Elisabeth Wolfsteiner, University of Vienna, Austria

Sabine Einwiller, University of Vienna, Austria\*

Udo Wagner, University of Vienna, Austria

This research shows differential effects of source credibility in an online customer review (OCR)-context. Drawing on the heuristic systematic model's notion regarding the co-occurrence of systematic and heuristic processing we show that source credibility exerts a persuasive effect when OCRs are positive (non-diagnostic) but not when they are negative (diagnostic).

## **2.3 Ethics and Engagement in Social Media**

**Room: Salon 3: Rome**

**Chair:** Tina Kiesler, California State University, Northridge, USA

## ***1. The Paradox of Social Television: The Effects of Connectedness and Distraction on Enjoyment***

Cansu Sogut, Boston University, USA\*

Frederic Brunel, Boston University, USA\*

Barbara Bickart, Boston University, USA

Susan Fournier, Boston University, USA

The use of social media to communicate with other viewers while watching television (social television) can increase or reduce enjoyment. When viewed content is affective, communication creates social connectedness, which enhances the overall experience. When viewed content is informational, social TV hinders the enjoyment of the content due to distraction.

## ***2. Cultural Engagement in the Age of Social Media***

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

Henri Weijo, Bentley University, USA

This study develops the notion of cultural engagement in social media marketing by integrating the cultural branding paradigm (Holt 2016; Holt and Cameron 2010) with recent research on brand publics (Arvidsson and Caliandro 2015) and polarization of expressions in social media (Lee et al. 2014).

## ***3. The Elaboration of Ethical Brand Crises on Social Media***

Stefano Pace, Kedge Business School, France\*

Matteo Corciolani, Università di Pisa, Italy

Giacomo Gistri, Università di Macerata, Italy

Through a qualitative content analysis, we investigate the reaction of the social media audience to an ethical brand crisis. The emerging findings suggest that consumers engage in a consumer identity work adopting different strategies: they sublimate or minimize the crisis (defense) or show the ideological structure of marketing (criticism).

## ***4. How Word of Mouth Influences the Storyteller: Does the Effect Replicate in China?***

Hengcong Jiang, Cass Business School, City University of London, UK\*

Tom van Laer, Cass Business School, City University of London, UK

Moore (2012, JCR) focuses on how specific linguistic content in word of mouth (WOM) influences North American storytellers. This research attempts to replicate her research with Chinese storytellers' hedonic experiences. Influenced by Confucianism, Chinese storytellers' evaluations are generally lowered by explaining language, yet less negative than North American storytellers' evaluations.

## **2.4 Thinking and Persuasion: When It's Good to Be Wrong and Bad to Be Good**

**Room: Salon 4: London**

**Chair:** Elizabeth Cowley, University of Sydney, Australia

### ***1. Consumer Endorsements: When and How Do Consumers Remember Their Own Misleading Recommendations?***

Elizabeth Cowley, University of Sydney, Australia\*

Christina I Anthony, University of Sydney, Australia

Consumers are often encouraged to recommend brands (i.e. "like us" on Facebook). On occasion, consumers endorse brands that they don't really like. We look at the consequences of lying on memory and find that the heightened arousal during the communication of a

lie that improves memory for the misleading recommendation.

## ***2. When Bigger Isn't Better: How Perceptions of Market Dominance Interact with Existing Brand Images to Impact Brand Favorability***

Jennifer Stoner, University of North Dakota, USA\*

Carlos Torelli, University of Illinois, USA

Brands that are market dominant are often described and perceived as powerful. This powerful image may conflict with other brand images, namely warmth. We find that communicating dominance over competitors can negatively impact consumer perceptions of brands with warm images.

## ***4. When Lacking Awareness Arises: The Role of Unconscious Thought on Brand Extension Evaluations***

Yuli Zhang, Drexel University, USA\*

Hyokjin Kwak, Drexel University, USA

Marina Puzakova, Lehigh University, USA

Charles Taylor, Vilanova University, USA

Trina Andras, Drexel University, USA

We demonstrate that unconscious thought influences consumers' perceptions of brand extensions. We show that unconscious thought leads to more favorable attitudes toward weak-tie (vs. strong-tie) brand extensions. However, this core of the unconscious thought is stronger for communal (vs. agentic) consumers who are more motivated to engage in relational thinking.

## ***4. When Exploding Deals Create Competitive Customers: Understanding the Psychological Consequences of Scarcity Marketing Tactics***

Jillian Hmurovic, University of Pittsburgh, USA\*

Kelly Goldsmith, Northwestern University, USA

Cait Lamberton, University of Pittsburgh, USA

Although scarcity marketing tactics have been broadly considered to enhance product desirability, we demonstrate that exposure to time-based scarcity promotions engenders competitive orientation targeting the retailer, consequently producing the ironic effects of motivating consumers to devalue the promoted product and to look for better deals elsewhere.

## **2.5 I think I like it! Processing Mode and Product Evaluations**

**Room: Salon 5: London**

**Chair:** Yuli Zhang, Drexel University, USA

## ***3. Consumers' Evaluation of Bundles with Related and Unrelated Items: A Construal-Level Account***

Mustafa Karatas, Koc University, Turkey\*

Zeynep Gürhan-Canli, Koc University, Turkey

Based on the results of an exploratory study, we develop a construal-level based account of consumers' evaluation of bundles. Across five experiments, contrary to past economic and behavioral research on bundles, we show that consumers prefer unrelated-item bundles over related-item bundles when factors in the decision context fit abstract thinking.

#### ***4. Objective measures of design typicality that predict aesthetic liking, fluency, and car sales***

Stefan Mayer, Goethe University Frankfurt, Germany\*

Jan R. Landwehr, Goethe University Frankfurt, Germany\*

Assessing product design typicality is vital to forecast consumers' responses to designs. We introduce objective measures of design typicality and demonstrate their capability of capturing subjective typicality experiences in the context of car designs. Findings show that the proposed objective approaches provide convenient means to easily assess design typicality.

#### ***4. Delighted by Deviating Design: The Relation between Construal Level and Surface Mimicry***

Tess Bogaerts, Ghent University, Belgium\*

Christophe Labyt, Ghent University, Belgium

Mario Pandelaere, Virginia Tech, USA

Products that incorporate visual features of unrelated objects into their design ("surface mimicry") evoke more abstract processing. People who are placed in an abstract mindset are willing to pay more for products with such atypical (versus typical) design. These effects are the strongest for people who generally appreciate product design.

#### ***4. The Interactive Effect of Lighting Type and Processing Mode on Shoppers' Engagement in a Store***

Hyunjoo Oh, University of Florida, USA\*

Chris Janiszewski, University of Florida, USA

Eunsoo Baek, Seoul National University, USA

Ho Jung Choo, Seoul National University, USA

So-yeon Yoon, Cornell University, USA

The effectiveness of lighting type (holistic vs. focused) was examined in relation to its fit with shoppers' processing mode in attentional scope. Five experiments demonstrated the contingency of lighting effectiveness on a dominant processing mode activated in a given moment and the underlying mechanism for fit effect.

## **2.6 Heuristic Decision Making**

**Room: Salon 7: Vienna**

**Co-chairs:** Eric Johnson, Columbia University

Gerd Gigerenzer, Max Planck Institute for Human Development

Speaker: Gerd Gigerenzer, Director of the Center for Adaptive Behavior and Cognition (ABC) at the Max Planck Institute for Human Development[3] and director of the Harding Center for Risk Literacy, both in Berlin, Germany.

As reflected in the amount of controversy, few areas in psychology have undergone such dramatic conceptual changes as the emerging science of heuristics. In this talk, I will focus on the study of the ecological rationality of heuristics, that is, the analysis of the environmental structures that a given class of heuristics can exploit. This analysis helps to understand the possibility of less-is-more effects, that is, situations where less search, estimation, and computation leads to more accurate predictions.

Speaker: Eric Johnson, Columbia Business School, Columbia University

1) The increasingly important role of heuristics in understanding consumer choice. I will discuss how this has been amplified by the use of big data and process analysis using on-line tracking and eye movement recording

- 2) What is the nature of strategy selection? When are snap assessments of deciding how to decide likely to be accurate and when will they be wrong?
- 3) Implications for public policy and managers

## **2.7 Understanding and Mitigating the Impact of Informational and Intentional Asymmetries in the Consumer Setting**

**Room: Salon 12: Paris**

**Chair:** Michael O'Donnell, University of California Berkeley, USA

### ***1. The Potential Benefits and Pitfalls of Poking Fun at Yourself: Self-Deprecating Humor as Impression Management***

Michael O'Donnell, University of California Berkeley, USA\*

Minah Jung, New York University, USA

Clayton Critcher, University of California Berkeley, USA

Self-deprecating humor is taken at face value. For core domains (e.g., intelligence and appearance) self-deprecation is seen as reflecting negative self-esteem, but for non-central domains (e.g., artistic ability) it can be beneficial. Even when self-deprecation is not a negative indicator of self-esteem, observers think self-deprecators believe what they are saying.

### ***2. Backhanded Compliments: Implicit Social Comparison Undermines Flattery***

Ovul Sezer, Harvard Business School, USA\*

Alison Wood Brooks, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Backhanded compliments are seeming praise that draws an implicit unfavorable social comparison: your ideas were good for an intern. Five experiments show that although flatterers deploy backhanded compliments to garner liking while also conveying superior social status, recipients view backhanded compliments as strategic put-downs and penalize would-be flatterers.

### ***3. Endorsing Help For Others That You Oppose For Yourself: Mind Perception Guides Support for Paternalism***

Juliana Schroeder, University of California Berkeley, USA\*

Adam Waytz, Northwestern University, USA

Nicholas Epley, University of Chicago, USA

We propose that support for paternalistic aid depends in part on people's subtle inferences about the mental capacities—self-control and rationality—of those being helped. In five experiments, we manipulate people's beliefs about their own and others' mental capacities and demonstrate these beliefs influence endorsement of paternalistic policies.

### ***4. Encouraging Consumers to Consider Others' Perspectives Helps Them Optimize Decisions about Scarce Resources***

Elanor Williams, University of California San Diego, USA\*

On Amir, University of California San Diego, USA

Alicea Lieberman, University of California San Diego, USA

Increased coordination between consumers other can improve general welfare. A simple reminder to consider what others are likely to do can help optimize scarce resources, because people do not naturally consider others' motivations and behaviors enough and instead

focus mainly on their own desires and preferences when making their choices.

## **2.8 Power, Control and Self-Control**

**Room: Salon 16: Riga**

**Chair:** Sean Blair, Georgetown University, USA

### ***1. The Impact of Power on Reliance on Feelings versus Reasons in Decision Making***

Yunhui Huang, Hong Kong University of Science and Technology, China\*

Hannah Chang, Singapore Management University, Singapore

Jiewen Hong, Hong Kong University of Science and Technology, China

This research examines the impact of power on consumer decision making. We hypothesize that consumers in high- (vs. low-) power state are more likely to rely on affective feelings (vs. cognitive reasoning) in decision making. Five experiments provide convergent evidence using different operationalizations of feeling based versus reason-based decision making.

### ***2. Blaming McDonald's: Anthropomorphized Temptation, Failed Self-Control, and Support for Paternalistic Intervention***

Julia Hur, Northwestern University, USA

Wilhelm Hoffman, University of Cologne

Minjung Koo, Sungkyunkwan University\*

When facing self-control failure, anthropomorphizing a tempting object (e.g., fast food) increases one's delegation of responsibility for self-control failure to the object itself and its manufacturer (e.g., fast-food companies). Subsequently, anthropomorphism increases support for paternalistic interventions that impose regulations on the object (e.g., fast-food ban in schools).

### ***3. Health Messages: The Roles of Emotions and Type of Healthcare Advocacies***

Meng-Hua Hsieh, Pennsylvania State University-Harrisburg, USA\*

Chethana Achar, University of Washington, USA

Nidhi Agrawal, University of Washington, USA

Healthcare messages can promote health behaviors to detect disease. Alternatively, healthcare messages can encourage behaviors to prevent disease. This research examines how emotions enhance or hinder the effectiveness of disease prevention or detection advocacies. Across several emotions and different health scenarios, we find converging evidence of the results.

### ***4. When Perceiving Low Control Fosters Great Expectations: The Case of Financial Decision Making***

Sean Blair, Georgetown University, USA\*

This research investigates the impact of incidental personal control threats on outcome expectancies. Results show that control threats paradoxically increase the perceived likelihood for positive outcomes because they heighten individuals' desire to perceive themselves as competent. Accordingly, the effect strengthens as positive outcomes become more diagnostic of competence.

## **2.9 Advancing Symbolic Consumption**

**Room: Salon 17: Riga**

**Chair:** Laura Oswald, Marketing Semiotics, Inc., USA

***1. A Semiotic Inquiry into the Existential Effects of Chronic Pain on Consumer Behavior***

Laura Oswald, Marketing Semiotics, Inc., USA\*

Chronic pain poses unique challenges for consumer research because it is so subjective as to elude verbalization. Through theory development and case analysis, I illustrate how semiotic ethnography shed new light on chronic pain by decoding the non-verbal discourses consumers project into images, rituals, and the organization of domestic space.

***2. The Style Is the Brand: The Poetic Choreography of Idea Behaviour***

Roel Wijland, University of Otago, New Zealand\*

Stephen Brown, University of Ulster, Ireland

This article introduces style as the behavioural determinant to represent the enchainement of ideas as it inscribes itself into a brand. It proposes to conceptualise the relationship between consumer and idea behaviour, and advances style as a poetic and choreographic function of the brand, in an increasingly fragmented perceptual universe.

***3. Consuming a Machinic Servicescape***

Joel Hietanen, Stockholm University, Sweden\*

Mikael Andréhn, Aalto University, Finland\*

Thom Iddon, Stockholm University, Sweden\*

Torkild Thanem, Stockholm University, Sweden\*

Iain Denny, Stockholm University, Sweden\*

Anna Ehnage, Stockholm University, Sweden\*

Consumer encounters with servicescapes tend to emphasize the harmonic tendency of their value-creating potential. We contest this assumption from a critical non-representational perspective that foregrounds the machinic and repressive potentiality of such consumption contexts. We offer the airport servicescape as an illustrative example.

***4. The Global Surf Narrative: Using Narratives in Global Market Strategy***

Rodrigo Segabinazzi, Federal University of Rio Grande do Sul, Brazil\*

Hope Schau, Eller College of Management, University of Arizona, USA\*

Walter Nique, Federal University of Rio Grande do Sul, Brazil

Melissa Akaka, Daniels College of Business, University of Denver, USA

We offer narratives as a strategic global positioning tool. We conducted a six year ethnography in Brazil and US (California and Hawaii) around the surf market. Our results demonstrate the effective, explicit use of a strikingly similar narrative by local and global brands in their retailscape and marketing communications.

**2.10 Fifty Shades of Sharing - Exploring the Darker Shades of Sharing**

**Room: Dublin**

**Co-chairs:** Julie Ozanne, University of Melbourne, Australia



Ayalla Ruvio, Michigan State University, USA

### ***1. Selfish Sharing***

Russell Belk, York University, Canada\*

While sharing is ideally an inclusionary act of caring, in practice it is often an exclusionary act of egoistic selfishness. This is seen in the “sharing economy.” I consider gated communities where residents who share common facilities are more interested in excluding others than participating in sharing within their communities.

### ***2. Mutually Assured Explanation: Advancing a Framework for the Sharing Economy***

Alex Rose, Murray State University, USA\*

Using examples from academic literature, business press, and my own fieldwork, I demonstrate the explanatory power of the mutuality/possessive individualism framework. By doing so, I attempt to provide academics and managers an analytically and strategically coherent framework for operating in and studying the sharing economy.

### ***3. “People Like Us:” Negotiating Social Boundaries in House Swapping***

Ye (Nicole) Yang, University of Melbourne, Australia\*

Julie Ozanne, University of Melbourne, Australia

Angela Paladino, University of Melbourne, Australia

This study explores how consumers temporarily swap their homes with strangers. Through micro social practices, such as cleaning, consumers assert house swapping as altruistically-driven exchange that exists outside market logics of commercial lodging services. Nevertheless, subtle practices lead to exclusion of trading partners who are dissimilar.

### ***4. Reciprocal Altruism as a Motivation for Sharing: Sharing Up versus Sharing Down***

Ayalla Ruvio, Michigan State University, USA\*

Naomi Mandel, Arizona State University, USA

Elodie Gentina, Université de Lille, France

This research focuses on social comparison and reciprocity expectations in sharing. In four studies we show that due to expected reciprocity, people are more willing to share their possessions with a high-performing (vs. low-performing) others. However, this preference to share-up (vs. share-down) diminishes when the possibility of reciprocation is removed.

## **2.12 Meet the Editors**

**Room: Berlin D**

**Break**

**10:45am - 11am**

**SESSION III**

### **3.1 “Because it's 2016”: Documenting the Persistence of and Challenge to Gender Stereotyping in the Marketplace**

**Room: Salon 1: Moscow**

**Co-chairs:** Steven Shepherd, Oklahoma State University, USA

Linda Tuncay Zayer, Loyola University Chicago, USA

#### ***1. Identifying and Explaining the Sex-Gap in Consumer Responses to Product Failures: Gender Stereotypes Create Victims out of Women***

Steven Shepherd, Oklahoma State University, USA\*

Alysson Light, University of the Sciences, USA

Archival and experimental evidence finds that consumer complaints are more commonly made for female (vs. male) victims of product failures. Evidence suggests this is due to gender stereotypes leading to increased perceptions of harm and company blame for female victims. Implications for firms and consumer protection are discussed.

#### ***2. Female Gamers: An Investigation of Gendered Consumer Vulnerability***

Robert L. Harrison, Western Michigan University, USA\*

Jenna M. Drenten, Loyola University Chicago, USA

Nicholas Pendarvis, University of South Carolina, USA

Guided by social dominance theory, this paper examines how female gamers navigate the gender biases and marginalization experienced in the masculine-oriented gaming consumption context. Findings reveal an undercurrent of gender-based consumer vulnerability, harassment, and systematic disempowerment, driven by stereotypical perceptions of “gamer girls” in the gaming subculture.

#### ***3. Resistance to Gender Stereotyping in Advertising Institutions***

Linda Tuncay Zayer, Loyola University Chicago, USA\*

Catherine Coleman, Texas Christian University, USA

Ozlem Hesapci, Bogazici University, Turkey

This paper uses institutional theory to examine how advertising professionals resist the use of gender stereotypical messages in advertising. Through in-depth interviews, we examine how advertising executives across the U.S., UK, and Turkey conceptualize gendered messages and the strategies used to resist these practices within their institutions.

#### ***4. Perceptions of Changing Beauty Norms: An Exploratory Study***

Kate Pounders, University of Texas at Austin, USA\*

Amanda Mabry, University of Texas at Austin, USA

The goal of this research is to examine consumer perceptions of recent attempts to diversify the stereotype of female beauty. This work analyzes consumer comments posted to Facebook pages to identify emergent themes that represent consumer sentiment and attitudes about shifting stereotypes of beauty in the media.

## 3.2 Fancy and Sexy: Methodological Innovations and Insights

**Room: Salon 2: Rome**

**Chair:** Timothy Heath, University of South Florida, USA

### *1. Using Double-Lasso Regression for Principled Variable Selection*

Oleg Urminsky, University of Chicago, USA\*

Christian Hansen, University of Chicago, USA

Victor Chernozhukov, Massachusetts Institute of Technology, USA

We introduce and validate double-lasso regression as a principled method for variable selection. This method reduces estimation bias and increases statistical power, identifying which covariates have sufficient empirical support for inclusion in analyses of correlations, moderation, mediation and experimental interventions. We apply the method in four re-analyses of prior findings.

### *2. The Psychophysics of Price Perception: Evidence From the Lab and From the Field*

Benjamin Scheibehenne, University of Geneva\*

The results of a lab (n=40) and a field study in a grocery store (n=966) indicate a systematic underestimation of shopping basket values that follows a compressive power function. The bias depended on the sequential order but not on the shape of the underlying frequency distribution or simple rounding strategies.

### *3. Planned to Miss: The Use of Two-Method Measurement Design in Experimental Marketing Research*

Broderick Turner, Florida International University, USA\*

Jonathan Hasford, Florida International University, USA

The authors introduce two-method measurement design (TMMD), to consumer research. TMMD combines a standard research method (e.g. self-report surveys) and a more advanced research method (e.g. fMRI, EEG) to improve the predictive ability when compared to the standard measure, and improve the cost when compared to the advanced measure.

### *4. Keep It Simple Stimuli: Brain-Vetted Elements of Movie Trailers Predict Opening Weekend Ticket Sales*

Samuel B. Barnett, Northwestern University, USA\*

Hope M. White, Northwestern University, USA

Moran Cerf, Northwestern University, USA

We propose a novel method to predict movie ticket sales based on the stimulus complexity of the associated advertisements (i.e., movie trailers). We identify characteristics of movie trailers (e.g., semantic and visual clarity) that promote neural similarity (i.e., Cross-Brain-Correlation) among moviegoers at a commercial theater and foreshadow commercial success.

## 3.3 From the Other to the Self

**Room: Salon 3: Rome**

**Chair:** Jing Wan, University of Groningen, The Netherlands

### *1. The Effects of Self-Identity Activation and Emotions on Donation Decisions*

Canice M. C. Kwan, Lingnan (University) College, Sun Yat-Sen University\*

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

Three experiments demonstrate that activating self-identity by asking individuals to sign their name for an innocuous purpose influences their donation decisions. This influence can be either positive or negative, depending on the affective reactions that the victims elicit (i.e. empathic distress for the victims vs. anticipatory guilt for not helping).

## ***2. More Than Just the Money: Psychological and Behavioral Consequences of Participating in Crowdfunding***

Sally Bitterl, WU Vienna, Austria\*

Martin Schreier, WU Vienna, Austria

The novel findings from a longitudinal experimental study indicate that participating in crowdfunding increases the extent to which customers identify with the underlying venture, which is further demonstrated to trigger more pronounced engagement activities such as increased subsequent consumption of the venture's products and more positive word-of-mouth behavior.

## ***3. Consumers Rely More on Online Review Scores When They First Form an Independent Opinion***

Adrian Camilleri, RMIT University, Australia\*

We found, over four experiments comprising over 2,200 participants, that people put more weight on reviews when they first form an independent opinion. This effect was robust to the average review score, number of reviews, distribution of reviews, and product type. Our findings are explained by an adjustment-based anchoring account.

## ***4. "Crush on You": Romantic Crush Increases Consumers' Preferences for Strong Sensory Stimuli***

Xun (Irene) Huang, Nanyang Technological University, Singapore

Ping Dong, University of Toronto, Canada

Meng Zhang, Chinese University of Hong Kong, China\*

We show that romantic crush could enhance consumers' subsequent preference for products or services that elicit stronger (vs. weaker) sensory stimulation (e.g., a louder store music, a more strongly-flavored food). This is because people in a romantic crush have an unsatisfied desire for sensory stimulations from their desired social target.

# **3.4 Goals, Motivation, and Consumer Decision Making**

**Room: Salon 4: London**

**Chair:** Meng Zhu, Johns Hopkins University, USA

## ***1. When Goal-Derived Assortments Lead to Goal-Inconsistent Choices***

Kristof Gescens, Vlerick Business School, Belgium

Andrea Bonezzi, New York University, USA

Alexander Chernev, Northwestern University, USA

Karen Gorissen, Ghent University, Belgium\*

Bert Weijters, Ghent University, Belgium

Retailers increasingly organize assortments by goal to help consumers in their decision process. Counterintuitively, we show that this

practice decreases the likelihood that consumers choose the goal-maximizing item. Because goal-relevant attributes become less diagnostic, consumers revert to goal-irrelevant dimensions, choosing a product less consistent with their goal.

## **2. *The Found Time***

Jaeyeon Chung, Columbia University, USA\*

Claire Tsai, University of Toronto, Canada

Leonard Lee, National University of Singapore, Singapore

Don Lehmann, Columbia University, USA

Eight experiments demonstrate that consumers prefer to spend their windfall time (vs. money) for hedonic purposes. This tendency consistently arises when the amount of gain, activity type and activity consideration size varies. We suggest that this is because consumers are motivated to restore work-life balance through found time (vs. money).

## **3. *“I Couldn’t Help But to Cry!” “I Couldn’t Help But to Yell “YES!”” Dimorphous Expressions Inform Consumers of Users’ Motivational Orientations***

Oriana Aragón, Yale University, USA\*

Sometimes happiness is displayed not only with smiles but also with tears or aggressive shouts. These dimorphous expressions (i.e. happiness + sadness and happiness + aggression) send unique signals about expressers’ motivational orientations. Here experimentally manipulated depicted users’ expressions alter judgments about users’ motivational orientations, product preferences, and product values.

## **4. *The Unintended Consequences of Long Deadlines on Goal Pursuit***

Meng Zhu, Johns Hopkins University, USA\*

Rajesh Bagchi, Virginia Tech, USA

Stefan Hock, George Mason University

Counter to the common belief that longer deadlines might facilitate goal pursuit by allowing for ample time, we show that longer deadlines could produce unintended detrimental impact on goal pursuit, such as increased difficulty perception, escalation of resource commitment and increased likelihood of quitting.

# **3.5 Seeking Certainty and Self in an Uncertain World**

**Room: Salon 5: London**

**Chair:** Alexander Bleier, Boston College, USA

## **1. *By the Grace of Brands: The Role of Brand Leadership in the Process of Restoring Control***

Joshua Beck, University of Oregon, USA

Alexander Bleier, Boston College, USA\*

Ryan Rahinel, University of Cincinnati, USA

Gods and governments provide people with an external sense of control. Can brands serve a similar role? The authors explore how the motive to restore control causes consumers to see and value high market position (brand leaders) as a source of external agency.

