



Conference Association for Consumer Research Trust in Doubt

*October 11-14, 2018
Hilton Anatole - Dallas, Texas*

THURSDAY, OCTOBER, 11

Conference Check-in/Registration

7:00 am to 6:30 pm East Atrium Registration

ACR Doctoral Symposium

8:00 am to 5:00 pm Peacock Terrace

SCP Publications Committee Meeting

10:00 to 11:00 am Peridot

ACR Board of Directors Meeting

11:00 am to 5:00 pm Dardanelles

SCP Executive Committee Meetings

2:00 to 4:20 pm Peridot

ACR Fellows Address

5:00 to 6:30 pm Imperial Ballroom

Opening Reception

6:30 to 8:30 pm Anatole Park

FRIDAY, OCTOBER, 12

Yoga

7:45 to 8:30 am Anatole Park

Continental Breakfast

8:00 to 9:00 am East Atrium

Conference Check-in/Registration

8:00 am to 6:30 pm East Atrium Registration

Journal of Consumer Research Associate Editor Meeting

8:00 to 9:30 am Peridot

Keith Hunt Newcomer's Breakfast

8:00 to 9:00 am Wedgwood Ballroom

Session 1

9:00 am - 10:15 am

1.1 Eye Candy: Effects of Food Aesthetics on Eating-Related Judgments, Feelings, and Behavior - Special Session, Batik (A)

Session Chair: Linda Hagen, University of Southern California, USA

In today's world, overeating and obesity ironically exist alongside undernutrition and food waste (Block et al. 2016; Mayer 1990; Zlatevska, Dubelaar, and Holden 2014). While increasingly complex nutrition information and unregulated health-claims have been widely implicated as potential culprits of these contradictory outcomes (Kozup, Creyer, and Burton 2003; Roe, Levy, and Derby 1999), little research has examined how the visual aesthetics of food can influence choice, consumption, and waste, which is

surprising, given that visual presentation of food is often the most obvious and immediate information that consumers receive. In this session, four research teams examine how various manifestations of aesthetics produce sensory, cognitive, and affective reactions that can influence food choice and consumption. Each paper touches on a different underlying process, but all four seek to address an overarching question: How can marketers best leverage the aesthetic presentation of food to promote healthier and more sustainable purchase and consumption behaviors? The first two papers focus on how food aesthetics influence evaluations inherently related to the food in question: the food's perceived healthiness and the consumer's satiation. First, Hagen concentrates on food styling and shows that pretty (vs. less pretty) food presentation leads consumers to judge food as healthier across various aspects of healthiness (e.g., nutrient and calorie content). She demonstrates that this effect is not driven by a halo effect, judgment polarization, or motivated reasoning, but rather by people paradoxically perceiving prettier food as more natural. Next, Sample and Haws change gears and examine changes in visual aesthetics of food as a result of consumption, showing that eating in a messy (vs. clean) manner can simultaneously increase satiation and decrease guilt from wasting food. They find that both of these outcomes can be attributed to messy eating rendering the food less appetizing. The next two papers move on to explorations of how food aesthetics impact reactions reaching beyond the food itself: feelings of wrongness associated with the act of consumption and consumers' self-perception. Wu, Samper, Morales, and Fitzsimons examine the practice of customizing food products with lifelike images of people and reveal that, although popular, personalization involving a higher (vs. lower) resemblance to the depicted individual can actually reduce food consumption. They find that this reluctance to consume is driven by superstitious feelings that it is wrong to destroy someone's likeness. Finally, Grewal, Hmurovic, Lamberton, and Reczek investigate reasons for consumers' rejection of ugly produce and show that choosing ugly (vs. pretty) food can undermine people's positive self-perception. Consequently, the authors discover that interventions that protect would-be customers' self-esteem boost their willingness to choose and pay for ugly produce. Together, the four papers shine a light on the topic of food aesthetics—a subject that is not only of substantive interest given the pressing societal issues surrounding obesity and food waste, but also provides theoretical insight into the various processes involved in “eating with our eyes first.” We believe this session will appeal to a broad audience, including researchers interested in aesthetics, affect, food-related lay beliefs, health, and sustainability.

Pretty Healthy Food: How Prettiness Amplifies Perceived Healthiness

Linda Hagen (University of Southern California, USA)

Consumers frequently encounter foods styled to look especially pretty. This research shows that consumers judge prettier food as healthier across various dimensions of healthiness, and that this effect is not driven by a halo effect or judgment polarization, but an increase in perceived naturalness that leads to inferences of healthiness.

The Messy Satiation Effect: The Benefits of Eating Like a Pig

Kevin L. Sample (University of Georgia, USA); Kelly Haws (Vanderbilt University, USA)

Changing the visual appearance of food during consumption increases satiation when a food becomes messy (unattractive) and decreases satiation when a food remains clean (attractive). Additionally, how appetizing a food stays over consumption mediates this effect, and less guilt arises when rejecting unattractive food than rejecting or overeating attractive food.

That's Just Plain Creepy: Understanding Consumer Responses to Personalized Food Products That Resemble People

Freeman Wu (Vanderbilt University, USA); Adriana Samper (Arizona State University, USA); Andrea Morales (Arizona State University, USA); Gavan Fitzsimons (Duke University, USA)

Customized food products depicting lifelike images of newlyweds, friends or family have grown increasingly popular. However, we draw from the sympathetic magical law of similarity to show that people actually avoid consuming food products that bear a close resemblance to the depicted individual, as doing so elicits feelings of wrongness.

The Self-Perception Connection: Why Consumers Devalue Unattractive Produce

Lauren Grewal (Dartmouth College, USA); Jillian Hmurovic (University of Pittsburgh, USA); Cait Lamberton (University of Pittsburgh, USA); Rebecca Walker Reczek (Ohio State University, USA)

We investigate how the aesthetic premium placed on produce contributes to consumers' rejection of unattractive produce, resulting in financial loss and food waste. We demonstrate that consumers devalue unattractive produce because of altered self-perceptions: merely imagining consuming unattractive produce negatively impacts consumers' self-perceptions, consequently lowering their willingness-to-purchase and willingness-to-pay.

1.2 Topics in Consumer Financial Decision Making - Competitive Paper Session, *Batik* (B)

Session Chair: Ben Borenstein, University of Miami, USA

This session examines an array of influences on consumers' financial choices.

Perceptions of Epistemic vs. Aleatory Uncertainty Affect Stock Investment

Daniel Walters (INSEAD, France); Gulden Ulkumen (University of Southern California, USA); Carsten Erner (FS Card); David Tannebaum (University of Utah, USA); Craig Fox (University of California Los Angeles, USA)

Investors' perceptions of uncertainty vary along two independent dimensions: (i) epistemic (knowable) uncertainty; and (ii) aleatory (random) uncertainty. The more investors perceive market uncertainty to be epistemic (aleatory), the more sensitive they are to their own level of ignorance (risk preference), and they manage this uncertainty by seeking advice (diversifying).