## **2. A Goal Dependent Model of Certainty and Information Seeking**

Sharlene He, Northwestern University, USA\*

Derek Rucker, Northwestern University, USA

A foundational effect in psychology and consumer behavior is that certainty decreases information seeking. In contrast, we demonstrate that activating an instrumental goal can reverse this classic relationship: certainty produces more information seeking. Five experiments offer support for the hypothesis.

## **3. Residential Mobility and Uniqueness Seeking**

Minkyung Koo, University of Illinois at Urbana-Champaign, USA

Andy Ng, University of Illinois at Urbana-Champaign, USA\*

Shigehiro Oishi, University of Virginia, USA

Four studies show that residential mobility predicts desire for uniqueness consumption, and the relative centrality of the personal versus collective self mediates this effect. Moreover, this effect is only observed among people with a tendency to engage in exploratory buying behavior.

## **4. Reminders of the Sun Influence Men's Attitude towards Luxury Products**

Mohammed El Hazzouri, Mount Royal University, Canada\*

Kelley Main, University of Manitoba, Canada

Donya Shabgard, University of Manitoba, Canada

This research takes an evolutionary perspective to examine how reminders of the sun affect preference for luxury products. Findings of two experimental studies indicate that sun reminders increase men's preference for luxury products. This effect is mediated by men's increased sexual motivation as a result of sun reminders.

## **3.6 How Consumer Research Informs Consumer Policy: The Case of Germany**

**Room: Salon 7: Vienna**

**Chair:** Anja Achtziger, Zeppelin University Friedrichshafen, Germany

This session examines how consumer research informs consumer policy making, focusing on important current topics and challenges in consumer policy in Germany. How can evidence-based consumer research guide legislative efforts (e.g., by providing behavioral data or by improving consumer decision making with respect to consumer products), especially in the context of digitalization, and what strategies do politicians propose to improve evidence-based consumer protection legislation (e.g., by supporting expert networks and providing resources)? Session participants include experts from politics (e.g., Secretary of State Gerd Billen, Federal Ministry of Justice and Consumer Protection; former Minister Renate Künast, Federal Ministry of Consumer Protection, Food, and Agriculture), consumer research (Lucia Reisch, Copenhagen Business School; Klaus Wertenbroch, INSEAD), and representatives of NGOs that deal with consumer protection (e.g., Klaus Müller, president of the Verbraucherzentrale Bundesverband, VZBV/Federation of German Consumer Organizations; Andreas Mundt, president of Germany's federal competition authority Bundeskartellamt). By connecting consumer researchers and policy makers, the session aims to illustrate best practices in contemporary consumer protection.

## **3.7 Religion and Consumption Decisions: Acquisition, Disposition, and Susceptibility to Advertising and Social Influence**

**Room: Salon 12: Paris**

**Co-chairs:** Keisha Cutright, Duke University, USA

Alison Jing Xu, University of Minnesota, USA

### ***1. Love It but Leave It: The Divergent Effects of Religiosity on Attitudinal versus Behavioral Brand Loyalty***

Alison Jing Xu, University of Minnesota, USA

Nicholas Olson, University of Minnesota, USA\*

Rohini Ahluwalia, University of Minnesota, USA

Religiosity has divergent effects on consumers' attitudinal brand loyalty and behavioral brand loyalty. Religious consumers develop stronger psychological attachment to their favorite brands (i.e., have stronger attitudinal loyalty), but are more likely to switch when a competing brand offers a switching incentive (i.e., have weaker behavioral loyalty).

### ***2. The Price of Faith: Religion's Role in the Endowment Effect***

Vivian Yue Qin, Duke University, USA\*

Richard Staelin, Duke University, USA

Gavan Fitzsimons, Duke University, USA

We propose a new explanation for the endowment effect, suggesting that sellers' asking prices will be influenced by their religiosity and the associated religious teachings that remind the individuals to be content with what they have. We test our hypotheses with fourteen experiments and two secondary datasets.

### ***3. In God's Hands: How Religion Dampens the Effectiveness of Fear Appeals***

Eugenia Wu, University of Pittsburgh, USA

Keisha Cutright, Duke University\*

Though religion plays an important role in many lives, little research has examined what the salience of God means for consumer behavior. We find that religion dampens compliance and persuasion in response to fear appeals as it provides consumers with a sense that they will be supported during hard times.

### ***4. Attachment to God Reduces Conformity to the Choices of the Majority***

Vivian Yue Qin, Duke University, USA

Alison Jing Xu, University of Minnesota, USA\*

Strong attachment to God reduces people's need for affiliation with others, leading to the development of an independent self-construal that decreases conformity to the choice of the majority. This effect occurs when consumers choose products for private consumption, but is attenuated when they choose products for public consumption.

## **3.8 Embodiment and Virtual Reality**

**Room: Salon 16: Riga**

**Chair:** Kirk Kristofferson, Arizona State University, USA

### ***1. Playful Consumption: A Physical Perspective***

Olivier Sibai, Birkbeck, University of London, UK\*

Consumers increasingly engage in playful physical activities. Existing theorizations of playful consumption are disembodied and therefore cannot capture the phenomenon adequately. I investigate the practice of juggling using ethnography to develop an embodied theory of playful consumption. This research contributes to theories of playful consumption and consumer expertise.

## ***2. Consumption Skill Acquisition in Ski Schools: Towards a Theory of Embodied Learning***

Niklas Woermann, University of Southern Denmark, Denmark\*

Verena E. Wieser, University of Innsbruck, Austria\*

Remedying the absence of a cultural theory of consumption skill acquisition, we use video data to explore how consumers learn in ski schools. We identify six modes of skill acquisition and theorize the interplay between the sensori-motor system, the conscious state of skillful coping, and the socially assembled learning situation.

## ***3. Physical Transformations and Visual Practices in the Fitblr Community***

Yannik St.James, HEC Montreal, Canada\*

Sarah-Jade Lacoursiere, HEC Montreal, Canada

This study examines consumers' visual practices as they pursue physical transformation projects in a virtual community. A qualitative investigation of Fitblr community reveals how visual and community practices create a system of inspiration wherein bloggers consume inspiration, share inspiration, and become a source of inspiration in the community.

## ***4. Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing***

Kirk Kristofferson, Arizona State University, USA\*

Michelle Daniels, Arizona State University, USA

Andrea Morales, Arizona State University, USA

While advertisers, content designers and hardware producers have begun pushing virtual reality technology to consumers, no research has examined consequences of using this medium for marketing. This research examines perceptual factors and processes that drive consumer immersion in virtual reality and the downstream marketing consequences.

# **3.9 The Role of Perception and Emotion in Persuasion**

**Room: Salon 17: Riga**

**Chair:** Paolo Antonietti, Queen Mary University of London, UK

## ***1. Guilt Trips: Transportation and the Persuasiveness of Guilt Appeals***

Paolo Antonetti, Queen Mary University of London, UK\*

Paul Baines, Cranfield University, UK\*

Guilt appeals are popular despite inconsistent evidence on their effectiveness. We examine their longitudinal effectiveness and show that 1) the persuasiveness of guilt appeals over time is mediated by narrative transportation, and 2) their effect is stronger when the message is delivered through a video compared to a text.

## ***2. Congruence and Incongruence in Advertising-Medium Combinations: More Than Just Two Sides of the Same Coin***



Claas Christian Germelmann, University of Bayreuth, Germany\*

Jean-Luc Herrmann, Université de Lorraine, France\*

Mathieu Kacha, Université de Lorraine, France\*

Peter Darke, Schulich School of Business, York University, Canada\*

Sebastian Macht, University of Bayreuth, Germany

We suggest that ad-medium incongruence can evoke a negative process, involving persuasion knowledge, which is different from the standard fluency explanation. Experiment 1 shows that under incidental exposure, consumers focus their attention on incongruence, but not congruence. Experiment 2 confirms that incongruence leads to suspicion about manipulative intent.

### ***3. How Heavy is Your Smartphone? Imaginary Weight Perception of Smartphone Users and its Impact on Product Evaluation***

Sang-Hoon Kim, Graduate School of Business, Seoul Nat'l University, Korea

Yuna Choe, College of Business Administration, Seoul Nat'l University, Korea\*

Youseok Lee, College of Business Administration, Seoul Nat'l University, Korea\*

Across three studies, we show that an exposure to a larger (vs. smaller) number of applications on the screen causes consumers to perceive the smartphone heavier, while the actual weight does not change. The effect of the visuals on perceived heaviness influences product evaluation and purchase intention of further applications.

### ***4. How and Why Wearing Sunglasses Makes for Cool Consumers***

Lili Wang, Zhejiang University\*

Amy Dalton, HKUST

What are the everyday antecedents of cool behavior? Five studies show that physically using a cool product – here, sunglasses – causes consumers to attend to cool people and brands, maintain emotional composure. These effects depend on the symbolic connection between sunglasses and coolness and via changes in consumers' implicit self-perceptions.

## **3.10 Narrative Consumption in a Digital World**

**Room: Dublin**

**Co-chairs:** Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University, US

Tom van Laer, Cass Business School, City University London, UK

### ***1. Navigating Narratives and Altering Time: Consumption Practices in the Digital Age***

Stephanie Feiereisen, Cass Business School, City University London, UK\*

Dina Rasolofoarison, University of Southampton, UK

Cristel Russell, Kogod School of Business, American University, USA

Hope Schau, Eller College of Management, University of Arizona, USA

Digital devices enable consumers to control how they navigate TV narratives. Thirty-six interviews with TV series watchers offer insights into how navigational practices affect narrative and narrated time and how the pace of delivery alters the narrative experience. Implications for narrative construction and delivery are discussed.

### ***2. Reviewing the Review: A Text Analysis of Why Online Experience Reviews Receive Positive Feedback***

Tom van Laer, Cass Business School, City University London, UK\*

Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University, USA

Stephan Ludwig, University of Westminster, UK

Ellis A. van den Hende, Delft University of Technology, The Netherlands

We propose that the narrative structure of experience reviews garners positive feedback from consumers reading them. We find support for these links through the refinement of text analysis techniques and an automated text analysis of 190,461 reviews of 989 experiences on TripAdvisor.

### ***3. Brand Story-Making and Digital Conversations***

Luca M. Visconti, ESCP Europe Business School, France\*

Tom van Laer, Cass Business School, City University London, UK

A lot of brand content online remains unobserved due to a lack of storytelling. This conceptual paper—built on extensive literature review and the author’s former research—aims at fostering scant academic works providing managerial guidance about does, don’ts, and risks of brand story-making in digital conversations.

### ***4. Transformative Digital Storytelling: A Framework for Crafting Stories for Social Impact Organizations***

Laura A. Peracchio, University of Wisconsin–Milwaukee, USA\*

Melissa G. Bublitz, University of Wisconsin–Oshkosh, USA

Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University, USA\*

Pia Furchheim, HEC Lausanne, Switzerland

Stacy Landreth Grau, Texas Christian University, USA

Anne Hamby, Hofstra University, USA

Our integrative framework guides story-construction for Social Impact Organizations (SIOs), focused around the SIO’s metanarrative, an overarching mission-focused story about the SIO and why it exists. Stories crafted by the SIO should connect to the metanarrative and include features we identify that make stories engaging, compelling, and memorable.

#### **LUNCH**

**12:15pm - 1:30pm**

#### **Presidential Address**

**1:30pm - 2:15pm**

#### **Break**

**2:15pm - 2:30pm**

#### **SESSION IV**

**2:30pm - 3:45pm**

## **4.1 Engaging the Marketplace in Destigmatization**

**Room: Salon 1: Moscow**

**Co-chairs:** Susan Dunnett, University of Edinburgh Business School, UK

Ann Mirabito, Baylor University, USA

### ***1. More Homely than Home: Stigma, Liminality and Pilgrimage Consumption***

Leighanne Higgins, Lancaster University Management School, UK\*

Kathy Hamilton, Strathclyde Business School, UK\*

We reveal how marketization and detraditionalization have silenced public religious expression, creating feelings of stigmatization and existential liminality for Catholic consumers in everyday life. This study re-conceptualizes liminality and finds the pilgrimage marketplace to become the balm that enables consumers to temporarily shed their stigma and existential liminal state.

### ***2. How Do Brands' Destigmatizing Messages Travel through Social Media? Like a Girl***

Ann Mirabito, Baylor University, USA\*

Elizabeth Crosby, University of Wisconsin-La Crosse, USA

Kristy McManus, University of Georgia, USA

Some brands seek to destigmatize race, gender, and medical conditions -- activity traditionally undertaken by grassroots social movements. This research contrasts the way destigmatizing initiatives spread through social media by comparing the Twitter network of a brand-driven destigmatizing initiative (#LikeAGirl) with that of a grassroots destigmatizing initiative (#BlackLivesMatter).

### ***3. Delusion or Deception: Examining Racialized Stigma and Colorblind Politics in the Marketplace***

Kevin Thomas, The University of Texas at Austin, USA\*

Angelica Morris, The University of Texas at Austin, USA

Jessica Matias, The University of Texas at Austin, USA

As marketers attempt to assuage the racialized stigma of marketplace discrimination by implementing colorblind policies, consumers' experience of racialized stigma does not appear to be lessening. The purpose of this study is to deconstruct this apparent paradox by investigating how colorblindness is practiced by marketers and experienced by consumers.

### ***4. Divesting Identities: Counterbalancing and Demythologising the Stigmatised Identity***

Lara Spiteri Cornish, Coventry Business School, UK

James Cronin, Lancaster University Management School, UK\*

Susan Dunnett, University of Edinburgh Business School, UK\*

This paper explores practices employed by fat consumers to divest stigmatised identities. We focus on medicalisation and popular culture as sources of stigma and outline tactics for divesting identities, including counterbalancing and demythologising. Market-based practices play a role in destigmatisation but the price to the individual is increased social labour.

## **4.2 Learning, Memory and Language**

**Room:** Salon 2: Rome

**Chair:** Mandy Hütter, Eberhard Karls Universität Tübingen, Germany

### ***1. More than Words: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans***

Brady Hodges, Texas A&M University, USA\*

Caleb Warren, Texas A&M University, USA

Zachary Estes, Bocconi University, Italy

Effective slogans increase brand awareness and strengthen brand attitude. Taking a psycholinguistic perspective, the authors contribute the first ever analysis into how the unique lexical, semantic, and emotional properties of a slogan's individual words combine to influence slogan recognition and slogan liking.

## ***2. Do Skewed Base-Rates Affect Advertising Effects on Brand Attitudes? On the Role of Pseudocontingencies in Evaluative Conditioning***

Mandy Hütter, Eberhard Karls Universität Tübingen, Germany\*

Florian Kutzner, Ruprecht-Karls-Universität Heidelberg, Germany

Klaus Fiedler, Ruprecht-Karls-Universität Heidelberg, Germany

The present research investigated the sensitivity of evaluative conditioning, where the pairing with a valent stimulus (US) induces attitude change in another stimulus (CS), to skewed base-rates. Two studies show little evidence for effects of skewed base-rate suggesting that attitude change depends on a statistical contingency between CS and US.

## ***3. Consumer Brand Knowledge: A Multiple Memory Systems Model***

Ming Hsu, University of California Berkeley, USA\*

Yuping Chen, National Taiwan University, Taiwan

Consumer memory processes relate to internal mental representations that are not directly observable. We used functional neuroimaging to uncover the memory representations of brand knowledge. We found that, far from a unitary construct, consumer brand knowledge can be decomposed into distinct components corresponding to episodic, semantic, and habit systems.

## ***4. Semantic Price Claims and Discount Expectations***

Patricia Norberg, Quinnipiac University, USA\*

Albert Della Bitta, University of Rhode Island, USA\*

Stephen Atlas, University of Rhode Island, USA\*

This research examines how phrases used to describe discounts, such as “unbeatable savings” or “special sale,” affect deal valuation. We provide evidence that these phrases, herein called semantic price claims, have consistent numerical interpretations, and influence value perceptions and purchase intention through expectancy-disconfirmation.

## **4.3 Moral Aspects of Consumption**

**Room: Salon 3: Rome**

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

### ***1. The Effect of Self-Target Comparison in Perspective Taking on Judgment of Dishonesty***

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

Hua Chang, Towson University, USA\*

Tracy Rank-Chrisman, University of Wisconsin - Milwaukee, USA\*

Four studies demonstrate convergent evidence that self-target contrast (vs. assimilation) in perspective taking elicits more negative judgments toward a target seller when the seller's act of dishonesty is ambiguous. The contrast effect is in part driven by perspective-takers' self-anchoring of acting honestly (vs. not) in the seller's situation.

## ***2. Morality-Based Blame for Victims of Harmful Product Failures***

Brandon Reich, University of Oregon, USA\*

Troy Campbell, University of Oregon, USA

Robert Madrigal, University of Oregon, USA

Three studies show that consumers (especially those with strong beliefs in a just world) are more likely to blame immoral (vs. neutral or moral) victims of harmful product failures, and that victim blame reduces company blame, influencing choice and stunting market self-regulation. We also explore the moderating role of negligence.

## ***3. On Self-Construal and Lie Acceptability***

So Hyun Bae, Hong Kong Baptist University, China\*

Xiaoyan Liu, Southwestern University of Finance and Economics, China\*

Sharon Ng, Nanyang Technological University, Singapore

Four studies provide converging evidence that interdependent (vs. independent) self-construal enhances individuals' lie acceptability across four different cultures, i.e., China, US, India and Singapore. We further demonstrate that causal attribution plays the mediating role in the effect of self-construal on consumers' acceptance of and attitude toward deceptive advertising.

## ***4. The Untouchables: The Sacredness of Brand Logos***

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

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

Shirley Y. Y. Cheng, Hong Kong Baptist University

We find that brand sacredness is a distinct construct that can uniquely predict how protective consumers are of a brand's logo, so that a collective understanding about brand sacredness can drive consumers' personal experience of moral outrage in reaction to logo redesigns, even when there is a weak consumer-brand connection.

# **4.4 One Among Many: The Interplay of Individual, Social, and Group Identity**

**Room:** Salon 4: London

**Chair:** Edith Shalev, Technion University, Israel

## ***1. The Achilles Heel of Centrality: Group Identification Makes the Central Susceptible to Influence***

Edith Shalev, Technion University, Israel\*

Hadas Eiges, Technion University, Israel

Are central consumers more or less susceptible to group-influence than marginals? Five studies show that despite their status and influence potential, central members depend on the group to satisfy belonging needs, which turns them vulnerable to group-influence. This process is likely to manifest with social but not with achievement groups.

## ***2. What Comes Next? Family Carers' Experiences of Role and Identity Transition on Cessation of the Caring Role***

Carol Kelleher, University College Cork, Ireland\*

Helen McGrath, University College Cork, Ireland

In this paper, we extend extant perspectives on family consumption by illustrating how family carers' experience three phased role and identity transitions - reconfiguring, distancing and reconstituting - on cessation of the caring role and how such experiences frame relational identities within and beyond the family.

## ***3. Exploring the Antecedents and Consumer Behavioral Consequences of "Feeling of Missing Out" (FOMO)***

Ceren Hayran, Koc University, Turkey\*

Lalin Anik, University of Virginia, USA

Zeynep Gurhan-Canli, Koc University, Turkey

We explore the popular but under-researched "feeling of missing out" in a nomological web of constructs. We show that FOMO is driven by the awareness of favorable and self-relevant experiences taking place in one's environment, and it decreases one's intentions to repeat a current activity.

## ***4. Gifting an Identity: The Effect of Gifts on Receiver Identity***

Matthew Philp, HEC Montreal, Canada\*

Laurence Ashworth, Queens University, Canada

Nicole Robitaille, Queens University, Canada

Suzanne Rath, Queens University, Canada

We demonstrate that the gifts we receive have a strong influence in shaping how we view our own identity. Specifically, when a gift is received, recipients use the gift to infer how others view them. These reflected appraisals then influence the identity of the receiver.

## **4.5 Cognitive Bias and Bias Reduction**

**Room: Salon 5: London**

**Chair:** Pragya Mathur, Baruch College, CUNY, USA

### ***1. Breaking Free From the Sunk Investment: The Role of Positive Affect and Instrumental Attitude toward Resource Investment in Reducing Sunk Cost Bias***

Jin Seok Pyone, University of Kansas, USA\*

Kyle Emich, University of Delaware, USA

Four studies examined the influence of incidental positive affect on sunk cost bias in everyday consumer decision making. Results from hypothetical and real choice tasks show that inducing positive affect attenuates consumers' sunk cost bias by fostering an instrumental (vs. terminal) attitude toward monetary investment.

### ***2. Volume Estimation as Simulated Judgment***

Hannah Perfecto, University of California Berkeley, USA\*

Clayton R. Critcher, University of California Berkeley, USA

In estimating many products' value, consumers must assess package size. We present a novel simulated judgment account of volume estimation—positing that people estimate the size of a receptacle by simulating filling it up. This account correctly anticipates previously-unidentified influences on volume perception: a container's orientation and its top-to-base ratio.

### **3. *The Unit Bias: Evidence for a Categorization Bias in Estimating Quantities***

Cairo Liu, Columbia University, USA

Bernd Schmitt, Columbia University, USA\*

Seven studies demonstrate the “unit bias” when consumers estimate quantities (e.g., length, weight). In consumers' estimates, two units are perceived to result in a greater combined numeric value than one unit even though, in reality, both have the same numeric value. These findings contribute to numeric estimation and categorization theories

### **4. *Impact Bias or Underestimation? Outcome Specifications Determine the Direction of Affective Forecasting Errors***

Eva Buechel, University of South Carolina, USA\*

Carey Morewedge, Boston University, USA

Jiao Zhang, University of Oregon, USA

When outcome specifications are positively correlated with hedonic impact (magnitude, duration), forecasters overestimate the extent to which high (low) specification values will intensify (discount) its impact. When negatively correlated with hedonic impact (probability, psychological distance), forecasters overestimate the extent to which low (high) specification values will intensify (discount) its impact.

## **4.6 Consumption Topologies: Mobile and IOT**

**Room: Salon 7: Vienna**

**Chair:** Tom Novak, George Washington University, USA

### **1. *Visualizing Emergent Identity of Assemblages in the Consumer Internet of Things: A Topological Data Analysis Approach***

Donna Hoffman, George Washington University, USA

Tom Novak, George Washington University, USA\*

The identity of a consumer Internet of Things (IoT) assemblage emerges through a historical process of ongoing interactions among consumers, smart devices, and digital information. Topological Data Analysis (TDA), consistent with mathematical aspects of assemblage theory, is used to visualize the underlying possibility space from which individual IoT assemblages emerge.

### **2. *From “Moving Consumption” to “Spacing Consumption:” In Search of Consumption Geographies***

Andrea Lucarelli, Stockholm University, Sweden\*

Massimo Giovanardi, University of Leicester\*

Based on an ethnographic study of a multi-sited festival, this analysis highlights the spatial aspect of mobile consumption. By operationalizing the new mobilities paradigm via a non-representational approach, this paper elaborates the concept of spacing consumption as the process whereby practices of consumption emerge as embodied, performative, and political.

### ***3. Shake Hard Play Hard: The Impact of Risk on Consumer Behavior in the Aftermath of Disaster***

Jayson Jia, University of Hong Kong\*

Jianmin Jia, Chinese University of Hong Kong, China

Christopher Hsee, University of Chicago, USA

Baba Shiv, Stanford University, USA

We use geophysical and individual-level mobile application and mobile telecommunication data of 157,358 victims of the 2013 Ya'an earthquake (Ms 7.0) to diagnose the effects of experiencing real risk on consumer behavior. We show that hedonic activities have an important role in promoting psychological recovery and ameliorating negative psychological state.

### ***4. Getting in Touch with Your Thinking Style: How Touchscreens Influence Purchase***

Ying Zhu, University of British Columbia, Canada\*

Jeffrey Meyer, Bowling Green State University, U.S.A

We demonstrate that consumers' purchase intentions toward utilitarian and hedonic products differ, depending on the device used. When consumers use a touchscreen device (vs. a desktop), purchase intentions are higher for hedonic products but lower for utilitarian products. Situation-specific thinking style is shown to be an underlying mechanism.

## **4.7 Defend or Destroy: Consumers' Responses to Brand Actions**

**Room: Salon 12: Paris**

**Chair:** Erica van Herpen, Wageningen University, The Netherlands

### ***1. The Heat Up / Cool Down-Model of Boycotting***

Stefan Hoffmann, University of Kiel, Germany

Wassili Lasarov, University of Kiel, Germany\*

Ulrich Orth, University of Kiel, Germany

Karoline Held, University of Kiel, Germany

Many consumer boycott companies deemed socially irresponsible but stop boycotting after a while. This paper analyzes this phenomenon, suggesting a "heat-up"- and a "cool-down"-phase. Study 1 analyzes antecedents in the heat-up-phase. Study 2 investigates reactions in media. Study 3 explores forces underlying changes in boycott motivation, focusing on subjective costs.

### ***2. Customer Empathetic Responses toward Brands Being Treated Unfairly***

Thomas Allard, Nanyang Technological University, Singapore\*

Lea Dunn, University of Washington, USA

Katherine White, University of British Columbia, Canada

The current research suggests that unfair negative WOM about a brand can trigger positive consumer responses (e.g., higher patronage intentions) due to heightened feelings of empathy for that brand. This ironic effect is magnified for consumers high on trait empathy and under managerial actions making the brand more personable.

### ***3. Seeking Justice: How Harmful Brands Cause Consumers to Punish, Cheat, and Steal***

Jeff Rotman, Ivey Business School, Canada\*



Mansur Khamitov, Ivey Business School, Canada  
Scott Connors, Washington State University, USA

We examine how and why consumers engage in retributinal acts directed towards brands that are perceived as harmful. Consumers are shown to lie, cheat, and steal as they attribute lower moral worth to harmful brands and this effect is shown to persist in the absence of any attributable brand transgression.

#### ***4. Love Food, Hate the Brand That I Waste: The Effects of Product Waste on Brand Evaluations***

Erica van Herpen, Wageningen University, The Netherlands\*  
Ilona de Hooge, Wageningen University, The Netherlands

Consumers simultaneously waste products with unused utility (e.g., functioning appliances, edible food) and dislike wasting. Our study explains this contradiction with cognitive dissonance, and reveals that wasting has negative consequences for brand evaluations. Brand salience is shown to moderate this effect

## **4.8 Assortment and the Choice Process**

**Room: Salon 16: Riga**

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

#### ***1. The Role of Choice Set Size on Consumers' Preference for Unconventional Goods***

Marissa A. Sharif, University of California Los Angeles, USA  
Elizabeth C. Webb, Columbia University, USA\*

We assess if and how the number of options available in a choice set affects preferences. We find that consumers are more likely to choose a more unconventional product when choosing from larger choice sets than from smaller choice sets.

#### ***2. The Impact of Hierarchical Decisions on Choice Extremeness***

Jing Lei, University of Melbourne, Australia\*  
Ying Zhang, Peking University, China

Consumers tend to be loss-averse and opt for the middle-options when choosing from alternatives trading off on two attributes. However, our research shows that consumers are more likely to go for the extreme options if they would first decide on a subset of options and then make the final choice.

#### ***3. Direct and Indirect Signals of Demand in Retail Displays***

Sarah Whitley, Boston University, USA\*  
Remi Trudel, Boston University, USA

Retail display strategies impact how consumers interpret product availability as a signal of demand. Uncertain consumers make antithetical inferences about product popularity from product availability when observing direct versus indirect signals of demand in a product display, which ultimately leads to paradoxical product choices.

#### ***4. The Upside of Randomization: The Influence of Uncategorized Product Display on Consumers' Shopping Evaluation***

Tao Tao, The Chinese University of Hong Kong\*  
Leilei Gao, The Chinese University of Hong Kong

Via five experiments, this research shows that relative to a categorized presentation, a randomized product presentation is likely to result in more favorable product evaluations and shopping. We identified feelings of arousal as the mediator of the positive randomization effect and the conditions under which this effect would occur.

## **4.9 Experiential vs. Material Pursuits**

**Room: Salon 17: Riga**

**Chair:** Soonkwan Hong, Michigan Technological University, USA

### ***1. The Asymmetric Nature and Motivation of Experiential and Material Purchases, and Their Impact on Happiness***

Sofia Kousi, Athens University of Economics and Business, Greece\*

Flora Kokkinaki, Athens University of Economics and Business, Greece

Experiential purchases have been found to make people happier than material purchases. However, a deeper analysis of the two purchase types reveals vast underlying differences between the two in terms of their nature and the motivation behind them that hedonically favor experiences.

### ***2. Alternative Consumption Experiences Via Imaginative Fantasy Creation***

Kimberley Mosher, Queens University, Canada\*

Peter A. Dacin, Queens University, Canada

In an exploratory study employing open-ended questions, we examined the extent to which consumers who believe an item or experience is unattainable, engage in imaginative fantasies to substitute for actual consumption and whether these fantasies result in benefits similar to actual consumption such as excitement and a sense of accomplishment.

### ***3. Happiness from Experiences: Its All In The Mind(set)***

Shilpa Madan, Nanyang Technological University, Singapore\*

Elison Lim, Nanyang Technological University, Singapore

Sharon Ng, Nanyang Technological University, Singapore

Extant research shows that experiences bring more happiness than possessions. However, this may not be true for all consumers. We propose that belief in malleability (vs. fixedness) of personality drives preference for experiences. Three studies demonstrate that incremental-theorists value experiences more than entity-theorists due to experiential purchase's contribution to self-growth.

### ***4. Enrollment of space into the network of sustainability***

Soonkwan Hong, Michigan Technological University, USA\*

Handan Vicdan, EMLYON Business School, France\*

This ethnographic study elucidates how spatial design and configurations intervene and influence the ongoing project of sustainable living. We employ actor-network theory (ANT) as our theoretical framework that enables us to comprehend the sociomateriality of space and the roles spatiality plays as an actant in the network of sustainability.

## 4.10 It's still all About Consumption

**Room: Dublin**

**Co-chairs:** Russell Belk, York University

Daniel Miller, University College London

The rise of the internet at first seemed to challenge our approaches to consumption. Did the conventional distinction between the producer and the consumer even make sense any more? In this talk I will show why approaches to consumption that I originally developed for the study of more conventional commodities are just as useful for the study of online activity such as understanding what people post on social media.

**Break**

**3:45pm - 4:00pm**

**SESSION V**

**4:00pm - 5:15pm**

## 5.1 Activism, Consumerism, and Politics and their Effects on Consumer Behavior

**Room: Salon 1: Moscow**

**Chair:** Troy Campbell, University of Oregon, USA

### *1. When Diversity in Advertising Leads to Activism vs. Aversion*

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

Enrica Ruggs, University of North Carolina - Charlotte, USA

Jennifer Ames Stuart, University of North Carolina - Charlotte, USA

Steven Shepherd, Oklahoma State University, USA

We suggest that although consumers may purchase from brands that support diversity because doing so is consistent with their own beliefs on human rights and equality, many consumers may be uncomfortable with certain portrayals of diversity because such portrayals go against their schemas or expectations.

### *2. Politicized Purchasing: Consumer Responses to Divisive Corporate Political Activity*

T.J. Weber, Washington State University, USA\*

Jeff Joireman, Washington State University, USA

David Sprott, Washington State University, USA

Following the U.S. Supreme Court's Citizen's United ruling allowing companies to make unlimited political donations, companies have waded into controversial political issues. This paper reports four experiments showing consumers strongly punish (rarely reward) firms that engage in corporate political activity that is inconsistent (consistent) with the consumer's own political orientation.

### *3. Why Negative Political Ads Don't Work on Gen Y*

Andrew Hughes, Australian National University\*

This study demonstrates that televised political negative advertising generates high levels of negative emotions and emotional

intensity upon Gen Y consumers. These responses are developing negative attitudes towards political advertising and brands that may have far reaching generational, societal and political impacts long past the end of the campaign.

#### ***4. The Moral, The Team, and The Ends: A Three-Motive Model of Moral Judgment for Politics and Other Team Contexts***

Troy Campbell, University of Oregon, USA\*

Heather Mann, Duke University, USA

Dan Ariely, Duke University, USA

Though there has been an explosion of research on the motives that affect moral judgment, few projects have examined how these different motives operate with and against one another. This project provides a three-motive model that advances and integrates moral judgment research, especially where team and group outcomes are involved.

## **5.2 The Path to Self-Control: Power, Sweat, Strength or A Trick Up the Sleeve?**

**Room: Salon 2: Rome**

**Chair:** Rita Coelho do Vale, UCP-Catolica Lisbon School of Business and Economics, Portugal

### ***1. When Having a Trick Up Your Sleeve is a Bad Thing: Highly Effective Self-Control Strategies Can Be Demotivating***

Ding (Allen) Tian, Wuhan University, China\*

Gerald Häubl, University of Alberta, Canada

We propose that highly effective self-control strategies can backfire, particularly for individuals low in trait self-control who are, ironically, most in need of help. Evidence from four experiments reveals that a more (vs. less) effective strategy reduces self-control among individuals low in trait self-control by lowering anticipated guilt.

### ***2. Sweet or Sweat, Which Should Come First: the Sequence Effect of Justification***

Shaoguang Yang, Fudan University, China\*

Qian Xu, Fudan University, China\*

Liyin Jin, Fudan University, China\*

Our choices are composed of a series of vices and virtues. Which sequence of having them can lead to a better experience? Given the need to justify guilt induced by the vice, we propose that only by adding a virtue after a vice can the overall experience be improved.

### ***3. Does Priming A Sense of Powerfulness Encourage Consumers to Buy Healthy Foods?***

Xin Wang, University of Oregon, USA\*

Jiao Zhang, University of Oregon, USA

High (low) power individuals are more likely to buy healthy (tasty) food when the message is baseline, non-assertive; High (low) power individuals are more willing to buy tasty (healthy) food when the message is assertive.

The reactance/motivation elicited by the assertiveness of the message is the underlying mechanism.

### ***4. Do I Get Stronger When I Stop to Eat My Spinach? The Impact of Planned Breaks on Self-Regulation***

Rita Coelho do Vale, UCP-Catolica Lisbon School of Business and Economics, Portugal\*

The present research proposes that it is beneficial to include planned breaks on the quest of consecutive self-regulatory tasks. Results from two experiments show that the inclusion of breaks leads to less strain on self-regulatory resources than no-break processes, contributing to higher likelihood of proceeding with self-regulatory tasks.

## 5.3 The Complexities of Scarcity

**Room: Salon 3: Rome**

**Chair:** Sommer Kapitan, Auckland University of Technology, New Zealand

### *1. Preference Gap Matters: When Scarcity Polarizes versus Converges Preferences*

Yuechen Wu, University of Maryland, USA\*

Meng Zhu, Johns Hopkins University

Rebecca Ratner, University of Maryland, USA

We explore when and why scarcity converges versus polarizes consumer preferences. Results show scarcity narrows attention on primary (vs. secondary) attribute, leading to preference convergence (vs. polarization) when prior preference gap is small (vs. large). Furthermore, preference convergence arising from scarcity leads to increased decision difficulty and decreased decision satisfaction.

### *2. Preference Versus Freedom: Two Psychological Meanings of Scarcity and Their Influences on Consumer Choice*

Hanyong Park, University of Texas at San Antonio, USA\*

David Silvera, University of Texas at San Antonio, USA

This article conceptualizes two distinct types of scarcity, namely unit scarcity and option scarcity, and shows that unit (option) scarcity decreases (increases) variety seeking. Focus on preference (freedom of choice) mediates the effect. Both effects are present only when a favorite option is included in the choice set.

### *4. Resource Scarcity, Socioeconomic Status and Conformity: The Impact of Resource Scarcity on Responses to Social Influence Depends on Childhood Environments.*

Angelos Stamos, Katholieke University Leuven, Belgium\*

Sabrina Bruyneel, Katholieke University Leuven, Belgium

Siegfried Dewitte, Katholieke University Leuven, Belgium

We show that the impact of resource scarcity on peoples' responses to social norms depends on childhood socioeconomic background. Specifically, resource scarcity increases conformity to social influence among people who grew up in poor environments but does not have an effect on people who grew up in rich environments.

### *4. Drawn to the light: Loneliness predicts a preference for products in brightness but not darkness*

Yanan Wang, Bishop's University, Canada\*

Fuschia Sirois, University of Sheffield, UK\*

Research across 5 studies showed that lonely people prefer products presented with bright versus dark ambient lighting, and that negative feelings towards the products, which occur through an automatic information processing route, mediate this effect. The effect of loneliness on product preference only occurs when the product has self-reference salience.

## 5.4 Time, Memory, Emotion and Flow

**Room: Salon 4: London**

**Chair:** Pierre-Yann Dolbec, John Molson School of Business, Concordia University, Canada

### *1. Market Memories, Boundary Crossing, and the Diffusion of Cultural Innovations*

Pierre-Yann Dolbec, John Molson School of Business, Concordia University, Canada\*

How do markets “remember”? What are the roles of market memories in the diffusion of cultural innovations? I show how consumers construct a boundary infrastructure, or a memory for a market, and how this boundary infrastructure facilitates the translation, transference, and transformation of a local innovation to a trans-national niche.

### *2. Toward a Framework for CCT Research on Consumer Emotion*

Anton Siebert, The Open University, UK\*

Andrew Lindridge, The Open University, UK

Ahir Gopaldas, Fordham University, USA

Cláudia Simões, The Open University, UK

As multiple scholars have recently noted, Consumer Culture Theory (CCT) research on consumer emotion is extensive but fragmented, a largely disconnected array of insights across levels of analysis and theoretical perspectives. This conceptual paper synthesizes these insights to develop an integrative framework for CCT research on consumer emotion.

### *3. Inking Immortality: Exploring the Relations Between (Tattooed) Bodies, Time, and the Permanence/Change Dialectic*

Chloe Steadman, University of Manchester, UK\*

Emma Banister, University of Manchester, UK

Dominic Medway, University of Manchester, UK

We explore the relations between bodies and time within the context of tattooing. Our informants’ bodies were experienced as out of control, or used to negotiate control over the permanence/change dialectic by crafting symbolic legacies for the self/others. We contribute embodied understandings of time, and insights into (im)permanence and consumption.

### *4. Fields of Transcultural Practices: The Role of Religion in Multicultural Marketplaces*

Angela Gracia B. Cruz, Monash University, Australia\*

Yuri Seo, University of Auckland, New Zealand

Margo Buchanan-Oliver, University of Auckland, New Zealand

Beyond dominant conceptualizations of religion as a driver of consumer differences, this paper reframes religion as a field of transcultural practices. Five key transcultural practices underline the role of religion in facilitating entry into and mutual entanglement within multicultural marketplaces, thereby fueling their transcultural character.

## 5.5 Easier Said than Done: Online Choice under Stress, Dissonance, and Uncertainty

**Room: Salon 5: London**

**Chair:** Aristeidis Theotokis, Leeds University Business School, UK

### ***1. Analyzing Antecedent Factors of Cognitive Dissonance Using E-Commerce Data***

Keiko Yamaguchi, Neustar, Inc., JAPAN

Makoto Abe, University of Tokyo, JAPAN\*

This paper provides managerial guidance on the factors that might prompt cognitive dissonance using actual e-commerce panel data. This is achieved by translating cognitive and emotional antecedent factors found in previous research into observables through online data, and constructing a hierarchical model to control individual heterogeneity and situational differences.

### ***2. Choice Overload or Time Stress: What Determines Purchase Decisions for Airline Tickets?***

Ammara Mahmood, City University London, UK\*

Boshuo Go, Imperial College London, UK

Catarina Sismeiro, Imperial College London, UK

We conduct a multi-method study to investigate the interaction between assortments and time pressure in the context of consumer search for airline-tickets. We find larger choice sets result in purchase deferral further from deadlines due to the uncertainty regarding alternatives and recent price changes that contribute to perceived time pressure.

### ***3. Blink and You'll Miss It: The Consequences of Ephemeral Messaging***

Daniel He, Columbia University, USA\*

Ran Kivetz, Columbia University, USA

Ephemerality, or the quality of transience or disappearance, has recently been integrated into a variety of social media apps in what is collectively known as ephemeral messaging. Contrary to the conventional belief that consumers value ephemeral messaging for its enhanced privacy, we propose that ephemeral messaging increases consumers' ability to be in the moment (i.e., be "present").

### ***4. Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation***

Christilene du Plessis, Rotterdam School of Management, The Netherlands\*

Andrew T Stephen, Oxford University, UK

Yakov Bart, Northeastern University, USA

Dilney Goncalves, IE Business School, Spain

A field study and two experiments show that when elaboration makes consumers doubt the validity of their doubt, uncertainty is deemed incidental in judgment formation and product devaluation does not occur. However, when elaboration confirms the validity of their doubt, uncertainty is deemed integral in judgment formation and devaluation occurs.

## **5.6 Pay Up! The Magic of Price and Money Perceptions**

**Room:** Salon 7: Vienna

**Chair:** Bert Weijters, Ghent University, Belgium

### ***1. Paying Up for Fair Pay: Consumers Prefer Firms with Lower CEO-to-Worker Pay Ratios***

Bhavya Mohan, University of San Francisco, USA\*

Tobias Schlager, University of St. Gallen, Switzerland

Rohit Deshpande, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Forthcoming legislation will require American public companies to disclose the pay ratio of CEO to average employee wage in the coming years. Across three experiments, including one incentive compatible study, we identify when and why consumers purchase behavior is affected by such disclosure.

## ***2. Which Side Is Right? Enhancing Customer Experience Through Visual Price Dominance***

Rajneesh Suri, Drexel University, USA

Nancy Puccinelli, Oxford University, UK

Dhruv Grewal, Babson College, USA

Anne Roggeveen, Babson College, USA\*

Atahan Agrali, Drexel University, School of Biomedical Engineering, Science and Health, USA

Hasan Ayaz, Drexel University, School of Biomedical Engineering, Science and Health, USA

This research demonstrates that the location of a price shapes price perception. Study 1 demonstrates in a field setting consumers purchase more of a product when the price is not dominant. Studies 2-3 show mechanism via response latency and neuroimaging. Study 4 shows location impacts value perception.

## ***3. Buy One Get One to Share: Preference between Bonus packs and Price discounts for Experiential versus Material Products.***

Sarah Lim, Cornell University, USA\*

Oona Cha, Chung-Ang University, South Korea

Incheol Choi, Seoul National University, South Korea

Four studies show that a bonus pack promotion is more preferred for experiential products than for material products. This effect is observed only when bonus pack promotions for experiential goods suggest shared consumption and is moderated by extraversion and experience of social exclusion.

## ***4. The impact of 'Known Value Item' (KVI) prices on product price perceptions and expectations***

Frank Goedertier, Vlerick Business School, Belgium\*

Bert Weijters, Ghent University, Belgium\*

Karen Gorissen, Ghent University, Belgium

In four experiments, we demonstrate a direct contrast effect and an indirect assimilation effect (mediated by perceived assortment expensiveness) of Known Value Item (KVI) prices on target products' price expectations and evaluations. We find that the relative strength of contrast versus assimilation depends on assortment size and user status.

# **5.7 The Body**

**Room: Salon 12: Paris**

**Chair:** Maria Piacentini, Lancaster University, UK

## ***1. Marketing "Raunch Culture": Sexualisation and Constructions of Femininity Within the Night-Time Economy***



Frances Rogan, Birmingham University, UK\*  
Maria Piacentini, Lancaster University, UK\*  
Isabelle Szmigin, Birmingham University, UK\*

We focus on the role of the nightclub venue in supporting and perpetuating the mainstreaming of “raunch” culture. Data from social media and focus groups explores how nightclubs are contributing to the mainstreaming of porn culture, and thus contributing to condition conducive to the normalisation of sexual harassment.

## ***2. Theorising Gender, Theorising Fat: The Material-Semiotics of the Obesogenic Environment for Professional Women Weight-Cyclers***

Shona Bettany, Liverpool John Moores University, UK\*  
Ben Kerrane, Lancaster University, UK\*

This paper reframes the dominant neo-liberal discourse of fat bodies as an outcome of personal consumption failure, by examining the life-narratives of two professional female weight-cyclers through a material-semiotic lens. In doing so it examines the consumption practices around the emergence of the body as obese within the obesogenic environment.

## ***3. Socialization of the Black Female Consumer: Power and Discourses in Hair-Related Consumption***

Ana Raquel Rocha, Federal University of Rio de Janeiro (COPPEAD), Brazil\*  
Catia Schott, Federal University of Rio de Janeiro (COPPEAD), Brazil\*  
Letícia Casotti, Federal University of Rio de Janeiro (COPPEAD), Brazil\*

This research focuses on the socialization process of black women consumers in relation to their haircare practices, reflecting what they have learned about their race and the social stigma and how they deal with it. Such process is distinguished by displays of power and discourses within the consumer’s social network.

## ***4. To Me or Not to Me: Personal Body as Contested Ownership***

Elena Fumagalli, HEC Paris, France\*  
Luca M. Visconti, ESCP Europe, France\*  
Kristine De Valck, HEC Paris, France

This paper advances extant knowledge about alternative forms of ownership. Through a longitudinal, multi-sited ethnography of the body modification phenomenon, we explore the lived experience of people whose legitimate entitlement to their body is contested. We identify factors facilitating/hindering the maintenance of individual ownership over the modified body.

# **5.8 Pricing and Willingness to Pay**

**Room: Salon 16: Riga**

**Chair:** Yi Li, IESEG School of Management, France

## ***1. Paying More to Save Less: The Effect of Self-selected Price Bundling on Willingness to Pay***

Yi Li, IESEG School of Management, France\*  
Tatiana Sokolova, University of Michigan, USA

This study investigates two formats of “self-selected price bundling” promotion which allows consumers to combine products from different price tiers to form a bundle. Five experiments demonstrate that consumers spend less in a promotion that triggers greater savings in order to maintain a high gain-loss ratio.\_

## ***2. Less Willing to Pay but More Willing to Buy: Preference Reversals for Freebie and Non-Freebie Bundles***

Zoe Lu, University of Wisconsin - Madison, USA\*

Christopher Hsee, University of Chicago, USA

Five experiments demonstrate that when preferences are elicited in the form of WTP, consumers favor the non-freebie bundle over the freebie bundle, whereas when preferences are elicited in the form of WTB, consumers favor the freebie bundle over the non-freebie bundle. We propose an inference-based account for such preference reversal.

## ***3. When 2 + 1 is Less Than 3: Comparative Pricing Strategies for Premium Upgrades***

Thomas Allard, Nanyang Technological University, Singapore\*

David J. Hardisty, University of British Columbia, Canada

Dale Griffin, University of British Columbia, Canada

Using both field and laboratory studies we show that consumers selecting between vertically differentiated products (i.e., between a standard and a premium--objectively better, but more expensive--version) are more likely to choose premium options when premium prices are quoted as the cost of the upgrade rather than the total price. Specifically, we show that Comparative Pricing (CP) strategies make premium options appear less expensive (vs. All-Inclusive Pricing; AIP) due to the smaller numbers used in the price difference representation.

## ***4. Do consumers learn new currencies as they learn new languages? The impact of price syntax and synonyms on learners' proficiency***

Charlotte Gaston-Breton, ESCP Europe, Spain\*

David Luna, Baruch College, USA

Building upon foreign language learning theory, our experiments reveal the supremacy but not the superiority of conversion (translation) in accurately estimating and recalling foreign prices (learners' proficiency). The mode of presentation of both exchange rates (words' syntax) and foreign reference prices (synonyms) interfere on the effectiveness of the learning strategy.

# **5.9 Choosing Healthy: Recent Findings on Environmental Factors that Shape Choice and Consumption**

**Room: Salon 17: Riga**

**Chair:** Kevin Sample, University of Georgia, USA

## ***1. Ambient Music and Food Choices: Can Music Volume Level Nudge Healthier Choices?***

Dipayan Biswas, University of South Florida, USA

Kaisa Lund, Linnaeus University, Sweden\*

Courtney Szocs, Portland State University, USA\*

Ambient music is ubiquitous in almost all restaurant and retail settings. We examine how the ambient music influences food choices.

The results of three experiments (one field study and two lab studies) show that low volume (vs. high volume or no) ambient music nudges consumers towards more healthful food choices.

## ***2. Heavy Choices: Exertion and Food Choice Healthiness in Field Settings***

Aner Tal, Cornell University, USA\*

Amir Grinstein, Northeastern University, USA

Mirella Kleijnen, Free University Amsterdam, The Netherlands

Joshua Ackermann, University of Michigan, USA

Brian Wansink, Cornell University, USA

Carrying heavy burdens, in the form of bags or serving trays, can deplete consumers and so affect subsequent food choice. We demonstrate this phenomenon in two field settings, a mall food court (study 1) and a cafeteria (study 2), as well as in a lab setting (study 3).

## ***3. Healthy Diets and Empty Wallets: The Healthy=Expensive Intuition***

Kelly Haws, Vanderbilt University, USA

Rebecca Reczek, Ohio State University, USA

Kevin Sample, University of Georgia, USA\*

The authors propose that consumers believe that healthier food is more expensive than less healthy food. Through the course of five studies, we examine consumer intuitions about the relationship between healthiness and the price of food items, demonstrating the nature, strength, and implications of this healthy = expensive intuition.

## ***4. Introducing the “Calories per Gram Ratio” Label to Promote Healthy Food Choices***

Julio Sevilla, University of Georgia, USA\*

Brian Wansink, Cornell University, USA

We propose the use of a “Calories per gram” label to mitigate consumers' propensity to caloric framing biases and to promote healthier choices. We show that using this label leads to choosing healthier items even when an unhealthy item has fewer calories due to a smaller featured serving size.

# **5.10 Affective and Contextual Influences on Charitable Behavior**

**Room:** Dublin

**Co-chairs:** Alexander Genevsky, Erasmus University Rotterdam, The Netherlands

Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA

## ***1. Request Framing Moderates Affective Preferences in Charitable Giving***

Alexander Genevsky, Erasmus University Rotterdam, The Netherlands\*

Brian Knutson, Psychology Department, Stanford University, USA

Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA

In a set of six studies, we investigate the relationship between affective features and request framing of donation requests on charitable giving. We find that affective preferences in giving are moderated by request framing. Further, we identify experienced affect as the

psychological mechanism underlying this effect.

## ***2. Understanding and Overcoming Overhead Aversion in Charity***

Elizabeth Keenan, Harvard Business School, USA

Ayelet Gneezy, Rady School of Management, UCSD, USA\*

Donors tend to avoid charities that dedicate a high percentage of expenses to administrative and fundraising costs, limiting the ability of charities to be effective. In this research we uncover some of the underlying drivers of this “overhead aversion” and test ways to overcome this aversion.

## ***3. Voting for Charity: The Benefits for Firms of Direct Consumer Involvement in Charitable Campaigns***

Grant Donnelly, Harvard Business School, USA\*

Duncan Simester, Massachusetts Institute of Technology, USA

Michael Norton, Harvard Business School, USA

Many efforts by firms to engage customers in charitable causes have proven unsuccessful. We investigate if allowing consumers to vote for a charitable cause would benefit the firm. Compared to consumers informed about a firm’s charitable actions, those given the opportunity to “vote for charity” increased purchasing and membership renewals.