The Effects of Breadth of Product Categories on Budgeting

An Tran (University of La Verne); John Lynch (University of Colorado, USA)

Individuals plan for the use of their resources daily. We explore how the level of details of one's budget affects the budget's predictive power. We find evidence that more detailed budgets predict spending less accurately. This phenomenon is mediated by one's liking for the products budgeted and perceived financial constraint.

"Once? No. Twenty times? Sure!" Uncertainty and precommitment in social dilemmas

David Hardisty (University of British Columbia, Canada); Howard Kunreuther (University of Pennsylvania, USA); David Krantz (New York University, USA); Poonam Arora (Manhattan College); Amir Sepehri (Western University, Canada)

Many social dilemmas require interdependent players to protect against a large loss that has a low annual probability. Decisions on whether to invest in protection may be made year by year, or precommitted. We found that increasing the time horizon increases the subjective probability and thus (paradoxically) increases investment rates.

Anchors as Midpoints: it's not the Size of the Adjustment that Counts, it's the Direction

Joshua Lewis (University of Pennsylvania, USA); Joseph P. Simmons (University of Pennsylvania, USA)

We present “anchors as midpoints” as a new theory of anchoring, which focuses on the direction, rather than the extent, of adjustment from anchors. We find that people are more likely to adjust upwards from high anchors, and downwards from low anchors, than their unanchored estimates would imply.

1.3 Charitable Giving - Competitive Paper Session, *Cardinal (A)*

Session Chair: Aleksandra Kovacheva, University at Albany

Effortful but Valuable: How Perceptions of Effort Affect Charitable Gift Choice and Valuations of Charity

Haesung Annie Jung (University of Texas at Austin, USA); Marlene Henderson (University of Texas at Austin, USA)

There has been a recent trend in charitable giving, in which increasing number of donors are requesting that their gifts be used for a specific initiative, instead of being directed to a charity's general, unrestricted fund. The present research examines what affects consumers' gift choice decisions and why.

Round It Up: Preference Exists for Rounded Totals (PERT)

Varun Sharma (Bocconi University, Italy); aradhna krishna (University of Michigan, USA); Zachary Estes (Bocconi University, Italy)

We show that at the point of sales, if consumers are asked to donate, they prefer a donation that makes a rounded total amount. Moreover, more people choose to donate at all, if their donation makes the total rounded. This effect is driven by fluency of the rounded total amount.

The Neutral Face of Blue: How Color Can Make Consumers Stay Sensitive

Sung Hee Wendy Paik (University of Oregon, USA); Jiao Zhang (University of Oregon, USA); Aparna Sundar (University of Oregon, USA)

This research investigates how the color of charitable organizations' logos influences consumers' willingness to donate. In three studies, the authors show that respondents' willingness to donate is more sensitive to the number of victims and the victims' social distance (e.g., nationality) when a charitable organization's logo is blue than red.

How Incremental Theory Enhances or Reduces Charitable Giving

Alyssa Yoon (Korea University, Korea); Jongwon Park (Korea University, Korea)

We find that incremental theorists (vs. entity theorists) are more willing to donate. The difference is reversed when a charity campaign goal is highly progressed. Through this moderation and the mediation, we demonstrate that the effect of implicit self-theories on donation occurs through difference in perceived social distance.

1.4 Emotions, Morality, and Belonging - Competitive Paper Session, *Cardinal (B)*

Session Chair: Maria Schwabe, Friedrich Schiller University Jena, Germany

Topics in consumer behavior related to social, emotional, and moral connections.

The Viciousness and Caring of Sharing: Conflicts and Motivations of Online Shamers

Chen Pundak (Tel Aviv University, Israel); Yael Steinhart (Tel Aviv University, Israel); Jacob Goldenberg (IDC)

Online shaming entails two contradictory outcomes: informal enforcement against deviant behavior, and violation of privacy rights. A set of studies demonstrates this duality and emphasizes the role of moral concerns in driving participation in online shaming. The results further highlight the effect of high (vs. low) identifiability of the wrongdoer.

Potions and Antidotes for Jekyll: What Summons Moral Identity in Product Choices

Young Joo Cho (Korea University, Korea); Y. Rin Yoon (Korea University, Korea); Jongwon Park (Korea University, Korea)

Individuals' difference in moral identity tends to have little influence on product choice. Five studies demonstrate that the influence can be increased by linking the product choice decision to a prosocial cause, presenting ethical information first, or increasing individuals' consequentialist thinking, thereby making the choice task deem more ethically relevant.

Doing Worse but Feeling Better: Consequences of Collective Choice

Nuno Jose Lopes (University of Navarra); Elena Reutskaja (IESE Business School)

Two studies demonstrate that the decision process of a group of two people is essentially cooperative. This leads dyad members to sacrifice their favorite alternatives, making them choose an alternative with an inferior value comparatively to individuals. Additionally, and contrary to individuals, dyads' decision process is dominated by positive emotion.

When Lack of Belongingness Means Bad News for the Planet: The Consequences of Low Belonging on Ethical Product Purchases

Ainslie Schultz (Providence College); Kevin Newman (Providence College); Scott Wright (Providence College)

Three studies reveal that individuals who feel low in belongingness (vs. controls) evaluate ethical products less favorably and are less willing to pay for them. Results suggest that in addition to personal costs, low belongingness can inhibit concern for social acceptance and contribute to unforeseen costs to the environment.

1.5 Inherently Moral or Immoral: New Perspectives on the Complex Interplay Between Branding and Morality - Special Session, *Dardanelles*

Session Chair: Mansur Khamitov, Nanyang Technological University, Singapore

What sorts of information and cues do people mostly care about when forming brand evaluations? For over three decades, branding scholars have informed consumer research about various factors that shape consumer responses to brands. In the wake of a recent string of corporate scandals (United's passenger-dragging and dog death incidents, Volkswagen's "dieselgate", Uber's series of scandals) and a surge of academic interest in morality in the marketplace (Campbell and Winterich 2018), researchers have brought moral attitudes, judgments, and behaviors back to the forefront in understanding consumer reactions to brands. Capitalizing on this tradition, our session puts forward cutting-edge research into the interplay between branding and morality. Each of the four papers included in this session address the following research question: how can research on marketplace morality and immorality inform the study of brands in general and consumer evaluations of and reactions to brands in particular? The first two papers focus on the interplay between branding and morality by exploring the role of moral character and moral identity in consumer responses to brands. First, Khamitov and Duclos examine how and why brand's moral character impacts brand perception and evaluation. They find that brand's moral character dominates in evaluation formation and is more important than brand's warmth. Second, Habib, Cornil, and Aquino explore the impact of moral identity in predicting rejection of moralized products and brands. They document that marketing/brand labels that signal moralized values trigger reactance among consumers high, but not low in moral identity, that leads them to reject such brands. The second two papers provide new perspectives on the intersection between branding and immorality by investigating consumer reactions to brands in the context of moral transgressions. Vock, Ward, and Campbell investigate whether a brand's moral reputation is a buffer or a liability when facing later accusations of corporate ethical transgressions. They show that while a positive CSR reputation can act as a buffer against negative reactions to unethical corporate/brand behavior, it can also backfire when a brand

transgression directly contradicts its reputation. Lastly, Allard and McFerran look at whether and how political orientation moderates desire for punishment toward users of ethical (vs. conventional) brands committing moral transgressions. Their work indicates that liberals (conservatives) punish ethical brand users committing moral transgressions less (more) than conventional brands users, and that stereotyping of the transgressor drives such reactions. By bringing to the fore four novel theoretical accounts, these papers advance our understanding of the complex interplay between branding and morality. From a theory standpoint, then, this session should interest branding, morality, trust, and consumer ethics researchers who examine morality and ethics in the marketplace. Moreover, as exemplified by a series of recent brand and corporate scandals such as the infamous Volkswagen emissions (Rhodes 2016) or the Ashley Madison data breach scandals (Rotman et al. 2018), the effects uncovered here can inform managerial decision-making. Accordingly, this session may also appeal to consumer research practitioners that want to apply academic insights to the practice of branding and marketing.

Brand's Moral Character Predominates in Brand Perception and Evaluation

Mansur Khamitov (Nanyang Technological University, Singapore); Rod Duclos (Western University, Canada)

Extant brand relationships research suggests “warmth” should be utterly important when evaluating brands. Although warmth and character are sometimes construed interchangeable in the interpersonal domain, we show moral character and warmth traits are separable, and that brand’s moral character is more important in evaluation formation than is brand’s warmth.

Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to “Vegetarian” and “Sustainable” Labels

Rishad Habib (University of British Columbia, Canada); Yann Cornil (University of British Columbia, Canada); Karl Aquino (University of British Columbia, Canada)

How do non-vegetarians react to food labeled “vegetarian”? How do global warming skeptics react to travel being labeled “sustainable”? In three studies, we show that these labels trigger reactance among consumers high, but not low in moral identity that leads them to reject such products.

When Buffers Backfire: Corporate Social Responsibility Reputation and Consumer Response to Corporate Ethical Transgressions

Marlene Vock (Amsterdam Business School, University of Amsterdam); Adrian Ward (University of Texas at Austin, USA); Margaret C. Campbell (University of Colorado, USA)

This research contributes to the inconclusive debate in the field of corporate social responsibility (CSR) on whether a brand’s moral reputation is a buffer or a liability when facing later accusations of corporate ethical transgressions. Drawing on expectancy disconfirmation theory we show that it can be both.

Crime and Punishment through the Political Lens: How Liberals Forgive, and Conservatives Punish Ethical Brand Users

Thomas Allard (Nanyang Technological University, Singapore); Brent McFerran (Simon Fraser University, Canada)

We propose that political orientation moderates desire for punishment toward users of ethical (vs. conventional) brands committing moral transgressions. That is, liberals (conservatives) punish ethical brand users committing moral transgressions less (more) than conventional brands users. Stereotyping of the transgressor drives such responses. We discuss marketplace-stereotyping, attribute-formation, and ethical-branding implications.

1.6 The New Era of Luxury Consumption - Special Session, *Edelweiss*

The growth of luxury consumption has been one of the biggest trends in marketing over the last two decades. During this time, sales of luxury goods have skyrocketed from \$80 billion to over \$900 billion per year and the number of luxury brand users has more than tripled from 90 million to 450 million worldwide (D'Arpizio 2017). Many new research and practical questions are raised in the new era of luxury consumption: What constitutes of luxury products? What information does luxury products communicate to the audience in different contexts? How do audience perceive luxury consumers? To answer these questions, this session provides new insights and novel findings from four papers that explore the new meanings of luxury and status. The first paper by Jung and Dubois examines a novel factor, time, and how it interacts with luxury products. Across four studies, the authors show that slow (vs. fast) motion in the advertising for luxury products heightens status perception and leads to more positive evaluations of the brand. The second paper by Wang, Griskevicius and Chen investigates how luxury products can be used in a new context: in a romantic relationship. The authors propose that women use luxury products as signals about their mating preference to potential romantic partners. Four studies show that women's desire for luxury products are triggered by mate selection motivate. The last two papers examine how luxury consumers are perceived in the social context. Both paper provide novel theoretical frameworks to reconcile the potential positive and negative social impressions made about luxury consumers. Cannon and Rucker develop a new framework to examine when consumers are likely to benefit and be punished for luxury consumption. Four studies show that although consumers with luxury products are perceived to have higher status, they are also perceived to be less warm. Finally, Sun, Bellezza and Paharia explore the underlying reasons behind consumers' negative perceptions of high-end luxury consumption. Despite the fact that luxury goods are actually sustainable, as they last longer and have higher resale value than ordinary goods, four studies demonstrate that luxury consumers are seen as wasteful because their purchases are deemed unnecessary. Further, this negative bias diminishes when luxuries are framed as long-lasting investments. Taken together, this set of papers opens up several new avenues of research in the area of luxury and status consumption. Each paper includes a complete set of experiments and provides process evidence that can stimulate new research ideas and provide practical insights in the area of luxury and status consumption. Given the variety of settings and questions, this session is likely to appeal to a broad set of conference attendees interested in luxury goods, status, social signaling, and branding.

When Does Slow Mean Luxurious?: The Effect of Product Motion Speed in Brand Communications on Status Perceptions

SungJin Jung (INSEAD, Singapore); David Dubois (INSEAD, France)

Four studies show that slow (vs. fast) moving ad motion increases the target product's perceived status and desirability. The effect of slow motion on status perceptions is attenuated 1) for non-luxury (vs. luxury) brands, and 2) among consumers with a low (vs. high) need for status.

Out of Your League: Women's Luxury Products as Signals to Men

Yajin Wang (University of Maryland, USA); Vldas Griskevicius (University of Minnesota, USA); Qihui Chen (Peking University)

Previous literature suggested that mate motives could influence luxury consumption (Griskevicius et al. 2007; Wang and Griskevicius 2014); the present research extends this work by showing that mate selection motivation increases women's desire for conspicuous luxury goods as signals regarding their mate preferences to potential romantic partners.

The Dark Side of Luxury: The Social Costs of Conspicuous Consumption

Christopher Cannon (Northwestern University, USA); Derek Rucker (Northwestern University, USA)

Conspicuous consumption often bestows social benefits to the actor. However, past investigations have largely failed to acknowledge the social costs of luxury consumption. The present work explores the

“dark side” of luxury consumption and offers a model of when actors are likely to benefit and be punished for conspicuous consumption.

Sustainable Luxury: a Paradox or a Desirable Consumption?

Jennifer Jung Ah Sun (Columbia University, USA); Silvia Bellezza (Columbia University, USA); Neeru Paharia (Georgetown University, USA)

Despite that luxury goods last longer than ordinary goods and have higher resale value, many view luxury consumption as a wasteful and materialistic behavior because these purchases are deemed unnecessary. This bias is attenuated when luxury purchases are framed as long-lasting investments.