## ***4. Signaling Emotion and Reason in Human Cooperation***

Alixandra Barasch, University of Pennsylvania, USA\*

Emma Levine, University of Pennsylvania, USA

David Rand, Yale University, USA

Jonathan Berman, London Business School, UK

Deborah Small, University of Pennsylvania, USA

We explore the relationship between decision modes (emotion vs. reason) and cooperation in prisoner’s dilemmas. We find that deciding emotionally is correlated with cooperation and people (correctly) perceive emotion to be a signal for cooperation. However, people fail to realize the strategic benefits of signaling emotion.

### **JCR Associate Editors Meeting**

**3:00pm - 4:30pm**

### **JCR Editorial Review Board Reception and Meeting**

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

### **Working Paper Session and Reception**

**6:00pm - 8:00pm**

# Saturday, 29 October 2016

**A Leisurely 5K Jogging Tour of Berlin**

**7:00am - 7:45am**

**Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton**

**Meet in the lobby of the Maritim Hotel**

**Film Festival II**

**8.30-5.45pm**

## Saturday 8.00-9.15am

### *1. Evil Eye: The Business of Anticipated Malicious Envy in India*

Tanvi Gupta, Indian Institute of Management Bangalore, India\*

Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India\*

The evil eye belief (anticipated malicious envy), which fuels the \$40 billion Indian ritual market, is studied from the academic lens using the 'theory of magic', 'compensatory control', 'information cascades', and more. This visual journey engages with sellers and buyers of cultural symbols used to cope with anticipated malicious envy. (35.32 min)

### *2. Darth Vader, May I Take a Picture with You?*

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

Rafael Bronzatti, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Renan Sahity, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Joao Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Stefânia Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)

## Saturday 9.30-10.45

### *1. Further away = higher willingness to pay?*

Karina Isaak, ESCP Europe, Berlin, Germany\*

Elena Dinkevych, ESCP Europe, Berlin, Germany

Robert Wilken, ESCP Europe, Berlin, Germany

Consumers' willingness-to-pay is influenced in many ways - psychological distance is one of them. Advertisements, for instance, can present products from a high distance or in a close-up. We empirically show that this spatial distance to a product does not only affect consumers' mean willingness-to-pay... (12.08 min)

## **2. Dodo Lé Là - From Beer Consumption to Heritage Edification**

Julie Leroy, University La Réunion, France\*

Baptiste Cléret, University of Rouen, France\*

Michel Boyer, University La Réunion, France

This research studies the role of consumers in the edification of a convenience good as a patrimonial object of consumption. Through the practices, representations and values they insert in the good and its context, they transformed a regional product into an iconic brand; the beer "La Dodo". (40.43 min).

## **Saturday 11-12.15pm**

### **1. Wonders of Waste. The Ideological Diffusion of the Upcycling Consumer Movement**

Grace O'Rourke, University College Cork, Ireland

Stephen R. O'Sullivan, University College Cork, Ireland\*

We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)

### **2. Skoros: Anti-Consumption in Crisis**

Andreas Chatzidakis, Royal Holloway University of London, UK\*

Pauline MacLaran, Royal Holloway University of London, UK\*

Skoros is an anti-consumerist collective in Athens, Greece that runs a space where people give, take, or give and take goods and services for free. Soon after came the "Crisis", and with it a need to cater for people that are increasingly below the poverty line... (19.24 min)

### **3. E-book. Just a small gadget?**

Cecilia Lobo-de-Araujo, Fundacao Getulio Vargas, Brazil\*

Patricia SM Boaventura, Fundacao Getulio Vargas, Brazil

Suzana Battistella-Lima, Fundacao Getulio Vargas, Brazil

Renata Andreoni-Barboza, Fundacao Getulio Vargas

Adriana Arcuri, Fundacao Getulio Vargas, Brazil

E-books. How a new way of consumption – e-book reader opposed to physical book – is changing our understanding and relation with extended-self, cultural capital transference, reference of knowledge (treasure), sacredness of things and also the consumption of books itself. Interviews and questions to think about this apparent small technological change. (14.09 min)

## **Saturday 1.30-2.45pm**

### **1. Empowerment Through Social Entrepreneurship**

Thayse Schneider, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Denise Telli, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

Tatiana Bolzoni, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil  
Guilherme Mattos, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil  
Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*  
João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*

Our goal with this videography is to connect Social Entrepreneurship and Consumer Behavior. We intend to show how Social Entrepreneurship can be used as a weapon to fight social exclusion, empowering the less fortunate. (15.08 min)

## ***2. Shopping: A Study on Motivations***

Stefania Ordovas de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*  
Joao Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*  
Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil  
José Afonso Mazzon, FEA - USP, Brazil  
Giuliana Isabella, FEA - USP and Insper - Institute of Research and Education, Brazil\*

This videography aims at understanding what motivates people to shop nowadays. Our interviewees lead us to find four main influencers on shopping behavior: shopping malls, store design and shopping environment; Atmospherics of Stores and Store Employees. (14.29 min)

## ***3. Shopping: A Retail Experience***

Joao Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*  
Stefania Ordovas de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil\*  
Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil  
Jose Afonso Mazzon, FEA - USP, Brazil  
Giuliana Isabella, Insper - Institute of Research and Education and FEA-USP, Brazil\*

Shopping: A Retail Experience is a videography made with the goal of analyzing purchasing motivations. The consumers reflected upon their purchase choices by participating in a shopping experience, using an HD Camera Glasses and later on, they were interviewed while viewing their on-store videos. (20.26 min)

# **Saturday 3.00-4.15pm**

## ***1. Dedicated Followers of Fashion: The Role of Cultural Mythologies in Product Adoption***

Skye-Maree Dixon, University of Bath, UK\*

Fashion is undergoing a shift in narrative. The rise of bloggers and the proliferation of social media have shifted power relations, democratising a previously elitist industry. This film presents the initial pilot study into how marketplace-myths develop within a fashion context and their impact on product adoption. (24.21 min)

## ***2. Living the Stream: A Study of Voyeuristic Consumption in Video Game Live Streaming***

Jacob Hiler, Ohio University, USA\*  
Andrew Kuo, Louisiana State University, USA  
William Northington, Idaho State University, USA

Video game live streaming has seen explosive growth in the past few years and has become a multi-billion dollar industry. This film explores the phenomenon through the eyes of the consumers of live streams and furthers the theory of voyeuristic consumption. (26.21 min)

## **Saturday 4.30-5.45pm**

### ***1. Meaningful Things: Exploring the symbolic meaning of the material environment and its impact on happiness***

Mafalda Casais, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands\*

Ruth Mugge, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

Pieter M. A. Desmet, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

Symbolically meaningful possessions have the ability to make intentions tangible, to remind of aspirations and to keep successes fresh. This videography is a compilation of stories about objects with symbolic meaning, reflecting on the contribution of the material environment to the subjective well-being of individuals. (14.37 min)

### ***2. Vegetarianism: a video-ethnography of conflicts within and outside the movement that affects the market dynamics***

Renata Andreoni Barboza, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil\*

Tania Modesto Veludo de Oliveira, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil\*

This film approaches several types of conflicts in the consumer social movement of vegan and vegetarians. The realistic conflict theory serves as the basis to understand how hostility within and outside the movement arise as a result of conflicting goals and competition, and how it affects the market. (19.34 min)

### ***3. Walking with Zombies – Insights into the Subculture of the Undead***

Sascha Steinmann, University of Siegen, Germany

Frederic Nimmermann, University of Siegen, Germany\*

Hanna Schramm-Klein, University of Siegen, Germany

Andreas Rauscher, University of Siegen, Germany

Judith Ackermann, University of Siegen, Germany

Gunnar Mau, University of Siegen, Germany

This movie provides insights into the “zombie community” and by showing how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the zombie archetypes have influenced the way community members dress and perform during the Cologne Zombie Walk in 2015. (21.18 min)

## **SESSION VI**

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

## **6.1 Brands in a Connected World**



**Room: Salon 1: Moscow**

**Chair:** Rajat Roy, Curtin University, Australia

**1. “Will We Hate Google One Day?” A Convention Theory Perspective on Public Brand Evaluations**

Sabrina Gabl, University of Innsbruck, Austria\*

Verena E. Wieser, University of Innsbruck, Austria\*

Andrea Hemetsberger, University of Innsbruck, Austria\*

This study investigates public brand evaluations of Google from a convention theory perspective. Findings exhibit two major evaluative strategies of negotiating a leeway of acceptable brand conduct and allocating responsibilities. Public brand evaluations accommodate a brand with ethical capital and serve as a brand monitoring tool.

**2. Human Brand Identity Types and Dynamics: The Role of Incongruent Extensions and Legitimacy Mechanisms - The case of film directors**

Camille Pluntz, Université Paris-Dauphine, France\*

Bernard Pras, Université Paris-Dauphine and ESSEC Business School, France

This research identifies human brand identity types and dynamics. In Study 1, we show the existence of 4 identity types among western film directors. In Study 2, conducted in France, we analyze the dynamics of human brand identity based upon film directors' specific, bourgeois and popular legitimacy and incongruent/congruent extensions.

**3. From Nothingness into Being: Creation and Resilience of a Decentralized Brand**

Mariam Humayun, York University, Canada\*

Russell Belk, York University, Canada

In this study, we explore how consumers create modern day myths around decentralized brands. Using the context of the crypto-currency Bitcoin, we analyze how consumers negotiate the ideological and religious myths that shape a decentralized brand and help it survive and become resilient over time.

**4. The Many-Faced Consumer: Practices and Consequences of Social Media Government**

Laurent Busca, Université Toulouse Capitole, France\*

Laurent Bertrandias, Université Toulouse Paul Sabatier, France

We study Social Media Management practices on social media platforms. We find three fundamental practices (framing, optimizing and channeling) which create and manage three populations: a conversation made of words, a community made of individuals and specific influencers. These practices have side-effects impacting both the marketer and the community.

## **6.2 Quantity Judgments and Evaluation Biases**

**Room: Salon 2: Rome**

**Chair:** Dipankar Chakravarti, Virginia Tech, USA

**1. As Many As 9, but As Few As 11: On a Hypothesis Testing Process of Evaluating Inevaluable Quantities**

Yizi Zhang, University of California Riverside, USA\*

Yunhui Huang, Nanjing University, China

When communicating quantities, communicators often embed cues to imply whether this quantity is large/small (e.g., “only 11 pounds.”). We find that such communicator’s position affects how recipients evaluate the quantity, the extent to which depends on the magnitude of the individual digits constituting the number, leading to potential judgment reversals.

## ***2. The Visual Acuity of Less: Why People Underestimate Increases but not Decreases in Quantity***

Pierre Chandon, INSEAD, France\*

Nailya Ordabayeva, Boston College, USA

While we know that quantity increases are strongly underestimated, we find that estimates of quantity decreases are almost perfect. This asymmetry is not caused by loss aversion but by the presence of a natural zero bound which makes downsizing estimation an interpolation task (and supersizing estimation an unbounded extrapolation task).

## ***3. Not Just for Your Health: How Regular Physical Activity Influences Processing of Irrelevant Product Information***

Laura Zimmermann, London School of Economics, UK\*

Amitav Chakravarti, London School of Economics, UK

We document a novel “spillover” benefit of regular physical activity (RPA). When facing irrelevant product information, consumers find it difficult to ignore irrelevant information, and “dilute” their judgments. Two studies reveal that RPA aids people’s ability to ignore irrelevant information in product judgments, and investigate competing explanations.

## ***4. Disfluency Effects on Inference and Evaluation***

Ruomeng Wu, University of Cincinnati, USA

Esta Shah, University of Cincinnati, USA\*

Frank Kardes, University of Cincinnati, USA

Prior research suggests disfluency leads to unfavorable evaluations, and is mitigated by warnings of disfluency. We suggest a moderating role for need for closure, where warnings about disfluency mitigates the negative effect for low NFC consumers, but backfires for high NFC consumers by shifting attention from brand information to disfluency.

# **6.3 A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions**

**Room: Salon 3: Rome**

**Co-chairs:** Monica Wadhwa, INSEAD, Singapore

Kuangjie Zhang, Nanyang Technological University, Singapore

## ***1. The Color of Indulgence: How Dark Color Influences Indulgent Consumption***

Kuangjie Zhang, Nanyang Technological University, Singapore

Monica Wadhwa, INSEAD, Singapore\*

Amitava Chattopadhyay, INSEAD, Singapore

We examine the impact of degree of darkness of colors on indulgent consumption behaviors. We show that darkness is associated with indulgence and exposure to darker color cues can enhance (vs. reduce) consumers' preference for indulgent consumption when the positive (vs. negative) aspect of indulgent consumption is made salient.

## ***2. Strumming the Chords of Your Mind: The Effects of Lyrical Music versus Instrumental Music on Construal Level and Choice***

Xiaoyan Deng, Ohio State University, USA

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Lei Jia, Ohio State University, USA\*

Hyojin Lee, San Jose State University, USA

Six studies demonstrate that listening to lyrical (vs. instrumental) music can evoke a higher (vs. lower) level of construal because consumers adopt a global (vs. local) approach to processing song lyrics (vs. musical elements), and that this mental construal, as a procedural mind-set, can influence consumers' subsequent product decisions.

## ***3. The Crunch Effect: Food Sound Salience as a Consumption Monitoring Cue***

Ryan Elder, Brigham Young University, USA\*

Gina Mohr, Colorado State University, USA

We show that increased attention to the sound the food makes, or food sound salience, may serve as a consumption monitoring cue leading to reduced consumption. Across three studies, we show a consistent negative relationship between the salience of a food's sound and food intake.

## ***4. Choice and Quantity in Conflict: Post-Taste Food Consumption and Inferences of Self-Control***

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology\*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Much research uses observed choices of vice versus virtue foods to make inferences about self-control. This may be misleading because the sensation of taste, post-choice, can greatly influence people's consumption behaviors. Two experiments demonstrate that trait self-control can have an ironic effect on actual intake of supposedly virtuous choices.

# **6.4 It's All Around You: The Pervasive Effects of Technology on Consumers' Lives**

**Room: Salon 4: London**

**Co-chairs:** Martin Mende, Florida State University, USA

Maura Scott, Florida State University, USA

## ***1. Touching Versus Talking: Alternative Interfaces and the Extended Self***

S. Adam Brasel, Boston College, USA\*

Two studies show that changing mobile interfaces create different interaction paradigms. Touch interfaces encourage the user to incorporate the device into their extended self, blurring the boundary between user and device. Voice interfaces create a sense of the device as a partner and separate entity, where relationship dynamics dominate.

## ***2. Personalized Advertising in Public Environments: Perceptions and Consequences***

Nicole Hess, University of Passau, Germany\*  
Jan Schumann, University of Passau, Germany  
Martin Mende, Florida State University, USA  
Maura Scott, Florida State University, USA

Grounded in theory on self-concept congruity and impression management, we examine effects of personalized advertising in public, where others are present and see the personalized content concurrently. We find an indirect effect of others' presence on consumers' attitudes and behavioral intentions, mediated by embarrassment and moderated by ad-self-concept congruity state.

### ***3. Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation***

Martin Mende, Florida State University, USA  
Maura Scott, Florida State University, USA\*  
Gergana Nenkov, Boston College, USA

Millions of consumers monitor their lives using technology, often called the “quantified-self” movement. We identify an unforeseen consequence of self-quantification: increased mortality salience. Two studies show that exposure to self-tracking devices increases death-related concerns, which increases health motivations, to defend against the mortality threat. Anthropomorphizing tracking devices attenuates these effects.

### ***4. Thank You for Your Helping Hand! Ways to Avoid Negative Consequences of Customer Participation in Recovery of Technology Product Failure***

Nicola Bilstein, Catholic University of Eichstaett-Ingolstadt, Germany\*  
Shashi Matta, Ohio State University, USA  
Jens Hogueve, Catholic University of Eichstaett-Ingolstadt, Germany

Contrasting existing literature, we reveal that customer participation in service recovery, may result in negative outcomes. We test different tactics to alleviate this effect: granting compensation, apology, or “Thank you.” Introducing the construct of gratitude into the service recovery literature, we disclose its potential to redress customers for their participation.

## **6.5 Connecting and Disconnecting: Contemporary Consumption Topics**

**Room: Salon 5: London**

**Chair:** Leighanne Higgins, Lancaster University, UK

### ***1. The Socio-Cultural Dynamics of Consumer Entanglement***

Maribel Suarez, Federal University of Rio de Janeiro/COPPEAD, Brazil\*  
André Pinto, Federal University of Rio de Janeiro/COPPEAD, Brazil

This study complements loyalty and lock-in theories, examining socio-cultural underpinnings of continued Facebook patronage. It investigates entanglement dynamics - the socio-cultural mechanisms that entangles and entraps consumers within some of their previous consumption patterns. The research identifies four entanglement dynamics: 1) centrality, 2) pervasiveness, 3) others interdependencies, 4) things interdependencies.

### ***2. Consuming Bondieuserie: Raising the Profile of Religious Kitsch Consumption***

Leighanne Higgins, Lancaster University, UK\*

Kathy Hamilton, University of Strathclyde, UK

Consumer research has described religious kitsch objects derogatively, perceiving them as secularizations of the Sacred. Findings from this ethnographic study into consuming Catholic pilgrimage to Lourdes contradict this derogative viewpoint. We draw on the concept of *bonieuserie* to demonstrate that religious kitsch objects can offer simultaneous symbolic and functional value.

### ***3. Making of Celebrities: A comparative analysis of Taiwanese and American Fashion Bloggers***

Hsin-Hsuan Meg Lee, ESCP Europe\*

This study explores fashion bloggers' practices in establishing themselves as persona-fied brands and obtaining the celebrity status. Comparing between 20 U.S. and Taiwanese bloggers, this research builds on social practice theory to examine how the fashionable amateurs perform micro-celebrity strategies under the influence of cultural institutional works.

### ***4. Defining and Differentiating Marketplace Tranquility***

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

Hyewon Oh, University of Illinois at Urbana-Champaign, USA\*

Ravi Mehta, University of Illinois at Urbana-Champaign, USA

How do consumers understand general tranquility (GT), and compare it to the outcomes that “tranquil” market offerings promise? We define and dissect “marketplace tranquility” (MT), its sources, and consumers' motivations for pursuing it. We find consumers regard GT as abstract and unattainable, but MT as resonant, accessible, practical, and goal-oriented.

## **6.6 Consumer well-being**

**Room: Salon 7: Vienna**

**Chair:** Ellen Evers, University of California Berkeley, USA

### ***1. Hedonic Editing Revisited***

Ellen Evers, University of California Berkeley, USA\*

Alex Imas, Carnegie Mellon University, USA

George Loewenstein, Carnegie Mellon University, USA

When evaluating outcomes, prospect theory predicts that individuals should integrate losses and segregate gains. However, evidence for this hedonic editing hypothesis has been mixed, particularly in the domain of losses. We propose and demonstrate that the integration or segregation of outcomes depends on perceptions of possible category-membership.

### ***2. Don't Believe the Hype***

Erin Percival Carter, University of Colorado, USA\*

Lawrence Williams, University of Colorado, USA

A. Peter McGraw, University of Colorado, USA

Hype surrounding marquee entertainment events can be unavoidable and cause people to watch and do things they otherwise would not. Using nearly 8,000 survey responses, we examine costs and benefits of participating in hyped events. We find people are better

off avoiding hyped experiences, though hype can benefit social well-being.

### ***3. Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies***

Gizem Atav, James Madison University, USA\*

Kalpesh K. Desai, University of Missouri-Kansas City, USA

We explore differences between attainment and maintenance goals and how they influence inclinations towards approach and avoidance framed strategies in the savings domain. We find that maintainers experience more pride than attainers and that during maintenance (attainment), approach (avoidance) framed strategies are more appealing.

### ***4. The Pursuit of Happiness and Quest for Wealth: Do Materialists Really Save Less and Borrow More, and if so Why?***

Esther Jaspers, Tilburg University, The Netherlands\*

Rik Pieters, Tilburg University, The Netherlands

Two large studies revealed bi-directional associations between consumer materialism and financial saving and debt. These associations are driven by one specific motivation for materialism, namely, acquisition as the pursuit of happiness. The studies provide strong support that it leads to being impatient and to a preference for liquid assets.

## **6.7 Money on our Minds: Unraveling Consumers' Complex Relationship with Money**

**Room: Salon 12: Paris**

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

Klaus Wertenbroch, INSEAD Europe Campus, France

Ziv Carmon, INSEAD Asia Campus, Singapore

### ***1. A Sense of Wealth or Poverty Can Help or Hurt Charitable Giving***

Bob M. Fennis, University of Groningen, The Netherlands\*

Lan-Nguyen Chaplin, University of Illinois at Chicago, USA

Silviu Tierean, Erasmus University Rotterdam, The Netherlands

Kathleen D. Vohs, University of Minnesota, USA

Are the rich more generous, or the poor? Confusingly, there are supportive findings on both sides. Three studies reconciled these conflicting findings, and showed that charitable appeals that focus attention to the self (versus others) determines whether feeling wealthy or poor amplifies or reduces generosity.

### ***2. Invoking the Responsible Self and Enhancing Subjective Competence: Nudges to Increase Financial Engagement***

Shannon White, University of Chicago, USA\*

Abigail Sussman, University of Chicago, USA

Many individuals do not proactively manage their investments, which can have significant negative implications for consumers during retirement. Across three online experiments and a large field experiment, we identify interventions that increase financial engagement by appealing to individuals' sense of personal responsibility and by boosting subjective investing ability.

### ***3. Meaning Transforms Money: How Job Satisfaction Affects Consumers' Perception and Use of Their Earnings***

Quentin André, INSEAD, France\*  
Ziv Carmon, INSEAD, Singapore  
Klaus Wertenbroch, INSEAD, France

We propose that differences in consumers' handling of money can be partly attributed to how consumers earn it: across four studies, we show that consumers' satisfaction with their job imbues the money with greater intrinsic value, thereby changing how they perceive and use their paycheck.

#### ***4. Tuition Aversion: Impatience Impaired Financial Decision Making for Higher Education***

Haewon Yoon, Boston College, USA  
Yang Yang, University of Florida, USA  
Carey K. Morewedge, Boston University, USA\*

Mounting student debt has prompted the government and firms to provide students with decision aids and encourage them to treat higher education as an investment decision. We find their efforts to be ineffective because the timing of the cost and benefits of college make the choice an intertemporal choice problem.

## **6.8 Luxury Brands, Conspicuous Consumption and Social Signaling**

**Room: Salon 16: Riga**

**Chair:** Yajin Wang, University of Maryland, USA

#### ***Participants:***

Darren Dahl, University of British Columbia, Canada	C. W. Park, University of Southern California, USA
David Dubois, INSEAD, France	L.J. Shrum, HEC Paris, France
Kristina Durante, Rutgers University, USA	Amna Kirmani, University of Maryland, USA
Lan Chaolin, University of Illinois at Chicago, USA	Keith Wilcox, Columbia University, USA
David Gal, University of Illinois at Chicago, USA	Carlos Torelli, University of Minnesota, USA
Barbara Kahn, University of Pennsylvania, USA	Jennifer Stoner, University of North Dakota, USA
Anat Keinan, Harvard Business School, USA	Lisa Cavanaugh, University of Southern California
Nailya Ordabayeva, Boston College, USA	

One of the biggest trends in consumer behavior over the last two decades has been the growth of luxury consumption. The goal of this roundtable session is to discuss the new trends and novel research questions in luxury consumption and to develop collaborative relationships.

## **6.9 The Effects of Visual Cues on Consumption**

**Room: Salon 17: Riga**

**Chair:** Tatiana Fajardo, Florida State University, USA

#### ***1. Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption***

Tatiana Fajardo, Florida State University, USA\*  
Jiao Zhang, University of Oregon, USA  
Michael Tsirios, University of Miami, USA

We demonstrate that dynamic logos increase the consumption of vices. This effect is mediated by perceptions of consumption justifiability and moderated by directionality, consumers' time-orientation, and their concern with future consequences. Results suggest that dynamic logos license consumers to indulge in the present by triggering an expected increase in well-being.

## ***2. In Good Shape: The Influence of Container Curvature on Consumers' Perceptions and Consumption***

Alexandra Festila, Aarhus University, Denmark\*

Polymeros Chrysochou, Aarhus University, Denmark

Prior studies have shown that container shape can influence consumers' perceptions and behaviour. Our study extends this research by showing that the curvature of a package (convex vs. concave) influences consumers' inferences about calories and healthfulness, feelings of anticipated consumption guilt and ultimately how much they eat.

## ***3. The Impact of Large Versus Small Menu Size on Calorie Estimation***

Junghyun Kim, Virginia Tech, USA\*

Yong Kyu Lee, York College, CUNY, USA

Paul Herr, Virginia Tech, USA

This research proposes that consumers estimate an item's caloric content as greater (less) in a menu with more (fewer) choices. We suggest that consumers estimate higher calories in a larger menu because they use an average caloric content of a menu as a proxy within the subjectively formed calorie range.

## ***4. The Effect of Smileys as Motivational Incentives on Children's Food Choices: A Field Experiment in European Primary Schools***

Wencke Gwozdz, Copenhagen Business School, Denmark

Lucia Reisch, Copenhagen Business School, Denmark\*

Iris Pigeot, Leibniz Institute for Prevention Research and Epidemiology Bremen, Germany

This study investigates the efficacy of a simple, motivational incentive—a smiley stamp—in promoting vegetable and salad consumption among primary school children. We conducted a field experiment in 10 primary schools in five European countries using one control and one treatment school per country.