1.7 Better Together? How Sharing Consumption with Others Impacts Consumers’ Choices and Perceptions - Special Session, *Fleur De Lis (A)*

Session Chairs: Nicole Kim, University of Maryland, USA; Rebecca Ratner, University of Maryland, USA

How do consumers share their consumption experiences with others? A key finding in prior work on shared consumption is that consuming the same content with another person provides social benefits such as feelings of connectedness, subsequently amplifying enjoyment of the shared experience (Raghunathan and Corfman 2006; Ramanathan and McGill 2007). Similarly, desire for social connectedness leads consumers to make choices congruent with the accompanying individual’s preferences (Dzhogleva and Lamberton 2014; Lowe and Haws 2014). While both forms of shared consumption are important, shared consumption can also occur in various other forms. In this special session, we present four papers that broaden the scope of shared consumption and expand its implications. The first paper, by McFerran and Argo, demonstrates that when two people engage in an experience together, one person might have enabled access to the experience for the other person. VIPs attending an event as part of preferential treatment can grant access to the same experience to a guest. In such a situation, a VIP (vs. guest) has strong (vs. weak) personal associations with the experience. Five studies show that guests can be more helpful to a firm than the VIPs themselves, as they feel more status during the experience and are more likely to spread WOM. The second and third papers investigate how simultaneity of experience impacts consumer perceptions. Shaddy, Tu, and Fishbach show that the sense of sharing an experience with another person can be fostered when similar events happen close in time, even if the events themselves are somewhat different. Across five studies, consumers prefer these two events to occur to them and another person on the same day, rather than on different days, particularly when the events are small in magnitude, positive in valence, and they like the other person. This effect is driven by consumers’ desire for social connection. The third paper, by Duani, Barasch, and Ward, investigates consumer preference for different formats of content on social media, such as live streamed versus prerecorded. Five studies show that consumers prefer and enjoy live streamed (vs. prerecorded) content more, because they think that many others would also be watching the same content, increasing perceived social connectedness. Finally, Kim and Ratner investigate the public (vs. private) nature of shared consumption. Across five studies, they demonstrate that anticipating another person will view what one has consumed, either because the other person is physically present for the consumption experience or the person will learn about the experience via social media, increases consumers’ choice of hedonic (vs. utilitarian) options. This effect is driven by consumers’ desires to send positive signals, such as that they are having a good time and are fun people. This session enhances our understanding of how consumers share consumption with others by demonstrating novel approaches of defining shared consumption. Furthermore, this session also provides interesting marketing implications, such as whether firms should prioritize guests of VIPs and how social media impacts what people choose to consume and how they feel about their shared experiences.

Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential

Treatment Contexts

Brent McFerran (Simon Fraser University, Canada); Jennifer Argo (University of Alberta, Canada)

This research demonstrates that guests of VIPs often report feeling the same (or more) status than their sponsor during preferential treatment, an effect driven by experienced satiation. We also document a causal relationship between felt status and the sharing of word-of-mouth.

The Preference for Simultaneity: When Different Events Happen to Different People at the Same Time

Franklin Shaddy (University of Chicago, USA); Yanping Tu (University of Florida, USA); Ayelet Fishbach (University of Chicago, USA)

We document the preference for simultaneity (i.e., when events that happen to the self and to close others occur at the same time). This preference systematically decreases as events increase in magnitude, is explained by the desire to connect, and offers guidance for marketers in scheduling events for consumers.

"Brought To You Live": On The Consumption Experience of Live Social Media Streams

Nofar Duani (New York University, USA); Alixandra Barasch (New York University, USA); Adrian Ward (University of Texas at Austin, USA)

Across five studies, we find that consumers enjoy the exact same experience more when watching it live than prerecorded. This effect is driven by the feeling of social connection from simultaneous viewing, and operates above and beyond indeterminacy. Moreover, consumers choose to continue watching live content longer than prerecorded content.

Signaling Fun: Anticipated Sharing Leads to Hedonic Choice

Nicole Kim (University of Maryland, USA); Rebecca Ratner (University of Maryland, USA)

Five studies demonstrate that consumers make hedonic (vs. utilitarian) choices for public (vs. private) decisions, such as when choices are made in the presence of an accompanying friend or when consumers anticipate sharing their choice on social media. This choice shift is driven by consumers' signaling motives.

1.8 Understanding Prosocial Behavior: The Roles of Self, Others, Groups and Norms - Special Session, *Fleur De Lis (B)*

Session Chairs: Leilei Gao, Chinese University of Hong Kong, China; Yunqing Chen, Chinese University of Hong Kong, China

Consumers often engage in prosocial behaviors such as making monetary donations, tipping generously, purchasing environmental-friendly products, and resisting counterfeits. One type of situational antecedents involves people-related influences: who one is and what others do. Despite decades of work exploring how the presence of others (e.g. bystander effect, Darley and Latané 1968), considerations of the self (e.g. Aaker and Akutsu 2009, Brown and Smart 1991), and salience of groups and norms (Cialdini 2009) influence prosocial behavior, some fundamental questions remain open: How do people's self and other perceptions affect prosocial behavior? What are the roles of self, others, groups and norms in affecting their readiness of act prosocially and reactions toward help? This session brings together four papers that explore people-related situational determinants of prosocial behavior. They each ask an interesting question, take a unique approach, and provide exciting findings. How is prosocial behavior mediated by the need to express one's self-identity? The first paper, by Rifkin, Crain and Berger, demonstrates that framing prosocial behavior as an opportunity to express their identity can significantly

boost people's tipping and donation amounts. In a novel setting, they frame the act of giving as a choice between two identity-relevant categories (e.g., cat vs dog person) and examine the effect of a dueling preferences approach. How does others' identity affect the effectiveness of prosocial behavior? The second paper, by Chen and Gao, shows that revealing the identity, specifically, the name of the donor can lead to greater recipients' likelihood of making good use of the money received and working harder. We name it the identifiable donor effect. Which is a more important driver of prosocial behavior, maintaining a positive self-image or social-image? The third paper, by Jung, Saccardo, Gneezy, and Nelson, compares the relative importance of self-signaling and other-signaling in driving prosocial behavior. Across nine studies, they demonstrate that neither self- or social-signaling has a single uniform influence on generosity. They suggest that self- and social-signaling may operate in the same direction to influence prosocial behavior instead of competing with each other. What are the differential effects of social norm and individual exemplar on people's selfish and unselfish behaviors? The last paper, by Yang and Zhang, examines how prosocial versus selfish actions are influenced by others. They compare the effects of social norms and individual examples and show that while one individual example is less influential than a social norm in inducing prosocial behaviors, it is as influential as norm in inducing selfish behavior. Taken together, the session examines situational antecedents of prosocial behavior. The findings of the four papers suggest that people's motivations to maintain a positive image to the self and to others, reciprocate the kindness of a specific individual, and interpretations of how others behave in similar situations have significant impacts on their prosocial behavior and reactions toward help. The session should be of great interest not only to those interested in help, altruism, moral behaviors and charitable donations, but also to anyone who is interested in self-perception, motivation, and decision-making.

Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving

Jacqueline R. Rifkin (Duke University, USA); Katherine Crain (Duke University, USA); Jonah Berger (University of Pennsylvania, USA)

We examine an identity-based prosocial appeal that is growing in popularity, dueling preferences, where the act of giving is framed as a "duel" between two identity-relevant categories. Four laboratory and field studies reveal that "duels" provide a greater opportunity for potential givers to express themselves, which increases prosocial giving.

The Identifiable Donor Effect

Yunqing Chen (Chinese University of Hong Kong, China); Leilei Gao (Chinese University of Hong Kong, China)

Four studies showed that compared to an unidentified individual donor, merely revealing the name of the donor can have a positive effect on the money recipients' decision and behavior (e.g. working harder, allocating more money to purchase study-related items).

Burnishing Prosocial Image to Self vs. Others

Minah Jung (New York University, USA); Silvia Saccardo (Carnegie Mellon University, USA); Ayelet Gneezy (University of California San Diego, USA); Leif D. Nelson (University of California Berkeley, USA)

Eight field and one lab experiments show that neither self- or social-image concerns have a single, uniform influence on consumers' generosity under elective pricing. Across these experiments we occasionally see evidence for one, occasionally for the other, and frequently for neither. We interpret the cumulative null-relationship and propose potential meaningful moderators.

Easy To Be Selfish: Comparing the Influence of a Social Norm and an Individual Example

Zheshuai Yang (National University of Singapore, Singapore); Yan Zhang (National

University of Singapore, Singapore)

Our decisions are inevitably influenced by others. The social impact theory proposes that N people are more influential than $N-1$ people. We demonstrate that while one individual example is less influential than a social norm in inducing unselfish behaviors, it is as influential as a norm in inducing selfish behaviors.

1.9 Soup to Nuts: A Complete Recipe for Goal-Pursuit Success - Special Session, Inverness

Session Chair: Adelle Xue Yang, National University of Singapore, Singapore

Goals are not easy to attain. People commonly experience difficulty in almost every stage of goal pursuit from the initiation of goal-relevant behaviors, to the maintenance of goal progress, and to the completion of goal pursuit. How can we help people overcome the barriers to achieve success in goal pursuit? And how can we leverage psychological insights to facilitate people's goal pursuit? This proposed session presents four papers that answer these questions in different stages of the goal pursuit process. From the initiation of goal pursuit (paper 1), to the maintenance of a goal (paper 2), the furthering of progress (paper 3), and to the completion of goal pursuit (paper 4), these four papers provide distinct and critical insights that effectively tackle the barriers in goal pursuit, and present substantial evidence on real behavioral consequences. Yang, Gounder, and Bagchi examine the initiation stage of goal pursuit. They posit that people find the first step in task initiation to be extra daunting because it is perceived as a big step breaking the psychological barrier between pre-pursuit and in-pursuit phases. To help ease people into the in-pursuit phase, they propose and find that token "break-in" gestures, such as randomly marking task materials, can effectively increase the likelihood of task initiation and reduce the likelihood of goal abandonment. John, Hershfield, and Shu test a theory of goal maintenance. They theorize that emotions elicited from the perceived discrepancy between the pre-goal self and the current self will keep motivating goal-congruent behaviors during goal pursuit and following goal attainment. In four studies, they find that making salient the past-versus-present contrast of the self in actual weight loss goal pursuits consistently lead to greater success in maintaining the progress achieved during goal attainment. Kim and Urminsky explore factors that enhance further progress in goal pursuit. They focus on how perceived similarity between forgone options informs goal progress and thus prompts more goal-congruent choices in subsequent goal conflict situations. In five experiments conducted in a variety of domains, they demonstrate that highlighting the dissimilarity between forgone options increases perceived goal progress, which in turn increases the likelihood of goal-congruent choices. Ruan, Polman, and Tanner investigate the completion of goals and identify a distinct source of motivation that comes into play near the end of goal pursuit – the pleasure from the mere completion of goal means, which is independent from that of achieving the goal reward per se. They show in a series of experiments how this previously overlooked factor contributes to the motivation towards goal completion and the evaluation of complete versus incomplete goal pursuits, shedding light on when and why people are most driven by goal completion. In sum, these papers provide a comprehensive view on the process of goal pursuit, suggest new actionable behavioral interventions, and deepen our understanding of the barriers and facilitators to success.

The "Break-in" Effect: A Token Gesture Can Increase Task Initiation and Prevent Goal Abandonment

Adelle Xue Yang (National University of Singapore, Singapore); Babu Gounder (University of Miami, USA); Rajesh Bagchi (Virginia Tech, USA)

Many goal pursuits fail at the stage of task initiation. We find that token "break-in" gestures that are goal-irrelevant, yet break the psychological barrier between pre-pursuit and in-pursuit phases, can increase the likelihood of task initiation and prevent goal abandonment by reducing the perceived dauntingness of the initial task.

A Theory of Goal Maintenance: A Distinct and Vivid Pre-Goal Self Predicts Post-Goal Maintenance Behavior

Elicia John (University of California Los Angeles, USA); Hal Hershfield (University of California Los Angeles, USA); Suzanne Shu (University of California Los Angeles, USA)

We develop and test a theory of goal maintenance which posits that individuals who achieve a life-changing goal are more likely to maintain their goal progress if they psychologically distance themselves from their pre-goal self and routinely engage in activities that activate memories of their past, less flattering self.

Want to Stick to Your Goals? Think about “Dissimilar” Alternatives that You’ve Forgone!

Hye-young Kim (University of Chicago, USA); Oleg Urminsky (University of Chicago, USA)

We find how the similarity of forgone alternatives impacts perceived goal achievement and subsequent decisions. Across different goal-conflict situations (saving vs. spending, donating vs. spending, healthy vs. tasty food), we find considering dissimilar (vs. similar) forgone goal-inconsistent alternatives can increase perceived goal progress and subsequent motivation.

Mere and Near Completion

Bowen Ruan (University of Wisconsin - Madison, USA); Evan Polman (University of Wisconsin - Madison, USA); Robin Tanner (University of Wisconsin - Madison, USA)

The current research proposes a motivation for mere completion and distinguishes it from a motivation to seek for rewards. In 14 studies, we demonstrate the utility of mere completion and show how it interacts with goal’s desirability at different stages of goal pursuit.