# **6.10 When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior**

**Room: Dublin**

**Chair:** Christilene du Plessis, Erasmus University Rotterdam, The Netherlands

## ***1. Juggling When Low in Control: The Effects of Control on Choice to Multitask***

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

Susan Broniarczyk, University of Texas at Austin, USA

Three studies find that incidental feelings of low control lead consumers to multitask more, and that this multitasking subsequently results in lower task performance and well-being. Thus, consumers who are experiencing low perceived control may initiate a downward spiral, whereby they self-select to multi-task, leading to deleterious outcomes.



## ***2. Drawing Conclusions while Multitasking: Distracting Background Ads Cue Consumers to Infer Product Interest through Metacognitive Inferences***

Daniel M Zane, Ohio State University, USA\*  
Robert W Smith, Ohio State University, USA  
Rebecca Walker Reczek, Ohio State University, USA

Marketing stimuli are often non-focal background stimuli rather than the focus of consumers' undivided attention. This research explores how interest in products in background advertisements is driven by metacognitive inferences about distraction. These inferences can lead to increased or decreased interest in products depending on what lay theory is accessible.

## ***3. How Multitasking Influences Consumer Learning of Brand Associations***

Christilene du Plessis, Erasmus University Rotterdam, The Netherlands\*  
Steven Sweldens, Erasmus University Rotterdam, The Netherlands  
Stijn M van Osselaer, Cornell University, USA

This research shows that consumer multitasking facilitates learning of brand associations. Though prior research assumes that predictive learning - the process of learning to predict brand related outcomes - will be attenuated when cognitive resources are constrained, we show that multitasking facilitates predictive learning by narrowing attention.

## ***4. A Change is as Good as a Rest: Changing Contexts Restores Self-Control***

Nicole Mead, University of Melbourne, Australia\*  
Jonathan Levav, Stanford University, USA

Four experiments supported the theory that changing contexts restores self-control performance after initial self-control exertion (i.e., eliminated the ego-depletion effect). Consistent with predictions, restoration was specific to context changes; mere physical movement or distraction did not restore self-control.

**Break**

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

**SESSION VII**

**9:30am - 10:45am**

## **7.1 Money Orients People Away from Small-Group Sociality and toward Large-Group Sociality: Evidence from Big Data, Experiments, and Field Studies**

**Room: Salon 1: Moscow**

**Co-chairs:** Kathleen Vohs, University of Minnesota, USA  
Masha Ksendzova, Boston University, USA

### ***1. The Prosocial Glow of Cash: How Payment Method Affects Customers' Perceptions of Helpfulness***

Masha Ksendzova, Boston University, USA\*  
Grant Donnelly, Harvard Business School, USA

Remi Trudel, Boston University, USA

From field and experimental data, we find that customers judge cash (versus card) payments as more helpful, particularly to small businesses. Consideration of businesses' overhead costs helps explain the relationship between payment method and customers' sense of helpfulness. Moreover, cash payments strengthen perceived support of employees and customer-business closeness.

## ***2. Can The Way Individuals Are Rewarded Affect Motivation and Engagement?***

Avni Shah, University of Toronto, Canada\*

Amber Holden, University of Toronto, Canada

Three studies show that more salient forms of incentives (e.g., cash versus direct deposit) increases organizational connection and motivation. This effect reverses when individuals fall just short. Losing more salient incentives now decreases motivation and organizational connection compared to those who fall just short of losing a direct deposit incentive.

## ***3. Social Class and Social worlds: Income Affects the Frequency and Nature of Social Contact***

Kathleen Vohs, University of Minnesota, USA\*

Emily Bianchi, Emory University, USA

Money cues foster self-sufficiency and disinterest in others. We tested income's effects on social interactions in two studies (N = 116,026). Higher income predicted less time socializing and more time alone. Further, people with greater income spent less time with family and neighbors and more with friends.

## ***4. To Profit or Not to Profit? Consumer Support for the Social Venture Question***

Saerom Lee, University of Texas at San Antonio, USA\*

Lisa Bolton, Pennsylvania State University, USA

Karen Winterich, Pennsylvania State University, USA

We demonstrate a general aversion among consumers to social ventures with a profit orientation. This aversion is driven by perceptions of greed and reduced feelings of warm glow when social ventures make a profit. Superior support for the cause with minimal profits is required to overcome this aversion.

# **7.2 The Effects of Sensory Cues on Judgment and Creativity**

**Room: Salon 2: Rome**

**Chair:** Jodie Whelan, York University, Canada

## ***1. Softness in the Ear: How Musical Sophistication Influences the Interaction Between Music and Expected Haptic Softness***

Maximilian Gaerth, University of Mannheim, Germany\*

Haiming Hang, University of Bath, UK

This research investigates the impact of musical sophistication on the interaction between music and expected haptic softness. While our results suggest that soft (vs. hard) music increases the expected haptic softness for products for which haptic softness is diagnostic, we show that musically sophisticated people are better at recoding music into semantic associations related to haptic softness.

### ***3. The Insidious Effects of Smiles on Social Judgments***

Ze Wang, University of Central Florida\*

Huifang Mao, Iowa State University, USA

Jessica Li, University of Kansas, USA\*

Fan Liu, Adephe University

We propose that broad smiles increase perceptions of warmth but decrease perceptions of competence. These effects influence consumers' behavioral intentions and actual behaviors, and are moderated by level of consumption risk. Three studies, including one using data from Kickstarter.com, support these hypotheses.

### ***4. Does Suspense Spur or Hamper Consumer Creativity?***

Sungjun (Steven) Park, Korea Advanced Institute of Science and Technology (KAIST), Korea\*

Yong J. Hyun, KAIST, Korea

C. Page Moreau, University of Wisconsin, USA

Little is known about how mixed emotions influence consumer creativity. Four online experiments find that suspense, a mixed emotion comprising hope and fear, facilitates creativity. Felt conflict arises from experiencing suspense, then a flexible mindset is adopted to reduce the conflict, and eventually this mindset leads to consumer creativity.

### ***5. The bright side to cuing consumerism: Consumer cues make individuals with low childhood socioeconomic status more prosocial***

Jodie Whelan, York University, Canada\*

Sean Hingston, York University, Canada

Counter to extant research that finds consumer cues make people more proself, we present four experiments that demonstrate that consumer cues can actually increase prosociality—at least amongst people who grew up with significant economic constraints (i.e., people with low childhood socioeconomic status).

## **7.3 Emotion Generation and Emotional Consumption**

**Room: Salon 3: Rome**

**Chair:** Nira Murichor, Hebrew University, Israel

### ***1. Consumer Co-Creations: Understanding Disappointment with Co-Created Products***

Leigh Anne Donovan, Illinois State University, USA\*

Richard J. Lutz, University of Florida, USA

Close brand relationships and consumer co-creation opportunities are usually positive for consumers and companies. However, not all co-creation experiences are successful and positive. We explore the 'dark' side of consumer co-creation and the negative reactions, such as embarrassment and failure attribution, felt by consumers and how they can impact self-esteem.

### ***2. How Embarrassing For You (And Me): The Nature of Observer Embarrassment***

Alexander Ziegler, University of Kentucky, USA\*

John Peloza, University of Kentucky, USA

Alexis Allen, University of Kentucky, USA

The consumer embarrassment literature focuses largely ignores observer embarrassment. However, the negative effects of embarrassment are not contained on an actor level but also impact observers. We find evidence that observer embarrassment results in negative consumption experiences for the unrelated observer and introduce boundary conditions for the effect.

### ***3. Wallowing in Misery: Consumers With Low Self-esteem Verify Negative Self-views by Choosing Miserable Products***

Anika Stuppy, Erasmus University Rotterdam, The Netherlands\*

Nicole L. Mead, University of Melbourne, Australia

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

When and why do consumers eat unappetizing food or purchase low-tier brands? We argue that consumers with negative self-views choose miserable products chronically and after threat to self-verify. While people with high self-esteem self-enhance or self-mollify after threat, people with low self-esteem seek self-congruent miserable products to affirm their self-views.

### ***4. Righteous Indignation: When Anger Consumption Makes You Feel Better***

Nira Munichor, Hebrew University, Israel\*

Yael Steinahrt, Tel Aviv University, Israel

Anger is a negative feeling, and people are therefore expected to refrain from consuming anger-eliciting items. However, we show that when people experience a conflict between their personal attitudes and the message conveyed by an item, anger increases that item consumption and improves self-perceptions, sustaining a sense of righteous indignation.

## **7.4 Never Out of Touch: New Insights from the World of Haptic Engagement**

**Room: Salon 4: London**

**Co-chairs:** Rhonda Hadi, University of Oxford, UK

Ana Valenzuela, Baruch College, CUNY, USA and ESADE Business School, Spain

### ***1. Grip not to Slip: How Haptic Roughness Leads to Psychological Ownership***

Bowen Ruan, University of Wisconsin - Madison, USA\*

Joann Peck, University of Wisconsin - Madison, USA

Robin Tanner, University of Wisconsin - Madison, USA

Liangyan Wang, Shanghai Jiao Tong University, China

In a series of studies, we found that haptic roughness leads to a greater perception of psychological ownership, and longer interactions, compared to smoothness. We conjecture that this is because rougher objects are easier to grip leading to more control, an antecedent of psychological ownership.

### ***2. Good Vibrations: Consumer Responses to Technologically-Mediated Social Touch***

Rhonda Hadi, University of Oxford, UK\*

Ana Valenzuela, Baruch College, CUNY, USA and ESADE Business School, Spain

Device notifications are often administered with vibrotactile sensations (e.g. on mobile phones, wearables), yet little research has

examined the psychological and behavioral implications of this haptic feedback. We explore how vibrotactile alerts can represent technologically-mediated social touch, and ultimately influence both performance and certain incidental judgments (e.g. sender attributions).

### ***3. Multisensory Integration of Touch and Vision During Product Evaluation and Choice***

Mathias Streicher, Innsbruck University, Austria

Zachary Estes, Bocconi University, Italy\*

Touching a product affects evaluation of that product. Here we demonstrate for the first time that grasping one product increases choice of another haptically similar product, and that this effect is mediated by visual fluency and moderated by the visual density of the product display.

### ***4. It Feels Softer Than It Looked: Contrast-Priming Effects of Touch-Screen Users in Multi-Channel Shopping***

Sorim Chung, University of California Riverside, USA and Rochester Institute of Technology, US\*

Amitav Chakravarti, London School of Economics & Political Science, UK

Rami Zwick, University of California Riverside, USA

In multi-channel retailing, very little research has examined the impacts of webrooming (researching product options online) on subsequent offline retail experiences. In this study, we examined (1) whether webroomers evaluate physical products differently from single-channel shoppers and (2) whether computer device types moderate webroomers' product evaluations.

## **7.5 The Influence of Tracking Time on Judgments of Experiences, Time, and the Self**

**Room: Salon 5: London**

**Co-chairs:** Gabriela Tonietto, Washington University in St. Louis, USA

Selin Malkoc, Washington University in St. Louis, USA

### ***1. How "Time until the End" Influences Actual versus Predicted Consumer Experiences: A Resource Allocation Account***

Claire Tsai, University of Toronto, Canada\*

Min Zhao, Boston College, USA

Nicole Robitaille, Queens University, Canada

How does time until the end impact consumption experiences? Across three studies we demonstrate that although predictors intuit that an unpleasant event will feel less aversive toward the end, in reality, people report the opposite. Experiencers rate the event as more unpleasant when there is less time until the end.

### ***2. When an Hour Feels Shorter: Salient Endpoints Contract the Perception and Consumption of Time***

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

Selin Malkoc, Washington University in St. Louis, USA

Stephen Nowls, Washington University in St. Louis, USA

We demonstrate that unaccounted time intervals that end in a scheduled task feel subjectively contracted, leading consumers to do less with their time. We further find that terminating (vs. initiating) boundary tasks – whether desirable or undesirable – that mark a strict and rigid end to an interval contract time.

### ***3. Movement through Time and Space Shapes Psychological Distance***

Eugene Caruso, University of Chicago, USA\*

Leaf Van Boven, University of Colorado Boulder, USA

We argue that consumers perceive moving through time in ways analogous to their physical movement through space. Consequently, we show in four studies that future events 1) are psychologically closer when people physically move toward them in space and 2) are psychologically closer than past events of equivalent objective distance.

### ***4. Neglecting Decline: Biased Views of Personal Development Driven by Failure to Recall and Predict Negative Change***

Sarah Molouki, University of Chicago, USA

Daniel Bartels, University of Chicago, USA

Oleg Urminsky, University of Chicago, USA\*

A one-year longitudinal study examined people's beliefs about their personal change. Comparisons of predicted, actual, and remembered change revealed that participants simultaneously underestimated the absolute magnitude and overestimated the positivity of change in both prediction and recall. This effect was due to an asymmetry whereby people selectively neglect negative changes.

## **7.6 Threats to Food Well-being for At-Risk Consumers in the Marketplace**

**Room: Salon 7: Vienna**

**Co-chairs:** Julie Ozanne, University of Melbourne, Australia

Michal Carrington, University of Melbourne, Australia

### ***1. Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions***

Pierre Chandon, INSEAD, France\*

Yann Cornil, University of British Columbia, Canada

Liane Schmidt, INSEAD, France

Michèle Chabert, Université Pierre et Marie Curie, France

Sana Atik, INSEAD, France

Judith Aron-Wisnewsky, Hôpital La Pitié Salpêtrière, France

We compare the sensitivity to marketing actions of lean and obese people (before and after weight-loss surgery). Pre-surgery comparisons already show that the food perceptions and preferences of obese people are more sensitive to marketing actions than those of lean people.

### ***2. The Effect of Chronic Dieting Goals on Auditory Perceptual Biases***

Lauren Mayor, Baruch College, USA

Lauren Block, Baruch College, USA

Suresh Ramanathan, Texas A&M University, USA\*

Prior research has shown that our underlying motivations affect our visual perceptual processes and in turn, threaten our food well-being. We extend prior work by exploring how auditory perceptual processes are affected by goals and investigate how sound can also act as a threat to food well-being.

### ***3. Can Money Tip the Scale? Social Judgment of Overweight Shoppers and the Role of Form of Payment***

Carrie Skinner, Florida State University, USA\*

Martin Mende, Florida State University, USA

Maura Scott, Florida State University, USA

Stephen M. Nowlis, Washington University at St. Louis, USA

Michael K. Brady, Florida State University, USA

This research examines how the interaction of body weight and form of payment affects social judgments in retail settings. Although overweight consumers are stigmatized as lacking self-control, we find that making food purchases in cash (vs. credit) attenuates negative inferences because cash, the most painful form of payment, suggests self-control.

### ***4. You're Killing Me! Exploring How Consumers with Food Intolerances Navigate Eating Out***

Michal Carrington, University of Melbourne, Australia\*

Gergely Nyilasy, University of Melbourne, Australia

Julie Ozanne, University of Melbourne, Australia\*

This study explores the struggles of Celiacs for marketplace inclusion, attempting to navigate service encounters in restaurants where eating may have severe and immediate health consequences. A range of logics and strategies were observed to withdraw, to create a façade of normality and to change the food marketplace.

## **7.7 What Can Brains And Bodies Tell Us That Consumers Won't? Neurophysiological Processes Underlying Consumer Judgment and Choice**

**Room: Salon 12: Paris**

**Co-chairs:** Linda Couwenberg, Erasmus University Rotterdam, The Netherlands

Mehmet Yavuz Acikalin, Stanford University, USA

### ***1. Neural Responses to Functional and Experiential Ad Appeals: Explaining Ad Effectiveness***

Linda Couwenberg, Erasmus University Rotterdam, The Netherlands\*

Maarten Boksem, Erasmus University Rotterdam, The Netherlands

Roeland Dietvorst, Neuro Labs, The Netherlands

Loek Worm, InsightYou, The Netherlands

Willem Verbeke, Erasmus University Rotterdam, The Netherlands

Ale Smidts, Erasmus University Rotterdam, The Netherlands

We explore how insights from neuroimaging techniques (fMRI) can advance our understanding of how functional and experiential ad appeals in television commercials are processed by consumers. Findings reveal that functional and experiential ad appeals evoke responses in different brain regions, and that activity in these regions relates to ad effectiveness.

### ***2. Peacocks, Testosterone and Status Seeking: Single-dose Testosterone Administration Increases Preference for Status Brands and Products***

Gideon Nave, California Institute of Technology, USA\*

Amos Nadler, University of Western Ontario, Canada

David Dubois, INSEAD, France

Colin Camerer, California Institute of Technology, USA

Hilke Plassmann, INSEAD and Ecole Normale Supérieure, France

We investigated the biological roots of humans' status signaling through consumption in two double-blind placebo-controlled pharmacological experiments (N=243 males). We find that exogenous testosterone administration causally increases liking of status brands and that the effect is driven by testosterone-induced status-seeking but not quality- or power-seeking motivation.

### **3. Cardiac Vagal Tone and Risky Decision Making**

M. Yavuz Acikalin, Stanford University, USA\*

Baba Shiv, Stanford University, USA

Making risky decisions can be stressful, because the possibility of undesirable outcomes elicits negative emotional responses, which affect our risk preferences. We investigate how risk aversion is modulated by the physiological regulation of emotion. Individual differences in vagal tone predict risk aversion, and manipulating vagal tone experimentally changes risk preferences.

### **4. Modulation of Judgments by Incidental Affect: the Dynamic Integration of Affect and its Temporal Sustainability**

Aiqing Ling, INSEAD and Ecole Normale Supérieure, France\*

Baba Shiv, Stanford University, USA

Hilke Plassmann, INSEAD and Ecole Normale Supérieure, France

We investigated affect-as-information effects (AIE) of incidental affect on aesthetic judgments and its temporal sustainability. By using facial affective encoding, we showed that AIEs underlie fast neurophysiological dynamics. Behavioral studies further showed the attenuation of AIEs after a long time interval and how AIEs they could be recovered.

## **7.8 Question-Behavior Effect Roundtable**

**Room: Salon 16: Riga**

**Chair:** Eric Spangenberg, University of California Irvine, USA

### **Participants:**

David Sprott, Washington State University, USA

Ioannis Kareklas, University at Albany, State University of New York, USA

Berna Devezer, University of Idaho, USA

Katie Spangenberg, University of Washington, USA

Vicki Morwitz, New York University, USA

Paul Dholakia, Rice University, USA

Siegfried Dewitte, University of Leuven, Belgium

Chris Janiszewski, University of Florida, USA

Elise Chandon, University of South Carolina, USA

Andy Perkins, Washington State University, USA

Bianca Grohmann, Concordia University, Canada

Richard Yalch, University of Washington, USA

For 40 years, consumer psychologists have explored the nature of the question-behavior effect (QBE). A new meta-analysis of the QBE (Spangenberg et al. 2016) finds varying support for four over-arching theoretical mechanisms (attitudes, consistency, fluency and motivations). The roundtable will challenge theoretical perspectives and facilitate further collaboration on the QBE.

## **7.9 Not Your Mother's Celebrity Endorsement: Novel Pathways of Celebrity Influence**

**Room: Salon 17: Riga**



**Co-chairs:** Lea Dunn, University of Washington, USA  
JoAndrea Hoegg, University of British Columbia, Canada

### ***1. Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors***

Adriana Samper, Arizona State University, USA\*  
Freeman Wu, Arizona State University, USA  
Daniele Mathras, Northeastern University, USA  
Andrea Morales, Arizona State University, USA

We examine the effectiveness of “celebrity product placement” (CPP), or the promotion of brands through celebrity usage. We find that CPP is more effective than celebrity endorsement in improving brand attitudes and purchase likelihood, an effect driven by increased celebrity trustworthiness and perceptions that the celebrity sincerely likes the brand.

### ***2. Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness***

Lea Dunn, University of Washington, USA\*  
JoAndrea Hoegg, University of British Columbia, Canada  
Abhishek Borah, University of Washington, USA

The rise of social media marketing communications has altered the communication between consumers and celebrities. The current research shows that platforms which connect individuals conversationally (e.g., Twitter) enhance feelings of social connection and similarity, which in turn enhance perceptions for celebrity endorsed brands, even in the face of negative publicity.

### ***3. When Celebrity Ad Placements Backfire***

Claudiu Dimofte, San Diego State, USA\*  
Negin Latifi Kasani, ESSEC Business School

A common advertising practice involves using celebrities in ads placed within media content featuring the same celebrities. Results show a positive main effect of this strategy on attention and recall, but attitudes depend on celebrity-product matches. Effects are based on consumers’ motivation to process celebrity ads rather than processing ease.

### ***4. Peripheral Endorsement: How Perceptual Congruence with Celebrities Can Benefit Brands***

Dan Rice, Louisiana State University, USA\*  
Andrew Kuo, Louisiana State University, USA  
Rebecca Rast, Louisiana State University

Consumers often scrutinize the source congruence between a brand and a celebrity when evaluating celebrity endorsements. As persuasion knowledge of the practice increases, consumers’ responses may become resistant to the appeals. We argue perceptual congruence influences brand evaluations through a peripheral (versus central) route of persuasion, potentially avoiding this resistance.

## **7.12 Turkshop: How to Experiment with the Crowd**

**Room:** Berlin D

**Co-chairs:** Dan Goldstein, Microsoft Research, USA  
Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Come hear the latest research about online experiments on Amazon Mechanical Turk and its alternatives. Check your assumptions about crowdsourced participants. Learn how to design online experiments in a smart way

**Break**

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

**SESSION VIII**

**11:00am - 12:15pm**

## **8.1 Beyond the Present Experience: Enhancing Past and Future Utility from Experiences**

**Room: Salon 1: Moscow**

**Chair:** Kristin Diehl, University of Southern California, USA

### ***1. Consumers' Reliance on Imagination Moderates the Effect of Information on Anticipated Satisfaction***

Samuel Franssens, London Business School, UK\*

Simona Botti, London Business School, UK

Information positively affects consumers' anticipated satisfaction with experiences. We predicted that consumers derive a sense of control from fantasizing about upcoming experiences and therefore have a lower need for information. Three experiments indeed show that the positive effect of information on anticipated satisfaction decreases for consumers with an imaginative mind-set.

### ***2. Cultivating Gratitude and Giving Through Experiential Consumption***

Amit Kumar, University of Chicago, USA\*

Jesse T. Walker, Cornell University, USA

Thomas D. Gilovich, Cornell University, USA

Through questionnaires and online consumer reviews, we demonstrate that experiential purchases foster more gratitude than material purchases. Using economic games, we also show that reflecting on experiential consumption promotes greater pro-social behavior than reflecting on material consumption. Thinking about experiences leads one to behave more generously than thinking about possessions.

### ***3. Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events***

Joseph K. Goodman, Washington University, USA\*

Selin A. Malkoc, Washington University, USA

Brittney Stephenson, Sierra Club

Consumers honor special life events (e.g., graduations, promotions) by making purchases—either experiential or material in nature. Counter to consumers' intuitions and the “experiential advantage,” this work explores when material (vs. experiential) purchases reinforce positive memories, slowing down the memory decay with special life events, and increasing consumer happiness.

### ***4. Expected and Actual Reliving of Experiences Through Different Types of Photos***

Alixandra Barasch, University of Pennsylvania, USA

Kristin Diehl, University of Southern California, USA

Gal Zauberman, Yale University, USA\*

Ting Zhang, Columbia University, USA

People take photos as memory cues. Two field studies examine whether people correctly anticipate which photos allow them to best relive past experiences. We find that people mis-predict the extent to which photos of the surroundings help them relive compared to photos of the people they shared the experience with.

## **8.2 No Pain, No Gain: How Pain and Constraint Influence Consumer Financial Decision-Making**

**Room: Salon 2: Rome**

**Co-chairs:** Avni M. Shah, University of Toronto, Canada

Mansur Khamitov, Ivey Business School, Western University, Canada

### ***1. Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior***

Rod Duclos, Ivey Business School, Western University, Canada\*

Mansur Khamitov, Ivey Business School, Western University, Canada

The now-popular “cash diet” hails that paying in cash is more painful psychologically than via dematerialized money (e.g., credit cards), which in turn helps citizens save more. Paradoxically, we show cash can sometimes backfire (compared to dematerialized money) and cause consumers to save less and/or forego lucrative investment opportunities.

### ***2. Keep Your Money Close: Psychological Distance Influences the Perceived Value of Money***

Avni M. Shah, University of Toronto, Canada\*

Samuel Maglio, University of Toronto, Canada

Anne Wilson, Harvard Business School, USA

We find evidence for a concrete bias where increasing the psychological closeness of money increases its perceived value and purchasing power of money. Over four experiments, we show that more tangible forms of money (i.e., cash) increase perceptions of monetary value and purchasing power in comparison to card or mobile payments.

### ***3. Regaining Control by Ditching the Plastic: Why Abundance Increases Consumers' Aversion to Credit Cards under Conditions of Low Control***

Daniel Brannon, Arizona State University, USA

Adriana Samper, Arizona State University, USA\*

Why does credit card use among upper income consumers plummet during recessions? In three studies, we explore when and why threats to perceived control increase aversion to credit card payments. We find that, under feelings of low control, consumers with abundant (vs. scarce) financial resources decrease their credit card usage.

### ***4. The Effect of Stress on Consumer Saving and Spending***

Kristina M. Durante, Rutgers Business School, USA\*

Juliano Laran, University of Miami, USA

Little is known about how stress influences consumer behavior. Seven studies show that stress leads consumers to allocate resources strategically. Stressed consumers show increased saving behavior, but increased spending on products the consumer perceives as necessities. These behaviors occur as a means to gain control in an otherwise uncontrollable environment.