1.10 The Speed of Life: The Effects of Real and Implied Speed on Consumer Behavior - Special Session, *Lalique*

Session Chair: Yael Shani-Feinstein, Ben Gurion University, Israel

Moving through space and time, we experience life at a pace—whether fast or slow. We listen to songs with fast or slow tempo, we make progress towards a goal or towards a destination at a fast or slow rate. The effects of speed can be real (e.g. making decisions on a mobile device while commuting) or perceived (e.g. visually simulated or through framing.) While much research has focused on the effects of time or distance on decision-making, the effects of rate and speed have been largely overlooked. This session brings together research that answers the question of how real and perceived rate can affect consumer behavior in a range of contexts and discusses underlying psychological mechanisms. In the first paper, Kyung, Shani-Feinstein and Goldenberg examine how people’s judgments are influenced when they feel they are on the move at a fast versus slow speed. Through eight studies involving actual movement (studies on moving trains) and sensory stimulation (studies with videos/simulated visual movement), they demonstrate that the sensation of movement at high (v. low) speed leads to processing at high (v. low) levels, with implications for preference, choice, and risk tolerance. In the second paper, Etkin and Huang focus on the rate of goal progress. Across ten studies, they show how people are attracted to more intense means that enable a fast rate of progress towards the goal, but in turn, this preference can undermine successful goal attainment, as the intense means over longer goal durations are more difficult to sustain. In the third paper, Mourey and Elder examine how implicitly implied rate, even non-consciously perceived, can influence perceptions and behavior. Through five studies, they demonstrate that increasing or decreasing size, color saturation, or panning of sound in a way that is consciously unnoticed, leads to an unconsciously perceived rate of change that increases arousal, and influences subsequent subjective

evaluations of products presented in advertisements. In the fourth paper, Ding and Kyung examine how the speed of moving animations influence perceived waiting time and task engagement. Through seven studies, they show that relative to fast animation speeds, moderate animation speeds during waiting time result in faster subjective time perception, greater engagement, and greater task motivation, even when people's estimates of objective time passing in seconds are relatively accurate. Together, these four papers examine how rate can affect consumer decision making, whether the rate is actually experienced (paper #1), unconsciously and consciously implied (papers #2 and #3) or simulated (papers #1 and #4). The effects are examined in the domains of product choice, preference, and evaluation in addition to self-regulation and motivation, and draw from a rich breadth of literature. This session will be of interest to researchers in time perception, psychological distance, self-regulation, and decisions through technology-mediated interfaces.

Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making

Ellie Kyung (Dartmouth College, USA); Yael Shani-Feinstein (Ben Gurion University, Israel); Jacob Goldenberg (IDC)

People often make decisions when they are physically on the move (e.g. commuting), whether fast or slow. Through eight studies we show that perceived and actual high (v. low) velocity leads to processing at high (v. low) levels, which influences consumer perceptions, product preferences, choice, and risk tolerance.

The Inimical Lure of Intense Means

Jordan Etkin (Duke University, USA); Szu-chi Huang (Stanford University, USA)

Why do consumers often fail to achieve their long-term goals? We suggest one reason is that they choose the wrong means. Ten experiments demonstrate that people prefer means that enable a fast rate of progress, but using such intense means over longer goal durations reduces the likelihood of success.

The Impact of Implicit Rate of Change on Arousal and Subjective Ratings

James A Mourey (DePaul University, USA); Ryan Elder (Brigham Young University, USA)

Five studies demonstrate that implicitly implied rates of change—color saturation of print/television advertisements, size of a consumer product, panning of sound in a television commercial—remain consciously unnoticed but predictably bolster the subjective ratings of consumers (e.g., product liking, willingness-to-pay, likelihood of purchasing). State-level arousal mediates the effect.

Time Flies...But Only When the Speed is “Just Right”: How Animation Speed Affects Perceived Waiting Time

Yu Ding (Columbia University, USA); Ellie Kyung (Dartmouth College, USA)

Moving animations are often added to online experiences to decrease perceived waiting time. Across seven studies, we demonstrate that moderate animation speeds, relative to fast ones, result in the shortest perceived waiting times, even when objective waiting time estimates are constant, and in turn affect task engagement and motivation.

1.11 Trust in Doubt: Co-Chair's Invited Panel

9:00 to 10:15 am Obelisk (A)

1.12 Promoting Well-Being and Combating Harassment in the Academy - Career Development Forum, Rosetta

Session Chair: Ekant Veer, University of Canterbury, New Zealand

Career Development Forum. This roundtable has been proposed to address a growing concern over well-being and safety in academia. This roundtable will discuss issues of harassment experienced by academics in order to better advocate for policies, systems and a culture that will help protect all members of the

academic community whilst carrying out their teaching, learning, administrative and research duties. This may be in their classrooms, in the field, at conferences and/or online. The roundtable will offer an opportunity for those attending to discuss broad issues associated with harassment and discuss different means to promote a safe and welcoming academic community, free from harassment of any form. The feedback from this roundtable will be later collated by the roundtable organizers and distributed to attendees so as to provide guidance for university administrators (such as participants' Deans, department chairs etc). The collated feedback will also be used to help inform ways in which ACR's newly formed anti-harassment working committee can work to support its members. The roundtable aims to bring a sense of empowerment and encouragement to those in attendance to combat these issues. To this end, it should be noted that the purpose of the roundtable is to share broad ideas to combat harassment and promote well-being and safety. It is NOT a place to develop finalized policy or an opportunity to air specific grievances or make accusations against individuals. This will be strictly enforced by the roundtable chair.

Promoting Well-being and Combating Harassment in the Academy

Ekant Veer (University of Canterbury, New Zealand); Zeynep Arsel (Concordia University, Canada); June Cotte (Ivey Business School); Jenna Drenten (Loyola University Chicago, USA); Markus Geisler (York University, Canada); Lauren Gurrieri (RMIT University); Julie L. Ozanne (University of Melbourne, Australia); Nicholas Pendarvis (California State University Los Angeles, USA); Andrea Prothero (University College Dublin); Minita Sanghvi (Skidmore College); Rajiv Vaidyanathan (University of Minnesota Duluth, USA); Stacy Wood (North Carolina State University)

This roundtable has been proposed to address a growing concern over well-being and safety in academia. This roundtable will discuss issues of harassment experienced by academics in order to better advocate for policies, systems and a culture that will help protect all members of the academic community whilst carrying out their teaching, learning, administrative and research duties. This may be in their classrooms, in the field, at conferences and/or online. The roundtable will offer an opportunity for those attending to discuss broad issues associated with harassment and discuss different means to promote a safe and welcoming academic community, free from harassment of any form. The feedback from this roundtable will be later collated by the roundtable organizers and distributed to attendees so as to provide guidance for university administrators (such as participants' Deans, department chairs etc). The collated feedback will also be used to help inform ways in which ACR's newly formed anti-harassment working committee can work to support its members. The roundtable aims to bring a sense of empowerment and encouragement to those in attendance to combat these issues. To this end, it should be noted that the purpose of the roundtable is to share broad ideas to combat harassment and promote well-being and safety. It is NOT a place to develop finalized policy or an opportunity to air specific grievances or make accusations against individuals. This will be strictly enforced by the roundtable chair.

1.13 Liminality, Portals, and Narratives of Transformation - Special Session, *Steuben Session Chairs: Fleura Bardhi, City University of London, UK; Linda L Price, University of Oregon, USA*

Self-transformation and life transitions constitute an important area of consumer research. Recently scholars have argued for a need to re-examine the nature of self-transformation and transitions in late modernity (Bardhi and Eckhardt 2017; Price et al 2017) as well as the theoretical lenses applied (Mimoun and Bardhi 2017; Sherry 2005). This session aims to examine several understudied aspects of self-transformations and life transitions, including the experience of multiple and purposeful self-transformations (first paper), the experience of liminality by relational partners (second paper) and the

role of community and social media in transformation (third paper), as well as the dark side of transformations (all papers). Further, the session introducing new theoretical perspectives to examine self-transformation, such as that of portal theory anchored in literary fantasy and mythology (Campbell 2010; Mendlesohn 2008) (fourth paper). The session also extends the research on another important concept in this domain, consumer liminality through a) the notion of permanent liminality, b) relational liminality, and c) the portal. All papers articulate the role of brands, objects, consumption practices, and social networks in self-transformation and deploy a variety of interpretivist methodologies. The session examines consumer self-transformation in contemporary consumer society in three different cultural contexts: US, Brazil and France. The session is comprised of four papers. The first paper examines the experience of being in permanently liminal among precarious professionals in Paris. Drawing on in-depth interviews and participant observations, the study examines the strategic pursued of flexibility as a new form of capital in global cities via variety seeking consumption and perpetual transitions. The second paper, examines how mothers of teenage daughters experience the liminal transition to adulthood in affluent Brazilian and American middle class families. They show that relational partners also go through a liminal transition where they institutionalize consumption rituals and communities to manage it. The third paper examines the transformation of consumer collectors as they are incessantly working to update their collections. Collectors change themselves and their collections to constantly provide novel content to their social media followers, and to make themselves more attractive to the brand as worthy influencers. This study examines the dark side of ‘trying to keep up’ the influencer position online among collectors of the plastic shoe brand Melissa. The fourth paper introduces a new theoretical approach to examine self-transformation, portal theory that illuminates the practices involves around transformation as well as highlights the dark side of such transitions. It highlights the properties and requirements of portals and the consequences of passage between the ordinary and the magical realm to delve into consumer experiences of liminality and transformation in liquid modernity. The authors examine the experience of transformation and transition documenting the fractures that returning through the portal causes and practices players enact to cope with these fractures. We anticipate broad interest in the session from scholars interested in consumer journeys of transformation, identity transitions, liminality, variety seeking, collections, motherhood, family identity, rituals, literary fantasy, and life transitions.

Liminality, Portals, and Narratives of Transformation

Laetitia Mimoun (HEC Paris, France); Fleura Bardhi (City University of London, UK)

In a qualitative study, we analyze the aspiration to the flexible consumer lifestyle –defined as purposefully embracing instability and adaptability in every aspect of life through professional precariousness– as the forever-unattainable pursuit of permanent liminality. We show this is accomplished by ceaselessly seeking consumption routines’ disruption and extreme variety.

Liminal Motherhood: Relational Partners Experience of Liminality

Adriana Schneider Dallolio (Fundação Getúlio Vargas - FGV-EAESP); Eliane Zamith Brito (Fundação Getúlio Vargas)

Liminality theory is a fertile lens to investigate consumption’s role in identity project formation, during transitional periods. Nevertheless, the socio-structural liminality effects on those individuals emotionally involved in this change process were not studied. Filling this gap by researching mothers of tweens girls, we propose an extended perspective of liminality.

Walking the Thin Edge: The Dark Side of Brand Communities and Collecting

Emily Chung (RMIT University); Marcia Christina Ferreira (Brunel University); daiane scaraboto (Pontificia Universidad Católica de Chile)

This paper examines the long-term consequences of consumers’ endless pursuit of collectible objects. Our findings reveal a dark side to brand communities and collecting. As consumers deepen their level of engagement with a brand and brand community, they face increasing demands and expectations that

can become emotionally and financially burdensome.

Portals of Transformation In Consumer Experiences

Linda L Price (University of Oregon, USA); Basil Arnould Price (York University, UK)

Passages between worlds are ubiquitous in postmodern consumer experiences, yet consumer research gives little formal attention to portal characteristics. By examining marketing's use of fantasy portals in dialogue with literary theory, we posit different portal experiences inform consumers' transformation experiences. Understanding portals has rich implications for contemporary consumer experiences of longing, liminality and loss in consumer journeys.

1.14 Food Consumption and Well-Being - Videography, Wyeth

Session Chair: Michelle Renee Nelson, University of Illinois at Urbana-Champaign, USA

Panel: Virginie Brégeon, Ophélie Mugel, Darrell Eugene Bartholomew, Maggie M Mehalko Moderators: Alain Decrop & Ingeborg Astrid Kleppe

From a Culinary Phantasm to an Eudaimonic Well-Being : Exploring The Experience of Amateur Cooking Classes

Virginie Brégeon de Saint-Quentin (Ferrandi Paris, the french school of gastronomy);

Ophélie Mugel (Chaire SDSC AgroParisTech, Université Paris Est)

Meat the Needs: Ahold Delhaize Sustainable Retailing Model

Darrell Eugene Bartholomew (Pennsylvania State University, USA); Maggie M Mehalko (Pennsylvania State University, USA)

2019 ACR Program Committee Meeting

10:00 to 11:00 am Plum Blossom (B)

Break - Friday Morning

10:15 to 10:35 am East Atrium

Session 2

10:35 am - 11:50 am

2.1 Palates, Portions, and Plates: Contextual Cues Shaping Consumers' Food Intake and Enjoyment - Special Session, Batik (A)

Session Chairs: Nitika Garg, University of New South Wales; Rhonda Hadi, Oxford University, UK

With abundant food and increasing choices available in today's developed societies, a paradox has emerged for consumers. While on the one hand, they seek to maximize their enjoyment from consumption experiences, on the other hand, they seek to minimize the negative effect of potential overconsumption in such episodes. This difficult balance is exacerbated by the fact that food consumption is susceptible to contextual factors (e.g., packaging, advertising, affect). This motivates research to better understand the factors influencing consumers' enjoyment of food, the antecedents driving consumption volume, and how these two might interact. Understanding such drivers and addressing them is not only of concern to practitioners in the food industry, but also of great interest to policy makers, health professionals, and consumers themselves. Our special session addresses these concerns by exploring a range of factors influencing consumers' consumption and enjoyment of food, and thus presenting a more holistic view of the research in this domain. Across four papers, all involving actual food consumption, we document how various contextual conditions shape not only consumers' enjoyment of various consumption experiences but also, the types of foods they prefer and how much they actually consume. The papers examine various

dimensions of the consumption experience, including partitioning (Paper 1), portion size (Paper 2), tableware aesthetics (Paper 3) and flavor complexity (Paper 4). Accordingly, while each paper individually documents the importance of a specific contextual variable, collectively the session demonstrates that the behavioral outcomes and contingencies linked to food consumption can vary widely. Further, we demonstrate the manifestation of such effects on a wide range of audiences, spanning three continents and a broad age distribution- including children (Paper 2), undergraduate students (Papers 1 and 3), and a broader adult population (Paper 4). In the first paper, Crolic and colleagues demonstrate that people satiate more quickly to hedonic food experiences when the experience is more (versus less) partitioned. In the second paper, Chandon and colleagues demonstrate that while children are moderately accurate forecasters of how portion size will impact their food enjoyment, they neglect to account for its effects on a snack's healthiness. However, sensory imagery can reduce unhealthy snack consumption. In the third paper, Pham and Garg find that while aesthetically pleasing tableware increases consumption of hedonic food among men, it reduced food intake among women. Finally, Hadi and colleagues demonstrate that cognitive depletion decreases consumers' evaluations for complex (but not simple) flavored foods. Importantly, these papers highlight the different mechanisms through which situational cues might influence consumption experiences. We accordingly draw upon various theoretical processes to explain the behavioral outcomes, including feelings of repetitiveness (Crolic et al.), sensory imagery (Chandon et al.), self-monitoring (Pham and Garg), and perceived interestingness (Hadi et al.). All papers are in advanced stages of completion with multiple studies completed. The novel results and consequential nature of this research is sure to induce a lively discussion and is likely to appeal not only to researchers interested in food, but to a broader audience interested in either hedonic appreciation and/or consumer health.