## **8.3 From Sound to Text, the Wide Dependence of Consumer Decision Making on Language**

**Room: Salon 3: Rome**

**Co-chairs:** Ann Kronrod, Boston University, USA

Tina M. Lowrey, HEC Paris, France

### ***1. Vipiz is Fast, Vopoz is Slow: Phonetic Symbolism is the Way to Go!***

Stacey Baxter, University of Newcastle

Jasmina Ilicic, Monash University, Australia

Alicia Kulczynski, University of Newcastle

Tina M. Lowrey, HEC Paris, France\*

We examine the effect of phonological awareness (ability to identify sounds in words) on children's product evaluations, following exposure to a phonetically manipulated brand name (e.g., Vipiz/Vopoz). We demonstrate that priming children to undertake sound-based processing of marketing stimuli will enhance phonetic symbolism effects for those with low phonological awareness.

### ***2. From Language to Behavior: Verbs Lead to Consumer Action***

Yan Meng, Baruch College, USA\*

David Luna, Baruch College, USA

Sandor Czellar, University of Lausanne

A series of studies shows that consumers exposed to an ad with a high incidence of verbs (vs. nouns) are more likely to take an immediate action. This effect is mediated by the activation of an implemental, action-oriented mindset and moderated by cognitive load and whether verbs are action-oriented.

### ***3.3. Everyone Likes This Movie! Consensus Language Increases the Influence of Weak Ties over Strong Ties in Product Recommendations***

Jeff Lee, Massachusetts Institute of Technology, USA\*

Ann Kronrod, Boston University, USA\*

Four studies demonstrate that although people often rely on the opinion of strong ties, weak ties are more influential when they use consensus expressions to support their opinion (e.g. "everyone is talking about this") because people infer that they imply a greater consensus circle (i.e. relate to a larger group).

### ***4.4. The Hidden Costs of Paying Your Reviewers: How Incentives Affect the Language of Online Reviews and Subsequently their Perceived Helpfulness and their Persuasiveness***

Peeter Verlegh, Vrije Universiteit Amsterdam\*

Lotte Willemsen, HU University of Applied Sciences

Eline Zwinkels, MediaTest

Review platforms are important sources of consumer information. To attract customer reviews, these platforms sometimes provide incentives to reviewers. However, two studies involving content analysis and experimental design show that rewards affect the language used by reviewing consumers, in a way that reduces the helpfulness and persuasiveness of reviews.

## **8.4 Gender, Sex and Romance**

**Room: Salon 4: London**

**Chair:** Lipi Begum, University of Southampton, UK

### ***1. Old, But Gold! The Role of Aging Stereotypes on Consumers' Purchase Intentions in Second-Hand Marketplaces***

Felipe Pantoja, IESEG School of Management (LEM-CNRS), France\*

Marat Bakpayev, University of Minnesota, Duluth, United States

Patricia Rossi, IESEG School of Management (LEM-CNRS), France

Sukki Yoon, Bryant University, United States

This research examines the impact of sellers' age on consumers' purchase intentions in online second-hand markets. Drawing on stereotypes and consumer contagion literature, we show a consistent preference for products pre-owned by senior (vs. young) sellers and investigate the mediator role of sellers' perceived interpersonal warmth on the referred relationship.

### ***2. Gender Identity-Related Reactions to Sex-Typed and Unisex Labeled Products***

Susanne Ludwig, University of Mannheim, Germany

Stefan Hattula, University of Stuttgart, Germany\*

Florian Kraus, University of Mannheim, Germany

Two experiments highlight gender identity's relevance to the gender labeling-purchase intention relationship. Gender schematic consumers are indifferent between sex-typed or unisex labeling. Product's gender expressiveness and functionality oppositely favor both options. In favor of unisex products, gender aschematics are less sensitive to gender cues, making perceived functionality the relevant mechanism.

### ***3. He's Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction***

Jingjing Ma, Peking University, China\*

David Gal, University of Illinois at Chicago, USA

Sex fantasies are ubiquitous in our lives and their impact on romantic relationships is complex and controversial. One field and three lab studies show that fantasizing about sex produces a devaluation of romance which, in turn, demotivates individuals to engage in romantic relationship as the latter demands too much effort.

### ***4. The Push and Pull of Attachment Styles on Romantic Consumption***

Martin Mende, Florida State University, USA\*

Maura Scott, Florida State University, USA

Aaron Garvey, University of Kentucky, USA

Lisa Bolton, Pennsylvania State University, USA

How and why people engage in romantic consumption is not fully understood. Two studies examine the impact of attachment styles on romantic consumption (e.g., romantic movies, weddings) and find that attachment anxiety stimulates romantic consumption and attachment avoidance functions as a barrier. These effects are driven by emotional intimacy motives.

## **8.5 Advances in Mental Accounting**

**Room: Salon 5: London**

**Co-chairs:** Kristen Duke, University of California San Diego, USA

On Amir, University of California San Diego, USA

### ***1. A Price-Purchase Paradox***

Shirley Zhang, University of Chicago, USA\*

Christopher Hsee, University of Chicago, USA

Abigail Sussman, University of Chicago, USA

Contrary to normative predictions, we find cases where consumers purchase fewer items when a discount is present (versus absent). This pattern is moderated by the total number of units available at a discount, occurring only when the number of units offered at discount is reasonably close to their initial preference.

### ***2. The Influence of Categorical Framing on Budgeting***

Miaolei Jia, National University of Singapore, Singapore\*

Xiuping Li, National University of Singapore, Singapore

Leonard Lee, National University of Singapore, Singapore

Consumers set a higher overall budget and consequently spend more when they explicitly set budgets for component categories (“categorical framing”) than when they simply set an overall budget (“overall framing”). These effects arise because categorical (versus overall) framing makes individuals think more about what they want to spend on.

### ***3. Spending or Stockpiling: Consumers’ Decisions to Redeem Loyalty Program Points***

SoYeon Chun, Georgetown University, USA

Rebecca Hamilton, Georgetown University, USA\*

We examine factors that influence consumers’ decisions to spend loyalty program points or money on a purchase. Because design characteristics of loyalty programs, such as the numerosity of loyalty program points, influence the perceived value of points, they play a critical role in encouraging consumers to spend or stockpile points.

### ***4. Mental Accounting of Guilt: Decoupling Guilt from Consumption***

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

On Amir, University of California San Diego, USA

Consuming an indulgence often elicits the feeling of guilt. We demonstrate that separating the decision to indulge from the indulging episode itself can allow consumers to emotionally “pre-pay” for indulgences. This reduces guilt experienced during consumption, increasing net enjoyment.

## 8.6 When Dumb Objects Become Smart, Do Smart Consumers Become Dumb? Implications for Consumer Research on the Internet of Things

**Room: Salon 7: Vienna**

**Co-chairs:** Donna Hoffman, George Washington University

Tom Novak, George Washington University

Larry Downes, Georgetown Center for Business and Public Policy, Accenture Institute for High Performance

The Internet of Things (IoT) is expected to drive trillions of dollars in economic value and revolutionize many aspects of consumer behavior. But as devices become increasingly intelligent, what challenges does this pose for consumers? Consumers have so far largely failed to embrace smart objects and while marketers believe consumers aren't adopting due to the price/value relationship, along with privacy and security concerns, are there deeper personal and social reasons behind the lack of enthusiasm? Join us as New York Times bestselling author and Internet industry analyst Larry Downes discusses the problem of IoT adoption, followed by a discussion of key emerging research themes.

## 8.7 The Politicization of Markets: Exploring the Interplay Between Politics and Markets

**Room: Salon 12: Paris**

**Co-chairs:** Katja H. Brunk, European University Viadrina, Frankfurt (Oder), Germany

Benjamin J. Hartmann, University of Gothenburg, Sweden

Ela Veresiu, York University, Canada

### *1. Market-Mediated Multiculturalism: The Institutional Shaping of the Ethnic Consumer Subject*

Ela Veresiu, York University, Canada\*

Markus Giesler, York University, Canada

We bring to bear sociological theories of governmentality and multiculturalism on an analysis of Canada's marketplace to reveal market-mediated multiculturalism: a four-fold process of consumer socialization through which institutional actors build on the ideology of neoliberal multiculturalism to shape an ethnic consumer subject, in order to manage diversity through consumption.

### *2. Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture*

Benjamin J. Hartmann, Gothenburg University, Sweden\*

Katja H. Brunk, European University Viadrina, Frankfurt (Oder), Germany\*

Markus Giesler, York University, Canada

We mobilize theories of popular memory/countermemory and cultural branding to analyze East German consumers' brand stories and introduce the concept of brand retrofication. We show how East German consumers' investment of redeeming meanings into historical socialist products combats (Western) caricatures of the post-reunified East while animating thriving retro brands.

### *3. Myth Market Formation and the Irony of Neoliberalism: Insights from the Export of Danish Eldercare to China*

Stine Bjerregaard, University of Southern Denmark, Denmark\*

Dannie Kjeldgaard, University of Southern Denmark, Denmark

Soren Askegaard, University of Southern Denmark, Denmark

Based on a study of the media representations related to exporting Danish eldercare to China, we explore how mythical resources are

mobilized to articulate Danish welfare benefits as transnational commodities and find that the export endeavor is embedded in wider ideological tensions over the legitimacy of pervasive welfare states.

#### ***4. Political Consumerism as Neoliberal Therapy: How An Actually Existing Neoliberalism Produces Entrepreneurial Passion***

Craig Thompson, University of Wisconsin-Madison, USA\*

Ankita Kumar, University of Wisconsin-Madison, USA

The authors examine the re-embedding of neoliberal discourses in market logics and histories and the governmental rationalities operating through political consumerism in a Slow Food network. They find that using therapeutic motifs Slow Food enacts an ideal of passionate enterprise that aligns communal identities and neoliberalism's entrepreneurial skill building vision.

## **8.8 Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging**

**Room: Salon 16: Riga**

**Co-chairs:** Martin Reimann, University of Arizona, USA

William M. Hedgcock, University of Iowa, USA

Adam Craig, University of Kentucky, USA

#### ***Participants:***

Maarten Boksem, Erasmus University Rotterdam, The Netherlands

Raquel Castaño, Tecnológico de Monterrey, Mexico

Moran Cerf, Northwestern University, USA

Angelika Dimoka, Temple University, USA

Ming Hsu, University of California Berkeley, USA

Hilke Plassmann, INSEAD, France

Akshay Rao, University of Minnesota, USA

Ale Smidts, Erasmus University Rotterdam, The Netherlands

Carolyn Yoon, University of Michigan, USA

During this roundtable, the results of the first Pre-Conference Workshop on Consumer Neuroscience are discussed, especially the findings from three “design thinking challenges” on conceptual, methodological, and substantive issues concerning functional magnetic resonance imaging (fMRI). The roundtable aims to develop directions for research on the role of neurophysiology in consumption.

## **8.9 Food Consumption and Healthy Eating**

**Room: Salon 17: Riga**

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

#### ***1. Planning to Fill the Gap: The Efficacy of Forming Implementation Intentions in Healthy Eating***

Irene Vilà, Universidad Pontificia Comillas, Spain\*

Isabel Carrero, Universidad Pontificia Comillas, Spain

Raquel Redondo, Universidad Pontificia Comillas, Spain

Using meta-analysis, this paper tests the efficacy of forming implementation intentions to achieve healthy eating goals. To help resolve previous inconsistent findings and provide guidance for future research, this study clarifies the moderation role of the type of



intended behavior, promoting versus decreasing, adding the mediator role of goal complexity.

## ***2. Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior***

Aradhna Krishna, University of Michigan, USA

Linda Hagen, University of Southern California, USA\*

As portion sizes have been growing, so have consumers' food leftovers. We find that, holding actual consumption constant, larger amounts of leftovers increase subsequent eating and decrease exercising by reducing perceived consumption and bolstering self-evaluative feelings. Leaving more food as leftovers may, counterintuitively, backfire and instead contribute to weight gain.

## ***4. The Blender Effect: Physical Food State Influences Consumers' Perceptions and Consumption***

Courtney Szocs, Portland State University, USA\*

Sarah Lefebvre, University of Central Florida, USA

Four studies demonstrate that altering the physical state (e.g., solid, semi-solid, liquid) of a food product, a food pictured on a package, or a food on display through mechanical processing (e.g., juicing, blending) influences healthiness perceptions and consumption, a phenomenon we term the blender effect.

## ***4. The Fixed Unit Effect: When Size Does Not Matter, But Number of Units Does***

Myla Bui, Loyola Marymount University, USA

Brennan Davis, California Polytechnic University, USA

Collin Payne, New Mexico State University, USA

Maura Scott, Florida State University, USA\*

We introduce the fixed-unit effect (FUE). Eight studies with a variety of foods (e.g., pizza, pastries, snack crackers), demonstrate that consumers eat a fixed number of units (e.g., two slices of pizza) regardless of unit size when eating with others. Consuming alone and eating healthy foods attenuates the effect.

# **8.10 The Surprising Effects of Affect**

**Room: Dublin**

**Chair:** Nancy Puccinelli, Oxford University, UK

## ***1. Two Roads to Affect Effects***

Nancy Puccinelli, Oxford University, UK\*

Dhruv Grewal, Babson College, USA

Scott Motyka, Keck Graduate Institute, Claremont Colleges

Susan Andrzejewski, California State University, Channel Islands

Tamar Avnet, Yeshiva University, USA

This research sheds light on the debate of whether creating a strong positive affective reaction in a marketing environment should always lead to more favorable consumer reactions. When should managers try to influence consumers' affective reactions to a product and when these efforts might backfire?

## ***2. Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral***

Andrew White, Arizona State University, USA

Andrea Morales, Arizona State University, USA

Patti Williams, University of Pennsylvania, USA\*

Nicole Coleman, University of Pittsburgh, USA

Five experiments demonstrate that fear, by increasing present-focus, reduces deferral and increases choice. This effect is mediated by increasingly positive evaluations of known products within the choice set. We also demonstrate that the reduction in choice deferral is unique to fear; other discrete emotions do not lead to deferred choice.

## ***3. The Different Effects of Benign versus Malicious Envy on Self-Control***

Yunhui Huang, Hong Kong University of Science and Technology\*

Jaideep Sengupta, Hong Kong University of Science and Technology

This research hypothesizes that benign envy, as compared to malicious envy, heightens people's private self-awareness, which in turn leads to improved self-control and greater consistency in sequential choice. Results from four experiments provide support for our predictions, contributing to the small but growing literature on consumer envy.

## ***4. The Need to Feel Better***

Charlene Chen, Nanyang Technological University, Singapore\*

Michel Pham, Columbia University, USA

Contrary to popular lay-beliefs that people always strive to repair their negative feelings, we propose that individuals vary in their "need to feel better" (NFB) when they experience negative affect. We advance a new NFB construct with four distinct dimensions and demonstrate its predictive validity with respect to affect regulation.

## **8.11 Workshop on Quantitative Methods for Consumer Research**

**Room:** Berlin D

**Co-chairs:** Blake McShane, Northwestern University, USA

Karsten Hansen, University of California San Diego, USA

Christian Wheeler, Stanford University, USA

In this workshop, panelists will discuss recent advances in statistical methods germane for consumer research. Topics may include and relate to meta-analysis, sample sizes, publication bias, and big data. We intend the workshop to be highly interactive with much audience participation.

### **LUNCH**

**12:15pm - 1:30pm**

### **SESSION IX**

**1:30pm - 2:45pm**

## **9.1 Thought You Had It All Figured Out? Look at Children's Consumer Behavior and Think Again**

**Room:** Salon 1: Moscow

**Chair:** Tina Lowrey, HEC Paris, France

### ***1. Offline Friendships Affect Facebook Activity and Teens' Theory of Mind***

Elodie Gentina, SKEMA Business School – Université de Lille 2, France

SEM results with 657 adolescents revealed that quality (quantity) of offline friendships is positively (negatively) related to being more active on Facebook (making more connections; posting more comments; posting more photos). Adolescents who are more active on Facebook, in turn, have more developed theory of mind.

### ***2. Ownership Shapes Children's Judgments about Material goods***

Ori Friedman, University of Waterloo, Canada\*

Madison Pesowski, University of Waterloo, Canada

Four experiments testing children aged 3-5 show that ownership is central in their reasoning about material goods. With age, children predict that agents will use their own goods, even if others' goods are preferred. Children also grasp that ownership makes material goods non-fungible, even when these goods are physically indistinguishable.

### ***3. Signaling Versus Accumulating Wealth: For Children, Refraining from Spending Implies Poverty***

Heather Kappes, London School of Economics and Political Science, UK\*

Refraining from spending builds savings and wealth. Then why do people tend to spend too much and save too little? Spending signals wealth. This research finds that even four year-olds use spending as a signal of perceived wealth.

### ***4. How Do Children Derive Happiness from Past Experiences? Developmental, Experimental, and Longitudinal Evidence***

Lan Chaplin, University of Illinois at Chicago, USA\*

Tina Lowrey, HEC Paris, France

Ayalla Ruvio, Michigan State University, USA

L. J. Shrum, HEC Paris, France

Kathleen Vohs, University of Minnesota, USA

Across six studies with over 400 children and adolescents ages 3-17, we show that children ages 3-12 derive more happiness from material objects than from experiences. This pattern reverses by ages 16-17. We show that memory and theory of mind are necessary for sufficient comprehension of experiences, which facilitates enjoyment.

## **9.2 Motivating Prosocial Behavior**

**Room: Salon 2: Rome**

**Chair:** Amir Grinstein, Northeastern University, USA & VU Amsterdam, The Netherlands

### ***1. Aesthetic Contrast Motivates Prosocial Behavior***

Amir Grinstein, Northeastern University, USA & VU Amsterdam, The Netherlands\*

Henrik Hagtvedt, Boston College, USA

Ann Kronrod, Michigan State University, USA & Northeastern University, USA

How can aesthetic experience motivate prosocial behavior? We demonstrate that aesthetic contrast (an aesthetically pleasing object within a displeasing group) increases prosocial behavior. The effect is driven by empathy and its two antecedents: identification with and perceived need of the focal group.

## ***2. Behavioral Interventions to Reducing the Negative Consequences of Deferrals on Subsequent Blood Donation***

Michel Clement, University of Hamburg, Germany

Martha Wegner, University of Hamburg, Germany

Nina Mazar, University of Toronto, Canada\*

Ann-Christin Langmaack, University of Hamburg, Germany

large number of willing blood donors sometimes get deferred and then never return. Three studies find that handing out new appointment cards and providing an option for an alternative good deed significantly increase individuals' reported and actual likelihood to return for blood donation in comparison to current strategies.

## ***3. Consumer Donations: the Roles of Implicit Theories and Appeal Types***

Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA\*

Meng-Hua Hsieh, Pennsylvania State University-Harrisburg, USA\*

The current research suggests that consumers' implicit theory orientation may affect their prosocial behavior. Results of three studies show that incremental theorists donate more to cancer (obesity) charities if they use other (self) benefit appeals, whereas entity theorists donate more to cancer (obesity) charities regardless of benefit appeals.

## ***4. Why Do We Let Friends Borrow From Us – Insights Into Motivations To Lend Money To Friends***

Simon Quaschnig, Ghent University, Belgium\*

Mario Pandelaere, Virginia Tech, USA / Ghent University, Belgium

People often rely on friends for small loans. Yet we know little why people would let friends borrow. This work proposes a model of two opposing forces. While people don't like to mix money with friendships, they still tend to lend certain amounts because of social acceptance concerns.

# **9.3 Framing, Time and Intertemporal Choice**

**Room: Salon 3: Rome**

**Chair:** Shalena Srna, The Wharton School, University of Pennsylvania, USA

## ***1. Multitasking: Perception and Performance***

Shalena Srna, The Wharton School, University of Pennsylvania, USA\*

Rom Schrift, The Wharton School, University of Pennsylvania, USA

Gal Zauberman, Yale School of Management, USA

Previous research has demonstrated the detrimental effects of multitasking on performance. This paper shows that multitasking versus single-tasking is often a matter of perception. That is, the same activity may be framed as multitasking or single-tasking. Across 22 studies, we demonstrate that the mere perception of multitasking improves performance.

## **2. *Framing Wait Time Changes Time Perception and Patience***

Frank May, Virginia Tech, USA\*

Ashwani Monga, Rutgers University, USA

We show that patience for a larger-later (vs. smaller-sooner) reward depends on the semantic framing of wait time. In far (vs. long) frames, patience is influenced relatively more by the magnitude of the larger-later reward—increasing the size of the reward contracts time perception and increases patience.

## **3. *The Effects of Framing Subscription Benefits as Price Discounts or Time Bonuses on Time Preferences***

Florian Stahl, University of Mannheim, Germany

Daniel M. Bartels, University of Chicago, USA

Veronica Valli, University of Mannheim, Germany\*

When consumers make choices about subscriptions, they face an intertemporal decision. This paper examines how consumers' time preferences change with changes in subscriptions' benefits framing. Consumers prefer contracts offering price discounts to those offering bonus time for short contracts but prefer the reverse for contracts of longer length.

## **4. *Anecdotal versus Statistical Evidence in Risk Communication Messages: The Moderating Effects of Comparative Optimism and Message Framing***

Marina Isabel Wieluch, Bundeswehr University Munich\*

Risk communication often contains anecdotal or statistical evidence. Research on the effectiveness of both evidence types reports contractionary findings. Based on construal level theory, this research shows that the moderation of evidence type by message framing depends on comparative optimism. Results reveal that optimists are persuaded by negative anecdotal evidence.

# **9.4 Contemporary Perspectives on Consumption and Belonging**

**Room: Salon 4: London**

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

## **1. *Products as Pals: Engaging With Anthropomorphic Products Mitigates Effects of Social Exclusion***

James Mourey, DePaul University, USA\*

Jennifer Olson, University of Kansas, USA

Carolyn Yoon, University of Michigan, USA

Six experiments provide evidence that subtle exposure to, or interaction with, anthropomorphized consumer products mitigates previously documented effects of social exclusion on a variety of outcomes (e.g., others' perceived sociability, prosocial behavior). However, reminding individuals the anthropomorphized product is not actually alive limits its ability to satisfy social needs.

## **2. *Toward a Conceptual Understanding of Belonging in Consumer Research***

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

The sense of belonging construct remains to be fully conceptualized in consumer research, despite the centrality of social connections

and consumption in life (Mead et. al 2011). This presentation reviews belonging research and develops a theoretical framework to understand how individuals consume to fulfill belonging goals (Yuval-Davis 2006).

### ***3. The Perfect Lunchbox: Social Class Identity and Everyday Mothering***

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

Vicki Harman, Royal Holloway, University of London, UK

This paper investigates how middle class British mothers respond to the rapid marketplace's changes of good mothering. In looking at how mothers display their social class belonging through making lunchboxes, this study shows how an intensified consumption is used to manage the market's changes and communicate a middle class disposition

### ***4. The Joneses Don't Live Here: Conspicuous Consumption in a New Urban Neighborhood***

Meredith Thomas, University of Wisconsin - Madison, USA\*

Thomas O'Guinn, University of Wisconsin - Madison, USA

This research explores the evolution of traditional community through the study of a market-mediated residential product. We investigate the role of conspicuous consumption in creating a sense of belonging. We also study unique ways social and cultural capital influence the collective identity in a New Urban neighborhood.

## **9.5 Nonconsumption**

**Room: Salon 5: London**

**Chair:** Jacqueline Rifkin, Duke University, USA

### ***1. Need and Intertemporal Choice: A Dual Goal Hypothesis***

Xianchi Dai, Chinese University of Hong Kong, China\*

Canice M.C. Kwan, Lingnan College, Sun Yat-Sen University, China

Ayelet Fishbach, University of Chicago, USA

In 5 studies we support the dual-goal hypothesis for the effects of need on intertemporal decisions. We find consumers of high (vs. low) need are more impatient in near future intertemporal decisions yet more patient in distant future intertemporal decisions. These studies enrich current understanding on how need affects patience.

### ***2. Postponement Specificity Differentially Affects Desire and Consumption***

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

Vanessa M. Patrick, University of Houston, USA

For self-control facilitation, specific plans are thought to be superior to their unspecific counterparts. However, the current work suggests that unspecific plans are most effective for reducing unwanted behavior. Four experiments demonstrate that unspecific postponement but not specific postponement reduces consumption of a postponed temptation through a weakening of desire.

### ***3. How Everyday Items Become Treasures: Forgoing Usage and the Escalation of Specialness***

Jacqueline Rifkin, Duke University, USA\*

Jonah Berger, University of Pennsylvania, USA

Why do people forgo using everyday items, like t-shirts or inexpensive wine, as if they are too special to use? Seven studies demonstrate that forgoing using an everyday item can spark a “specialness spiral,” leading to less usage in everyday occasions and reservation for more extraordinary occasions.

#### ***4. Saving It (and Us) For Later? Consuming and Saving Products that Reflect Our Selves***

Daniel E. Sheehan, University of Kentucky, USA\*

Sara Loughran Dommer, Georgia Tech, USA

Consumers like products that reflect their selves, but research examining how they consume these products is lacking. Are products that symbolize one’s self protected or are they consumed quickly after purchase? This research demonstrates that greater preference doesn’t translate into consumption; consumers prefer to save, rather than use, self-symbolic products.

## **9.6 My Heart on my Sleeve: Emotion as Information in a Social World**

**Room: Salon 7: Vienna**

**Chair:** Yimin Cheng, Hong Kong University of Science and Technology

#### ***1. Please Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment***

Lisa A. Cavanaugh, University of Southern California, USA\*

Joseph C. Nunes, University of Southern California, USA

Young Jee Han, Sungkyunkwan University, Korea

Four studies show that receiving a compliment related to an identity signal often results in embarrassment, an arguably unforeseen and generally unwelcome self-conscious emotion. Consumer embarrassment depends on the conspicuousness of the signal as well as the extent to which the signal and one’s beliefs about oneself are incongruent.

#### ***2. The Effects of Power on Emotional Responses to Self-Failure***

Derek D. Rucker, Northwestern University, USA

Adam Duhachek, Indiana University, USA

Claire Heeryung Kim, Indiana University, USA\*

DaHee Han, McGill University, Canada

The current research examines whether power affects consumer’s emotional responses to failure experience. We showed that individuals in high (vs. low) power were more likely to feel angry to the failure experience and the impact of power on anger was amplified in the face of failure to a group task.

#### ***3. Fun Signals Intrinsic Motivation: Observers Infer Motivation from Expressed Emotion***

Yimin Cheng, Hong Kong University of Science and Technology\*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Patti Williams, University of Pennsylvania, USA

Three studies show that smiles communicate intrinsic motivation. People infer higher intrinsic motivation when they see others with large (vs. small or no) smiles following an activity. Moreover, people who are given a goal to signal intrinsic (vs. extrinsic) motivation

strategically display larger smiles to potential observers.

#### ***4. The Two Faces of Innovation Adoption: How Envy Affects Consumers' Evaluation of Innovative Products***

Jaeyeon Chung, Columbia University, USA\*

Leonard Lee, National University of Singapore, Singapore

Employing a dual-process model, four experiments demonstrate that when consumers experience envy, those who are more inclined to attend to their feelings (vs. cognition) are driven by a self-enhancement (vs. self-protection) motive. Accordingly, these envious consumers are more likely to exhibit positive (vs. negative) attitudes toward innovation adoption.

## **9.7 Biases in Consumer Financial Decision Making**

**Room: Salon 12: Paris**

**Chair:** Andrew Long, University of Colorado, USA

### ***1. Better Understood Companies Seem Like Safer Investments***

Andrew Long, University of Colorado, USA\*

Philip Fernbach, University of Colorado, USA

Bart de Langhe, University of Colorado, USA

Consumers often choose which companies to invest in based on whether their risk perception for the company fits with their risk tolerance. We find risk perceptions are heavily influenced by a factor not related to the true risk a stock carries – how well the person understands what the company does.

### ***2. Debt Aversion: Anomalous in Theory, Advantageous in Practice***

Daniel Walters, University of California Los Angeles, USA\*

Carsten Erner, University of California Los Angeles, USA

Craig Fox, University of California Los Angeles, USA

Marc Scholten, Universidade Europeia

Daniel Read, Warwick Business School

Christopher Trepel, Fenway Summer LLC

Attitudes towards debt critically influence a variety of financial behaviors. We show that debt aversion is associated with negative discounting for losses, the gain-loss asymmetry and other anomalous behavior. In contrast, a field study shows that debt aversion has advantages: individuals reporting higher debt aversion have better credit scores.

### ***3. Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences***

Stephen Spiller, University of California Los Angeles, USA\*

Nicholas Reinhardt, University of Colorado, USA

Sam Maglio, University of Toronto, Canada

Financial decisions are often informed by how a quantity (e.g., money) changes over time. In common situations, we find stark differences in judgments made from the same underlying data when it is presented as a stock (e.g., wealth/debt; number of jobs) or the equivalent flow (e.g., income/expenditures; jobs gained/lost).



#### ***4. Leaving Money on the Kitchen Table: Exploring Sluggish Mortgage Refinancing Using Administrative Data, Surveys, and Field Experiments***

Eric Johnson, Columbia University, USA\*

Stephan Meier, Columbia University, USA

Olivier Toubia, Columbia University, USA

Refinancing a mortgage is an important, complicated decision. We examine offers reducing payments \$204 monthly on average, at little cost. Administrative data from about 800,000 borrowers shows that more than 50% do not refinance. Surveys and three field experiments show this costly mistake is related to suspicion and time preferences.

### **9.8 Liquid Consumption: How Can We Use It in Consumer Research?**

**Room: Salon 16: Riga**

**Co-chairs:** Fleura Bardhi, City University of London, UK

Giana Eckhardt, Royal Holloway University of London, UK

#### ***Participants:***

Linda Price, University of Arizona, USA

Eric Arnould, University of Southern Denmark, Denmark

Russel Belk, York University, Canada

Eileen Fischer, York University, Canada

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

Adam Arvidsson, University of Milano, Italy

Rebecca Watkins, Cardiff University, UK

Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA

Nancy Wong, University of Wisconsin-Madison

Sofia Ulver, Lund University, Sweden

Soren Askegaard, University of Southern Denmark, Denmark

Christian Eichert, City University of London, UK

Jacob Ostberg, Stockholm Business School

We introduce the concept of liquid consumption, and discuss how it differs from ‘solid’ consumption as well as postmodern consumption. We focus on how liquid consumption can reinvigorate research agendas for a wide variety of consumer behavior constructs such as consumer attachment, brand communities, materialism, and digital consumption.

### **9.9 Reinvestigating fundamental concepts of marketing and consumer research - How consumer neuroscience adds additional value to our discipline**

**Room: Salon 17: Riga**

**Chair:** Monika Koller, WU Vienna, Austria

#### ***1. Emotional responses to movie-trailers predict individual preferences for movies and their population-wide commercial success***

Maarten Boksem, Erasmus University Rotterdam, The Netherlands\*

Hang-Yee Chan, Erasmus University Rotterdam, The Netherlands

Vincent Schoots, Erasmus University Rotterdam, The Netherlands

Alan Sanfey, Behavioural Science Institute, Radboud University Nijmegen, The Netherlands

Ale Smidts, Erasmus University Rotterdam, The Netherlands

Combining neuroscience measurements and machine learning, we extracted the emotional experience from brain activity from subjects viewing movie-trailers. We show that this decoded emotional experience is meaningfully related to the self-reported

emotional experience, and that it can be used to predict individual preference, but also commercial success of these movies.

## **2. Neural prediction of market-level crowdfunding outcomes**

Alexander Genevsky, Erasmus University Rotterdam, The Netherlands\*

Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA

Brian Knutson, Department of Psychology, Stanford University, USA

In this paper, we present a real-world scenario in which neural data predicts market-level behavior significantly better than traditional behavioral methods. This is the first work to assess the neuropsychological processes implicated in the crowdfunding marketplace. These findings highlight the ability of neuropsychological inferences to scale to the aggregate level.

## **3. We are what we know: Using consumer neuroscience to build a better understanding of price knowledge**

Marco Hubert, Zeppelin University, Germany\*

Marc Linzmayer, University of St. Gallen, Switzerland

Peter Kenning, University of Düsseldorf, Germany

Mirja Hubert, Zeppelin University, Germany

Price-knowledge is an important topic in consumer research. In an fMRI-study we assessed how task-dependent price-knowledge affects neural activation, price-memory, price-knowledge, and choice processes. We found that price-knowledge is a dynamic construct that is influenced by unconscious processes and that a (neuro)physiological perspective can add value for consumer research.

## **4. Effectiveness of print and digital media: Insights from neuroscience**

Vinod Venkatraman, Center for Neural Decision Making, Fox School of Business, Temple University, USA\*

Angelika Dimoka, Center for Neural Decision Making, Fox School of Business, Temple University, USA

Paul Pavlou, Center for Neural Decision Making, Fox School of Business, Temple University, USA

Khoi Vo, Center for Cognitive Neuroscience, Duke University, USA

Using a novel multi-methodological experimental design, we show print media may still have its advantages in an increasingly digital world. Specifically, we demonstrate that print ads were associated with greater arousal during exposure, which translated to superior memory and desirability for contents of the ad at retrieval.

## **9.10 Charles Spence**

**Room:** Dublin

**Chair:** Aradhna Krishna, Ross School of Business, University of Michigan

**Break**

**2:45pm - 3:00pm**

**SESSION X**

**3:00pm - 4:15pm**

## **10.1 Self-Presentation in Online Word of Mouth**

**Room:** Salon 1: Moscow

**Chair:** Francesca Valsesia, University of Southern California, USA

### ***1. The Influence of Self-Presentation Concerns on Online Reviews***

Francesca Valsesia, University of Southern California, USA\*

Joseph Nunes, University of Southern California, USA

Andrea Ordanini, Bocconi University, Italy

Self-presentation goals are shown to influence reviewer's ratings in consumer online communities. Members of these communities adopt different self-presentation tactics in order to be perceived as knowledgeable by others, which dynamically influences the valence of the reviews they provide. The result is that reviewers' ratings become increasingly negative over time.

### ***2. Social Acceptance and Social Sharing***

Zoey Chen, University of Miami, USA\*

Six studies show that WOM is often driven by social acceptance desires where people take different approaches to fulfill this goal when sharing with strangers versus friends: people self-enhance when communicating with strangers to form relationships but focus on socially-connecting when sharing with friends to maintain existing ties.

### ***3. Unintended Consequences of Indirect Impression-Management***

Kirk Kristofferson, Arizona State University, USA\*

Katherine White, University of British Columbia, Canada

This research examines the consequences of an under-studied, yet prevalent indirect impression-management tactic: communicating the prosocial behaviors of others. We find that when individuals publically communicate (vs. think about or privately write about) the positive behaviors of others, this can lead the communicator to behave less prosocially on subsequent tasks.

### ***4. Bliss is Ignorance: Happiness, Naiveté, and Exploitation***

Alixandra Barasch, University of Pennsylvania, USA\*

Emma Levine, University of Pennsylvania, USA

Maurice Schweitzer, University of Pennsylvania, USA

People express different levels of emotion both online and offline. How does the magnitude of emotional displays (e.g., happiness) affect social judgment and interpersonal behavior? We find that very happy people are perceived to be naïve and thus exploited, driven by the belief that they shelter themselves from negative information.

## **10.2 Heuristics and Context Effects**

**Room:** Salon 2: Rome

**Chair:** Ye Li, University of California Riverside, USA

### ***1. Cognitively Optimized Measurement of Preferences***

Ye Li, University of California Riverside, USA\*

Daniel Wall, Rutgers University, USA

Eric Johnson, Columbia University, USA  
Olivier Toubia, Columbia University, USA

Every question respondents answer provides data but consumes limited attention—increasing reliance on heuristics. We examine this tradeoff using a formal model and test predictions in three studies. In an adaptive time preference measure, reliability and validity peak after only 8 questions; MouseLab tracing shows evidence of increasing heuristic use.

## ***2. Do Descriptive Social Norms Enhance Pro-Environmental Behavior? A Bayesian Reanalysis of Hotel Towel Reuse***

Benjamin Scheibehenne, University of Geneva\*  
Tahira Jamil, University of Amsterdam  
E.-J. Wagenmakers, University of Amsterdam

Work by Goldstein et al. (2008) suggests that social norms promote hotel towel reuse. Recently, five replications failed to obtain this finding (all  $p$ 's  $> 0.14$ ). Our Bayesian reanalysis reveals that each single study only provides weak evidence. However, when combining the data, the evidence for the original hypothesis is compelling.

## ***3. Let's Look The Gift Horse In The Mouth: A Closer Examination Of How Consumers Respond To Free Offers***

Björn A. Hüttel, University of Passau\*  
Christian J. Wagner, University of Passau  
Jan H. Schumann, University of Passau  
Martin Mende, Florida State University  
Maura L. Scott, Florida State University

We examine the process underlying consumers' irrationally high demand for free offers. Six studies in the context of e-services show that this zero-price effect is due to biases, twofold: (i) Consumers overemphasize the benefits of a free e-service, (ii) but also judge their non-monetary costs (e.g. advertising intrusiveness) as lower.

## ***4. Moderation by Extremes: Biases in Reward Perceptions Drive Compromise Effects in Financial Bundles***

Peggy Liu, University of Pittsburgh, USA  
Cait Lamberton, University of Pittsburgh, USA\*  
Kelly Haws, Vanderbilt University, USA

We find that compromise effects are stronger when middle options bundle extreme items (e.g., half high-risk/high-reward and half low-risk/low reward stocks) rather than being composed entirely of moderate items (e.g., individual stocks moderate in both risk and reward), because the bundle-of-extremes is viewed as more potentially rewarding, but not riskier.

# **10.3 Context, Construal Level, and Framing Effects**

**Room: Salon 3: Rome**

**Chair:** Sekar Raju, Iowa State University, USA

## ***1. Mental Traveling Along Social and Temporal Distances: The Influence of Cultural Syndromes on Construal Level***

Vincent Chi Wong, Lingnan University, China\*  
Robert S. Wyer Jr., Chinese University of Hong Kong, China

We provide an integrated framework in examining the antecedents of construal level that implies interactive effects of general cultural orientations (e.g., individualism/collectivism and short/long-term orientation) and psychological distance on construal level. The present research reconciles the mixed findings of previous research on the effects of cultural orientation on construal level.

## ***2. Duration of Restrictions Influences Information Processing: The Role of Perception of Control***

Gülen Sarial-Abi, Bocconi University, Italy

Sadaf Mokarram Dorri, Bocconi University, Italy\*

Aulona Ulqinaku, Bocconi University, Italy

Using three field studies and one online study, we show that people with permanent restrictions have a more expansive mind-set and, consequently, process information more abstractly than those with temporary restrictions, through the underlying mechanism of the control people perceive due to the duration of a restriction.

## ***3. Comparison Focus: The Asymmetric Impact of Context Effects on Advantaged versus Disadvantaged Options***

Ioannis Evangelidis, Bocconi University, Italy\*

Jonathan Levav, Stanford University, USA

Itamar Simonson, Stanford University, USA

In this paper we advance a new hypothesis, comparison focus, that invokes the relative advantage of one option over another in the baseline set to predict how changes in choice set configuration influence choice shares. Comparison focus predicts both replications and reversals of established context effects.

## ***4. Contagious Endowment Effect***

Tae-Hyung Pyo, SUNY New Paltz, USA\*

JaeHwan Kwon, Baylor University, USA\*

Thomas Gruca, University of Iowa, USA

Dhananjay Nayakankuppam, University of Iowa, USA

The endowment effect has traditionally been studied as a fairly static phenomenon at a transaction level of analysis. We propose that the endowment effect is dynamic and can be transferred from one transaction to another. We report the results of both a controlled laboratory experiment and a field study.

# **10.4 Consumer Beliefs, Values and Stereotypes**

**Room: Salon 4: London**

**Chair:** Francine E. Petersen, ESMT, Germany

## ***1. The Role of Implicit Theories in Evaluations of ‘Plus-Size’ Advertising***

Melissa Cinelli, University of Mississippi, USA

Lifeng Yang, University of Mississippi, USA\*

By examining plus-size female consumers, we demonstrate that not only objective body size, but also implicit beliefs about the malleability of one's size, affect attitudes toward a product advertised by a plus-size model. These effects are mediated by perceived

similarity and arise only for body-relevant products.

## ***2. Effects of Meritocratic Beliefs on Consumer Expectations for Unearned Preferential Rewards***

Jungyun Kang, Sungkyunkwan University, Korea\*

Sunghee Jun, Seoul National University, Korea\*

Kiwan Park, Seoul National University, Korea

Hakkyun Kim, Sungkyunkwan University, Korea

This research shows that people who endorse meritocratic beliefs apply the merit principle to unearned preferential rewards upon which outcomes are determined at random. We find that meritocratic people are more likely to expect to win unearned preferential rewards when they spend more (vs. less) money.

## ***3. Brand Logo Salience as a Signal of Brand Status***

Justin Saddlemyer, Katholieke University Leuven, Belgium\*

Sabrina Bruyneel, Katholieke University Leuven, Belgium

In this paper, we seek to demonstrate that the visual salience of a brand logo can signal to consumers that the brand is of lower status. We combine real world evidence of existing brands with experimental evidence, and show that these inferences are mediated by brand credibility.

## ***4. Education, Liberalism and Consumers' Response to Luxury Brands***

Francine E. Petersen, ESMT, Germany\*

Keith Wilcox, Columbia University, USA\*

We examine the effect of the education facet of socio-economic status on perceptions of luxury brands. We find that more (less) educated consumers perceive luxury brands as less socially conscious and are less willing to buy them. This relationship is mediated by liberal values. Communicating social responsibility mitigates the effect.

# **10.5 Feeling and Feeling: Emotions and Physical Perception**

**Room: Salon 5: London**

**Chair:** Nancy Sirianni, Northeastern University, USA

## ***1. The Effect of the Extraordinary: Reliance on Feeling over Reason in Decision Making***

Zhuang Xuhong, Kobe University, Japan\*

In this research, another factor that may influence consumers' relative use of feeling-based or reason-based decision making is advanced. Across two online experiments, we found that participants who in the extraordinary situation (uncommon and infrequency) were rely more on feelings than in the ordinary situation (common and frequency).

## ***2. Compensatory Contagion: A Psychological Defense Against Threat***

Justin McManus, Schulich School of Business, York University, Canada\*

Sean Hingston, Schulich School of Business, York University, Canada

Peter Darke, Schulich School of Business, York University, Canada

Theodore Noseworthy, Schulich School of Business, York University, Canada

This research shows that contagion can serve an underlying defensive function. We find that people respond to self-esteem threat by augmenting preference for objects that have come into contact with a celebrity who is unrelated to the threatened domain--an effect we call compensatory contagion.

### ***3. Feeling Stupid About Nothing: Inferring Competence From Externally Caused Negative Outcomes***

Matthew Philp, HEC Montreal, Canada\*

Laurence Ashworth, Queens University, Canada

Across three studies we demonstrate that uncontrollable, unforeseeable, and essentially random negative outcomes can influence competence perceptions. We demonstrate that consumers who believe, in hindsight, that they could have done something to avoid a negative outcome feel incompetent, even when the outcome is clearly random and uncontrollable.

### ***4. The Role of Employee Physical Dominance on Male Customers' Status-Signaling Consumption***

Tobias Otterbring, CTF – Service Research Center Karlstad University, Sweden

Christine Ringler, University of Alabama, USA\*

Nancy Sirianni, Northeastern University, USA\*

Anders Gustafsson, CTF - Service Research Center Karlstad University, Sweden

Physically dominant male employees may attract female customers, but do they affect male customers? In a field experiment, male customers purchased more expensive products than female customers in the presence of a physically dominant male employee. Attractiveness is not driving our effect, as dominant and non-dominant employees were equally attractive.

## **10.6 Customized Nudges: Choice Architecture for a Heterogeneous World**

**Room: Salon 7: Vienna**

**Chair:** Kirstin Appelt, Columbia University, USA

### ***1. Effective, Selective Choice Architecture: Checklists as a More Precise Tool***

Kirstin Appelt, Columbia University, USA\*

Melissa Knoll, Consumer Financial Protection Bureau, USA

Eric Johnson, Columbia University, USA

Jon Westfall, Delta State University, USA

A new choice architecture tool, a preference checklist, is more effective and more customized than typical nudges. Three studies confirm: Checklists presenting reasons to claim retirement benefits later before presenting reasons to claim benefits early significantly delay preferred claiming age. Further, checklists show selectivity compared to a default claiming age.

### ***2. Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs***

David Hardisty, University of British Columbia, Canada\*

Yoonji Shim, University of British Columbia, Canada

Daniel Sun, University of Calgary, Canada

Dale Griffin, University of British Columbia, Canada

We introduce a new "10-year energy cost" labelling technique that activates latent consumer goals, increasing the proportion of energy-efficient choices from 12% to 48% in a field study. In four lab studies, we demonstrate the mechanism and superiority of this technique relative to existing alternatives.

### **3. *Smart Choice Sets***

Benedict Dellaert, Erasmus University Rotterdam, The Netherlands\*

Tom Baker, University of Pennsylvania, USA

Eric Johnson, Columbia University, USA

To overcome the curse of choice, we propose smart choice sets, sorted lists showcasing the top recommended options and the possibility to click to reveal the full list of options. Results from two survey-based experiments and a field study confirm that this new choice architecture tool improves consumer choice outcomes.

### **4. *Choosing Not to Choose: Consumers Are More Satisfied With a Product When It Is Determined by a Prediction Algorithm Than When They Personally Chose It***

Yann Cornil, University of British Columbia, Canada\*

Anne-Kathrin Klesse, Erasmus University Rotterdam, The Netherlands

The freedom to choose does not always result in greater satisfaction than no-choice. We find that consumers prefer a product when it was externally determined by a prediction algorithm compared to when it was personally chosen. Not choosing can yield higher satisfaction when products match consumers' pre-existing preferences.

## **10.7 The Heart and/or the Mind 2.0: How Affective Inputs Can Improve Our Understanding of Cognitive Processing**

**Room: Salon 12: Paris**

**Co-chairs:** Hristina Nikolova, Boston College, USA

Cait Lamberton, University of Pittsburgh, USA

### **1. *(Emotional) Reference Point Formation***

Milica Mormann, University of Miami, USA\*

Luke Nowlan, University of Miami, USA

Joseph Johnson, University of Miami, USA

Decision-makers code financial outcomes as gains or losses relative to a reference point but little research has considered what influences its formation. Using an eye-tracking experiment, we show that incidental emotions impact reference point formation by influencing how investors allocate attention to different pieces of financial information in stock charts.

### **2. *The Bright Side of Dread: Anticipation Asymmetries Explain Why Losses Are Discounted Less Than Gains***

David J. Hardisty, University of British Columbia, Canada\*

Shane Frederick, Yale University, USA

Elke U. Weber, Columbia University, USA



Waiting for gains is a mixed emotional experience that is both pleasurable (due to savoring) and painful (due to impatience), whereas waiting for losses is a more unidimensional painful experience (dread). These findings predict time preferences and explain the "sign effect" in discounting (losses are discounted less than gains).

### ***3. Do You Know How Much You'll Hate the Fruit Salad? Affective Forecasting Ability and Self-Regulatory Success***

Hristina Nikolova, Babson College, USA\*

Cait Lamberton, University of Pittsburgh, USA

We argue that individual differences in affective forecasting accuracy can in some cases predict consumers' self-regulation above and beyond trait self-control. Further, we find that misprediction of hedonic affect – but not self-conscious affect - drives indulgence, and suggest simple debiasing strategies that correct misprediction and increase restraint.

### ***4. Is It More Rational to Say “No”? : How Choosing Versus Rejecting Alternatives Affects Information Processing***

Tatiana Sokolova, University of Michigan, USA\*

Aradhna Krishna, University of Michigan, USA

We propose that task type (choice versus rejection) can shift decision-making from the heuristic-based System-1 processing (in choice), to the deliberative System-2 processing (in rejection). Seven experiments replicate results from prior studies in the choice task and then show how these results change when a rejection task is used.

## **10.8 Boundary Research: Tools and Rules to Impact Emerging Fields**

**Room: Salon 16: Riga**

**Co-chairs:** Koert Van Ittersum, University of Groningen, The Netherlands

Brian Wansink, Cornell University, USA

### ***Participants:***

Adam Brasel, Boston College, USA

Jeff Inman, University of Pittsburgh, USA

Ajay Kohli, Georgia Tech, USA

Cait Lamberton, University of Pittsburgh, USA

Connie Pechman, University of California Irvine, USA

Rik Pieters, Tilburg University, The Netherlands

Linda Price, University of Arizona, USA

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA

Roland Rust, University of Maryland, USA

Peeter Verlegh, Free University of Amsterdam, The Netherlands

Luk Warlop, K.U. Leuven, Belgium

Ellen Van Kleef, Wageningen University, The Netherlands

Boundary research can be risky, but it can also move academic disciplines into wider areas of influence. To help reduce the risk and increase the reward, this roundtable brings together researchers interested in engaging in boundary research, sharing experiences and best practices with regards to conducting and publishing boundary research.

## **10.9 Resource Accumulation and Exchange: How Consumers Perceive, Monitor and Manage Scarce Resources**

**Room: Salon 17: Riga**

**Co-chairs:** Jonathan Berman, London Business School, UK

Eesha Sharma, Dartmouth College, USA

### ***1. Passing the Buck to the Wealthier: Egocentric Judgments of Financial Resources Influence Donation Obligations***

Jonathan Berman, London Business School, UK\*

Amit Bhattacharjee, Erasmus University Rotterdam, The Netherlands

Deborah Small, University of Pennsylvania, USA

Gal Zauberman, Yale University, USA

How much should someone donate to charity? Consumers believe that others who earn more than they do have more spare financial resources—and thereby should donate more to charity—than what those higher earners evaluate for themselves. Across all income levels, people pass donation obligations to wealthier others.

### ***2. Financial Inability or Financial Savvy? Subjective Financial Well-being Shapes Preferences for Discounted Purchases***

Eesha Sharma, Dartmouth College, USA\*

Punam Keller, Dartmouth College, USA

“Deals” give consumers opportunities to obtain reduced-price purchases, and consumers feeling financially pinched may benefit most from those offers. Yet four lab and field studies show that people feeling poor are less likely to exploit discounts. These effects are attenuated when deal adoption is less likely to signal financial inadequacy.

### ***3. Why Some Prices Are Fairer Than Others***

Franklin Shaddy, University of Chicago, USA\*

Anuj Shah, University of Chicago, USA

Many resources, besides money, can be used to acquire things. We show that consumers believe these resources vary in how well they signal someone’s true preferences (i.e., high WTP doesn’t necessarily signal a strong preference). Importantly, these beliefs influence whether people perceive various pricing strategies as fair.

### ***4. The Negative Consequences of Petty Exchange***

Tami Kim, Harvard Business School, USA\*

Ting Zhang, Columbia University, USA

Michael Norton, Harvard Business School, USA

Informal exchanges of resources are prevalent in our daily lives. Seven studies investigate what people expect as a proper exchange norm—specifically, we find that being petty, the act of being intentionally precise over trivial matters, can undermine friendly resource exchanges between individuals by making the relationship feel transactional.

## **10.10 Human-like Robots and Robot-like Humans: Anthropomorphism and Dehumanization in Consumption**

**Room:** Dublin

**Co-chairs:** Noah Castelo, Columbia University, USA

Johannes Boegershausen, University of British Columbia, Canada

### ***1. Anthropomorphism and Anthropocentrism***

Russell Belk, York University, Canada\*

With robotics and artificial intelligence our machines are becoming more human-like. With technological, pharmacological, and biological augmentation we are becoming more machine-like. As we anthropomorphize machines we must avoid the anthropocentric hubris that we humans will forever reign supreme. I consider future scenarios of the singularity, transhumanism, and robot ethics.

### ***2. Cyborg Consumers: When Human Enhancement Technologies are Dehumanizing***

Noah Castelo, Columbia University, USA\*

Nick Fitz, University of British Columbia, Canada

Bernd Schmitt, Columbia University, USA

Miklos Sarvary, Columbia University, USA

New technologies are providing unprecedented opportunities for consumers to enhance their bodies and minds, including traits typically seen as comprising “humanness.” We show that such enhancements can be dehumanizing, and explore how the perceived naturalness of the means and outcome of enhancement can explain this technological dehumanization.

### ***3. The Undesired Discounting Effect of Budget Brands: How Brand Positioning Affects Perceptions of Customer Service Representatives' Human Qualities***

Alexander Henkel, Maastricht University, The Netherlands

Johannes Boegershausen, University of British Columbia, Canada\*

Karl Aquino, University of British Columbia, Canada

Jos Lemmink, Maastricht University, The Netherlands

Much prior research finds that consumers draw inferences about brands based on the humans representing them, employees. In contrast, we demonstrate the opposite effect; brands shape consumers' perceptions of employees' human qualities. Specifically, we show that a budget positioning leads consumers to dehumanize and act less prosocially toward employees.

### ***4. Anthropomorphism From Self-Extension and Self-Expansion Processes: An Assemblage Theory Approach to Interactions Between Consumers and Smart Devices***

Donna Hoffman, George Washington University, USA\*

Thomas Novak, George Washington University, USA

Hyunjin Kang, George Washington University, USA

We use an assemblage theory framework to evaluate anthropomorphism experiences from self-extension and self-expansion processes when consumers and smart devices interact. Results show that overall, anthropomorphism is greater when the consumer has less compared to more control. Additionally, device complexity moderates whether anthropomorphism occurs through a self-extension or self-expansion process.

## **10.12 Workshop: JCR Reviewing**

**Room:** Berlin D

**Co-chairs:** Darren Dahl, University of British Columbia

Eileen Fischer, York University

Gita Johar, Columbia University  
Vicki Morowitz, New York University

This workshop session is designed for anyone who would like to learn more about the process of reviewing for journals and writing effective reviews. JCR's editors and associate editors will discuss the characteristics of reviews that are most helpful to authors and editors and provide insight into the process by which reviewers are selected and how reviews inform editorial decisions. Reviewing is a valued form of professional service and can help scholars build networks within the field; attend this session to learn more about the review process.

**Break**  
**4:15pm - 4:30pm**

**SESSION XI**  
**4:30pm - 5:45pm**

## **11.1 Healthy or Unhealthy? Large or Small? How Context and Language Shape Consumption Preferences**

**Room: Salon 1: Moscow**

**Chair:** Anna Paley, New York University, USA

### ***1. Better for Both the Waistline and the Bottom Line: A Field Study on the Sales Impact of Featuring Healthy Foods, Unhealthy Foods, or a Mix of Both***

Peggy J. Liu, University of Pittsburgh, USA\*

Steven K. Dallas, New York University, USA

Matt Harding, Duke University, USA

Gavan J. Fitzsimons, Duke University, USA

A field study tested the impact of featuring healthy foods, unhealthy foods, or both. Featuring healthy foods increased healthy sales without affecting unhealthy sales; featuring unhealthy foods increased unhealthy but decreased healthy sales; featuring both foods only increased unhealthy sales. Featuring healthy foods alone seems best for consumers and firms.

### ***2. Mental Accounting for Food in Exceptional Contexts***

Abigail B. Sussman, University of Chicago, USA

Adam L. Alter, New York University, USA

Anna Paley, New York University, USA\*

Across five studies, we show that the perceived dietary effect of a food depends on where that food is encountered. People underestimate the impact of calories consumed in exceptional contexts, thus preferring larger portions. Using a mental accounting framework, we suggest errors in both booking and posting drive the effects.

### ***3. Outsourcing Responsibility for Indulgences***

Linda Hagen, University of Michigan, USA\*

Aradhna Krishna, University of Michigan, USA

Brent McFerran, Simon Fraser University, Canada

We propose that consumers strategically push off responsibility for eating unhealthy foods in order to feel less bad about indulging. For unhealthy (but not healthy) foods consumers are more likely to choose being served instead of serving themselves, and this preference is driven by a motivation to reject responsibility.

#### ***4. You Call This Healthy? Refining “Healthy Food” Claims and Their Impact on Choice and Healthiness Associations***

Quentin Andre, INSEAD, France\*

Pierre Chandon, INSEAD, France

Kelly L. Haws, Vanderbilt University, USA

Health-related claims are frequently used yet not well-understood. We identify positivity (vs. negativity) and naturalness (vs. scientifically-altered) as key dimensions that help categorize healthy food claims into meaningful groups with different effects on perceptions and choice. Further, these perceptions vary across cultures between Americans and French consumers.

## **11.2 Self-Control in Consumption: Novel Antecedents and Consequences**

**Room: Salon 2: Rome**

**Chair:** Joachim Vosgerau, Bocconi, Italy

### ***1. Effect of Anger and Anxiety on Choice in Self-Control Dilemmas***

Shruti Koley, Texas A&M University, USA\*

Caleb Warren, Texas A&M University, USA

Suresh Ramanathan, Texas A&M University, USA

Negative emotions can either facilitate or impair self-control depending on the match between the goals activated by an emotion and the benefits associated with the options in the choice set. Specifically, anger boosts self-control when control facilitates dominance whereas anxiety boosts self-control when control facilitates security.

### ***2. Bringing Ulysses to Scale: A Tale of Persistence, Spillovers and Customer Loyalty***

Daniel Mochon, Tulane University, USA

Janet Schwartz, Tulane University, USA\*

Dan Ariely, Duke University, USA

Incorporating behavioral insights about self-control into actionable policy can be challenging. We examine the process by which households responded to a penalty-based self-control intervention, and offer some reassurance that such interventions can be successful and cost-effectively brought to scale, without fear of negative spillovers and consumer backlash.

### ***3. Waste Aversion for Virtue versus Vice***

Jeehye Christine Kim, INSEAD, France\*

Jongmin Kim, Singapore Management University, Singapore

Why and when do consumers waste? We propose that consumers feel guilty when wasting. As a consequence, consumers waste when consuming makes one feel as guilty as when wasting, leading to waste aversion for virtues but not for vices.

#### ***4. Pleasure, Guilt and Regret in Consumption: Revisiting the Vice-Virtue Categorization in Theories of Self-Control***

Joachim Vosgerau, Bocconi University, Italy\*

Irene Scopelliti, City University of London, UK

Young Eun Huh, Hong Kong University of Science and Technology

The popular characterization of self-control conflicts as a choice between hedonic vices and utilitarian virtues leads to the unrealistic prediction that hedonic consumption is always accompanied by feelings of guilt and regret. The paradox is resolved by recognizing that excess consumption—rather than hedonics is the defining characteristic of vices.

### **11.3 Connections: The Social Nature of Consumption**

**Room: Salon 3: Rome**

**Chair:** Sarah Lim, Cornell University, USA

#### ***1. Reducing Consumer Alienation: The Effect of Making Product Producers Personal***

Christoph Fuchs, Technical University Munich, Germany and Erasmus University, The Netherlands\*

Martin Schreier, WU Vienna University of Economics and Business, Austria\*

Ulrike Kaiser, WU Vienna University of Economics and Business, Austria

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

In the era of mass production, consumers often know nothing about the person(s) who created the products they consume. Six studies show that exposing consumers to personal information about a product's producer increases product preference. This effect is not due to increased accountability, but to a feeling of connectedness.

#### ***2. Made for You: The Effect of Consumer Identification on Consumer Preference***

Sarah Lim, Cornell University, USA\*

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

Christoph Fuchs, Technical University Munich, Germany and Erasmus University, The Netherlands

Martin Schreier, WU Vienna University of Economics and Business, Austria

This research examines how knowing that consumers' names are identified to producers can change consumers' evaluations of products and producers. We show that consumers' preferences shift toward a product when that product's producer knows their names, and this effect is driven by a sense of de-objectification.

#### ***3. A Relationship Account of Marketing Rewards: The Effect of Conditional vs. Unconditional Rewards on Self-Brand Connection***

Andrea Bonezzi, New York University, USA\*

Monika Lisjak, Arizona State University, USA

Scott Neslin, Dartmouth College, USA

In this research we explore how rewards can be used to foster brand-self connection. Data from a field study and two laboratory experiments provide systematic evidence for how conditional versus unconditional rewards affect brand-self connection, and shed light on the underlying psychological process.

#### ***4. Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand***

Ping Dong, University of Toronto, Canada

Pankaj Aggarwal, University of Toronto, Canada\*

We show that consumers expect partner brands to be high on warmth and servant brands to be high on competence. Furthermore, we show that consumers polarize their evaluations for partner (servant) brands in warmth (competence) domain whereby brands are evaluated more or less positively for upholding or violating consumers' expectations.

## **11.5 Plugged In: How Consumers Choose and Use Technology**

**Room: Salon 5: London**

**Chair:** Jackie Silverman, Wharton, University of Pennsylvania, USA

### ***1. Better to Have a Book in the Hand Than Two in the Cloud: Consumer Preferences for Physical Over Digital Goods***

Ozgun Atasoy, Boston University, USA\*

Carey Morewedge, Boston University, USA

We found that people value physical versions of goods more than their digital counterparts, across a variety of product categories including books, photographs, and movies. Greater psychological ownership felt for physical goods appears to explain their higher valuation, and not other plausible factors such as production costs or signaling motives.

### ***2. You are What You Track: The Effect of Failing to Log an Experience on Future Use of Tracking Apps***

Jackie Silverman, Wharton, University of Pennsylvania, USA\*

Alixandra Barasch, NYU Stern School of Business, USA

People use apps to track their experiences. But what happens when one inadvertently misses the chance to log? We find that people are less likely to continue using such apps after they accidentally miss logging. This is driven by the perception that the log no longer personally represents the self.

### ***3. "Coming Alive" Through Headphones: Listening to Messages via Headphones vs. Speakers Increases Immersion, Presence, and Liking***

Alicea J. Lieberman, University of California, San Diego, USA\*

On Amir, University of California, San Diego, USA

Juliana Schroeder, University of California, Berkeley, USA

We assess whether listening to media via headphones or via speakers changes listeners' attitudes and perceptions of these auditory messages. Across several experiments, we demonstrate that relative to speakers, listening to messages via headphones: 1) increases immersion, 2) decreases perceived social distance of the speaker, and 3) enhances positive perceptions.

### ***4. The Accessibility Liability: Digital Information Undermines Conceptual Understanding***

Adrian Ward, University of Texas at Austin, USA\*

Shane R. Schwikert, University of Colorado, Boulder, USA

In this research, we explore how increasing reliance on digital information in the "Internet Age" affects consumer knowledge. We find that digital information (relative to "live" or print-based information) is associated with impaired information processing

(understanding of information), even when information storage (memory for information) is unaffected.

## **11.6 A 360 Degree View of Patients' Experiences as Medical Consumers**

**Room: Salon 7: Vienna**

**Co-chairs:** Tatiana Barakshina, University of Illinois at Chicago, USA

Karen Scherr, Duke University, USA

### ***1. Coping with Fear and Regret in Online Health Communities***

Tatiana Barakshina, University of Illinois at Chicago, USA\*

Jelena Spanjol, University of Illinois at Chicago, USA

Alan Malter, University of Illinois at Chicago, USA

Many pregnancy and childbirth decisions are preference-based: medical evidence does not clearly support one option, and medical consumers' personal preferences influence the final choice (e.g. trial of labor after previous C-section). We examine how pregnant women utilize online peers to cope with negative emotions, to seek and receive decision support.

### ***2. Empowering Patients as Decision-Makers in the Context of Early Stage Prostate Cancer***

Karen Scherr, Duke University, USA\*

Mary Frances Luce, Duke University, USA

Peter Ubel, Duke University, USA

Patients with early stage prostate cancer must choose between multiple treatment options. Past attempts to empower patients as consumers in this medical context have been relatively unsuccessful. In two field studies, we design and test the effect of two unique interventions (informed by behavioral decision theory) on patient empowerment.

### ***3. The Neonatal Intensive Care Unit as an Assembled Servicescape: How Do Technological Actors Affect Parent/Staff Decision-Making?***

Beth Leavenworth DuFault, State University of New York at Albany\*

Hope Jensen Schau, University of Arizona, USA

Kushagra Bhatnagar, Aalto University, Finland

John Schouten, Aalto University, Finland

This ethnographic study of neonatal intensive care in three countries finds that parents in a high technology servicescape are prone to develop a medicalized/professionalized identity for themselves and their infants. Variations in this identity impact decision-making before and after hospitalization. This has theoretical and managerial implications for medical servicescapes.

### ***4. Exploring Patient-Provider Relationships in Preference-Based Health Care Choices***

Linda Tuncay Zayer, Loyola University Chicago, USA\*

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

Eileen M. Fischer, York University, Canada

Patient-physician relationship models previously identified in research do not always capture the full range of consumers' experiences as they engage in difficult, preference-based decisions. Examining the context of individuals seeking infertility treatment, we identify



a new Peripheral Model of patient-physician relationship, whereby the physician's role is perceived as rather inconsequential.

## **11.7 Unveiling the Social Dynamics of Word of Mouth**

**Room: Salon 12: Paris**

**Chair:** Francesca Valsesia, University of Southern California, USA

### ***1. I Got Here First! Feelings of Psychological Ownership and Consumer Ratings***

Francesca Valsesia, University of Southern California, USA\*

Joseph Nunes, University of Southern California, USA

Andrea Ordanini, Bocconi University, Italy

Across three studies, we show that the lower the number of previous ratings posted for a given product, the greater the psychological ownership a reviewer who rates that service feels towards the product. In turn, psychological ownership has a positive influence on the valence of his or her ratings.

### ***2. Dancing with the Enemy: Dynamics, Drivers, and Outcomes of Rival Brand Engagement***

Behice Ece Ilhan, DePaul University, USA

Raoul Kuebler, Ozyegin University, Turkey

Koen Pauwels, Ozyegin University, Turkey\*

Brand fans interact with the social media ecosystem of rival brands and their fans. This 'Dancing with the Enemy' practice is an observable behavioral manifestation of rival brand engagement in social media. We combine netnography, content, sentiment and time-series analysis to test the proposed framework for rival brand dyads.

### ***3. Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands***

Nailya Ordabayeva, Boston College, USA

Lisa A. Cavanaugh, University of Southern California, USA\*

Darren Dahl, University of British Columbia, Canada

Negative reviews can actually be good for brands. Three studies show how negative reviews from low-status reviewers motivate consumers to distance themselves from reviewers perceived as different in status. Social distancing causes negative reviews from low-status reviewers to be less detrimental and is moderated by consumers' own status.

### ***4. The Broader Scope of the Experience Superiority—Just Listen!***

Wilson Bastos, Católica-Lisbon: School of Business and Economics, Portugal\*

Sarah Moore, University of Alberta, Canada

Although consumers frequently tell people about their material and experiential purchases, they also commonly find themselves in the position of listeners. This work demonstrates that hearing about others' experiences makes consumers happier than hearing about others' objects, an effect mediated by conversation substantiveness and social connection.

## **11.8 Researching Outside the Box: The Cognitive and Motivational Processes of Creativity**

**Room: Salon 16: Riga**

**Chair:** Melanie Brucks, Stanford University, USA

***1. The Upside of Messy Surroundings: Cueing Divergent Thinking, Problem Solving, and Increasing Creativity***

Kathleen Vohs, University of Minnesota, USA\*

Aparna Labroo, Northwestern University, USA

Ravi Dhar, Yale University, USA

Three studies show that messy surroundings enhance creativity on tasks associated with all three aspects of creativity: divergent thinking, convergent thinking, and problem solving. Moving beyond other work, we systematically control for potential competing explanations and test the effects across a wide range of tasks and participants.

***2. The Creative Power of Color Harmony***

Nara Youn, Hongik University, Korea

Changyeop Shin, Hongik University, Korea

Angela Lee, Northwestern University, USA\*

This research shows that creativity is enhanced by moderately disharmonious color combinations that evoke a disfluent experience and in turn activate an abstract level of construal that facilitates creativity cognitions. Six studies show that exposures to moderately disharmonious color combinations enhance performance on creativity tasks and intensify perceptions of innovativeness.

***3. The Pursuit of Creativity in Idea Generation Contests***

Melanie Brucks, Stanford University, USA\*

Szu-chi Huang, Stanford University, USA

We explore how the pursuit of creativity can ironically backfire, hindering creative performance. We demonstrate that pursuing the goal to be creative decreases the number of highly creative ideas generated because the goal-directed monitoring process inhibits divergent thinking.

***4. Creativity in Open Innovation Contests: How Seeing Others' Ideas Can Harm or Help Your Creative Performance***

Reto Hofstetter, University of Lugano, Switzerland\*

Darren Dahl, University of British Columbia, Canada

Suleiman Aryobsei, University of St. Gallen, Switzerland

Andreas Hermann, University of St. Gallen, Switzerland

We investigate how seeing others' prior ideas influences creative performance in open innovation contests. In four studies, we show that seeing numerous prior ideas in a competition can both harm and help participants' creative performance. Competition inherent in contests triggers the prior ideas' harmful effect and reduces their helpful effect.

**11.9 Beyond Utility: Psychological Antecedents and Consequences of Considering Present and Future States of Wealth**

**Room:** Salon 17: Riga

**Chair:** Anja Schanbacher, London Business School, UK

### ***1. The Power to Know What You Have: Feeling Powerful Increases Money Monitoring***

Emily N. Garbinsky, University of Notre Dame, USA

Anne-Kathrin Klesse, Erasmus University Rotterdam, The Netherlands\*

Szu-chi Huang, Stanford University, USA

What motivates consumers to keep track of their money? Ten studies demonstrate that feeling powerful (vs. feeling powerless) increases intent to monitor, as well as actual monitoring, of one's money. Mediation and moderation methods reveal that this effect is driven by an increase in the perceived instrumentality of one's money.

### ***2. Debt Aversion and the Trajectories of Psychological Pain***

Adam Eric Greenberg, UCLA Anderson School of Management, USA\*

Hal E. Hershfield, UCLA Anderson School of Management, USA

Why are consumers debt-averse? We demonstrate that projecting psychological pain that increases over a loan's lifecycle causes greater aversion to debt than projecting pain that peaks at the time of take-out. The former group gives greater consideration to the pain of repayment and less consideration to consumption the debt affords.

### ***3. How Does Future Income Affect Present Discretionary Spending? The Role of Future Self-Continuity***

Anja Schanbacher, London Business School, UK\*

David Faro, London Business School, UK

Simona Botti, London Business School, UK

How do future income changes affect present discretionary spending? We found that consumers were less likely to spend when anticipating an income decrease but were not more likely to spend when anticipating an increase. However, consumers expecting an income increase were more likely to spend when future self-continuity was enhanced.

### ***4. Examination of the Sampling Origin and the Range Hypothesis of Loss Aversion in 50-50 Gamble Settings***

Minah H. Jung, New York University, USA\*

Clayton R. Critcher, University of California, Berkeley, USA

Phoebe Wong, University of California, Berkeley, USA

Leif D. Nelson, University of California, Berkeley, USA

We examined the relative sensitivities toward financial losses and gains in 50-50 gamble decision-makings. People are relatively more sensitive to losses when they actively engage with relatively higher gain values by rejecting/accepting them. However, merely seeing, actively thinking about, or subjectively evaluating them does not influence the loss aversion ratio.

## **11.10 How and When Consumers Make Tradeoffs**

**Room:** Dublin

**Co-chairs:** Franklin Shaddy, University of Chicago, USA

Itamar Simonson, Stanford University, USA

### ***1. Expectation-Based Effects of Common Attributes on Choice***

Ioannis Evangelidis, Bocconi University, Italy\*

Stijn M.J. van Osselaer, Samuel Curtis Johnson Graduate School of Management, Cornell University, USA

We investigate how consumers make tradeoffs in the presence versus absence of non-differentiating attributes. We propose that non-differentiating attributes can favor a particular alternative in the set because consumers judge performance on that attribute not based on face value, but based on the difference between face and expected value instead.

## ***2. Scoptophobia in Decision-Making: the Aversion to Being Observed During Decisions and its Impact on Consumers' Tradeoffs and Choice***

Yonat Zwebnar, University of Pennsylvania, USA\*

Rom Y. Schrift, University of Pennsylvania, USA

This paper demonstrates that being observed by others while making tradeoffs impacts consumers' preferences and choices. Individuals avoid being observed when deliberating and if they are observed, they engage in behaviors that help them resolve decisions with as little conflict as possible, consequently distorting their preferences and choices.

## ***3. How Tradeoff Elasticity Affects Consumer Choice***

Franklin Shaddy, University of Chicago, USA\*

Ayelet Fishbach, University of Chicago, USA

Itamar Simonson, Stanford University, USA

A number of seemingly distinct phenomena (e.g., variety seeking, licensing/balancing, compromise effect) fundamentally implicate the degree to which people are willing to make tradeoffs. We identify several variables that affect tradeoff elasticity, or willingness to make tradeoffs, which account for these phenomena in consumer choice.

## ***4. Acquisition Mode Effect on Consumer Product Evaluation and Tradeoff Making***

Anastasiya Pocheptsova, Darla Moore School of Business, University of South Carolina, USA\*

Ran Kivetz, Graduate School of Business, Columbia University, USA

Ravi Dhar, Yale School of Management, Yale University, USA

Consumers are increasingly opting to rent instead of purchasing products. The literature on consumer choice, however, treats choice and purchase interchangeably. We demonstrate that consumers adopt different mindsets when the decision task involves renting versus buying. Importantly, the different mindsets involved in renting versus buying decisions affect acquisition likelihood.

## **11.11 ACR Fellows: Barbara Kahn, CW Park, Alice Tybout**

**Room: Berlin D**

The ACR Fellow award is the most prestigious award for scholarly contributions to consumer research. The award is given to exceptional scholars for a long and continuous period of scholarly productivity and contribution that has made a significant positive impact on the discipline. The award is given annually by the Association for Consumer Research. The 2016 awardees are:

Barbara Kahn is the Patty and Jay H. Baker Professor of Marketing and the Director of the Jay H. Baker Retailing Center at The Wharton School. is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues and patient decision-making whose research provides marketing managers with a better understanding of the consumer choice process. She has

published more than 60 articles in leading academic journals. Between 1982 and 2006, she was the world's seventh most published author of articles in the most prestigious marketing journals. She co-authored *Grocery Revolution: The New Focus on the Consumer*, a book that chronicled the dramatically changing supermarket industry and outlined how consumers make choices within the supermarket. In 2013, she published *Global Brand Power: Leveraging Branding for Long-Term Growth*. She is a former president of ACR, president of the JCR Policy Board and Marketing Science Institute Trustee. She has been or is area editor at Marketing Science, and associate editor both at the Journal of Consumer Research and Journal of Marketing. She is or has been on the editorial boards of the Journal of Marketing Research, Marketing Science, the Journal of Marketing, the Journal of Consumer Research, the Journal of Behavioral Decision Making and Marketing Letters.

CW Park is Joseph A. DeBell Chair in Business Administration and Professor of Marketing at the University of Southern California as well as Director of the Global Branding Center. C.W. Park has published numerous articles in leading journals, including the Journal of Marketing Research, Journal of Consumer Research, and Journal of Marketing. He was the editor of the Journal of Consumer Psychology (2008-2012) and serves on the editorial board of the Journal of Marketing and the Journal of Consumer Psychology. Professor Park co-authored *Marketing Management* (1987), with Dr. Gerald Zaltman from Harvard University, and *Handbook of Brand Relationships* (2009) with Deborah MacInnis and Joseph Priester. He is a recipient of the 2012 Fellow of Society of Consumer Psychology.

Alice Tybout is the Harold T. Martin Professor of Marketing at Northwestern's Kellogg School of Management. Professor Tybout conducts research related to how individuals process, organize, and utilize information to make judgments and choices. Her most recent writings address these issues in the context of scandal management. She has published numerous articles in scholarly journals, including JCR, JMR, JCP, JM, and the Journal of Personality and Social Psychology. In addition, she has published articles in Harvard Business Review, and is the co-editor of three books; *Perspectives on the Affective and Cognitive Effects of Advertising*, *Kellogg on Branding*, *Kellogg on Marketing*, Second Edition. Alice has been a member of the Association for Consumer Research since 1972 where she has served as the Treasurer (1983) and President (1994).

**Zumba!**

**6:00pm - 7:00pm**

**Hosted by Naomi Mandel, Arizona State University (Location TBA)**

**Joachim and Ana's Excellent Dance Party**

**8:30pm - 12:00am**

# Sunday, 30 October 2016

**JCR Advisory Board Meeting**

**8:00am - 5:00pm**

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