Don't Stop! Partitioning Increases Satiation to Food

Cammy Crolic (University of Oxford); Yang Yang (University of Florida, USA);
Yangjie Gu (HEC Paris, France)

Three experiments demonstrate that people satiate more quickly to hedonic food experiences when the experience is more partitioned (versus less partitioned). This effect is driven by a feeling of repetitiveness resulting from identical partitions. Reducing the feeling of repetitiveness mitigates the effect of partitioning on satiation.

Snack Portion Size Choice, Expectations and Actual Experiences in Children: The Interplay of Healthiness, Hunger, and Sensory Food Imagery

Pierre Chandon (INSEAD, France); Celia Hachefa (System U); Yann Cornil (University of British Columbia, Canada); Sophie Nicklaus (Université Bourgogne Franche-Comté); Camille Schwartz (Université Bourgogne Franche-Comté); Christine Lange (Université Bourgogne Franche-Comté)

8-11 year-old children can anticipate the effects of portion size accurately when it comes to post-intake hunger, moderately accurately for eating enjoyment, and not at all for perceived healthiness. Food sensory imagery reduces how much energy-dense snacks these children choose and eat, without affecting their intake of a healthier alternative.

1.2.c More Than Meets the Eye: The Influence of Tableware Aesthetics on Food Consumption

Chi Pham (UNSW Sydney); Nitika Garg (University of New South Wales)

This research examines the influence of tableware aesthetics on food consumption. A series of four studies suggest that while aesthetically pleasing tableware increases food salience which increases hedonic consumption among men but triggers monitoring among women, reducing their intake. Plate type, food type, and goal primes moderate these effects.

Flavor Fatigue: How Cognitive Depletion Reduces Enjoyment of Complex Flavors

Rhonda Hadi (Oxford University, UK); Dan Rubin (St. John's University); Diogo Hildebrand (Baruch College, USA); Thomas Kramer (University of California Riverside, USA)

This research examines how cognitive depletion influences consumer enjoyment of complex-flavored foods. We find that depleted individuals show decreased evaluations for complex (but not simple) flavored foods due to a reduction in perceived interestingness that can otherwise be derived from flavor complexity and establish substantive boundary conditions for the effect.

2.2 Believing in Two Marshmallows in the Future - Special Session, *Batik (B)*

The current session discusses cognitive mechanisms that can drive consumers to prefer larger, later outcomes (i.e., two marshmallows) to smaller, sooner outcomes (i.e., one marshmallow). A myopic focus on smaller, sooner outcomes can negatively impact consumers' financial wellbeing. For example, this myopic focus can lead to a suboptimal choice for home mortgage down payment (Atlas, Johnson, & Payne 2017), low credit scores (Meier & Sprenger 2012), and insufficient retirement savings (Hershfield, et al. 2011). In the current session, we examine cognitive mechanisms and interventions that can lead to increased preferences for the larger, later outcomes. In Section 1, Olivola, Hardisty, and Read investigated the role of considering opportunity costs when making intertemporal choices. They examined psychological processes underlying the Asymmetric Subjective Opportunity Cost effect, a phenomenon that additional opportunity costs information only increases the choice for the larger, later option, but not smaller, sooner option. They found opportunity costs information can serve as an implicit nudge, selectively increasing the preference for the larger, later option. In Section 2, Banker tested whether attaching a small donation option (as little as \$1) can lead people to choose a larger, later option. Previous literature suggests that when people make a decision that involves others, they focus on positive and prominent attributes. Building on this prediction, Banker found that attaching a charitable contribution increases the preference for a larger, later option by placing more emphasis on the consequential magnitude dimension. In Section 3, Lee, Malkoc, and Rucker tested the role of response mode in intertemporal outcome evaluations. They found that the choice task can increase the preference for larger, later options whereas the matching task can decrease the preference for larger, later options, especially when an individual experiences a loss of control. Lastly, in Section 4, Yoon, Yang, and Morewedge investigated intertemporal tradeoffs in college choices. They showed that college choices focusing on financial information (attending costs and expected salary after graduate) induce intertemporal tradeoffs between low-cost & low-return colleges and high-cost & high-return colleges. However, they found that student loans that were supposed to increase forward-looking college choices (i.e., larger, later options) have only limited effectiveness in shifting college choices.

The Asymmetric Effect of Highlighting Intertemporal Opportunity Costs

Christopher Olivola (Carnegie Mellon University, USA); David Hardisty (University of British Columbia, Canada); Daniel Read (University of Warwick)

Highlighting the opportunity costs of smaller-sooner rewards increases patience. We show this is an implicit effect, yet one potent enough to influence future decisions. We also show this effect seems to operate by slowing down the decision making process and (implicitly) increasing attention to the opportunity costs of being impatient.

Decreasing Impatience with Bundled Donations

Sachin Banker (University of Utah, USA)

This work examines how bundling donations in intertemporal tradeoffs facilitates more forward-looking decisions. The inclusion of small donations (as little as \$1) can drive greater selection of larger, later options by increasing magnitude prominence.

The Effect of Psychological Control on Temporal Discounting: Conceptual and Methodological Implications

Kelly Kiyeon Lee (Georgetown University, USA); Selin A. Malkoc (Ohio State University, USA); Derek Rucker (Northwestern University, USA)

We examine the effect of psychological control on temporal discounting across different elicitation methods. We demonstrate that low psychological control increases temporal discounting, but this outcome only occurs in matching paradigms. In choice paradigms where participants are naturally imbued with control, manipulations of low control do not affect temporal discounting.

Tuition Myopia: Temporal Discounting Induces a Myopic Focus on the Costs of Higher Education

Haewon Yoon (Indiana University, USA); Yang Yang (University of Florida, USA); Carey K. Morewedge (Boston University, USA)

Government and nonprofit agencies are pushing students to consider the upfront costs and long-term benefits of their college choice: to treat higher education as an investment decision. We find that this leads to tuition myopia - myopic focus on the proximal costs and relative to long-term benefits of colleges.

2.3 On the Psychology of Consumer Resource Allocation in Prosocial and Commercial Contexts - Special Session, *Cardinal (A)*

Session Chairs: Ping Dong, Northwestern University, USA; Claire I. Tsai, University of Toronto, Canada

Objective of the Session. Consumers constantly face decisions on allocating their limited resources including time and financial assets between themselves and others. This session brings together four papers that uncover new antecedents for consumers' voluntary resource allocation decisions in prosocial contexts (papers 1-3) and demonstrate the positive effect of social motivation on the efficiency of resource allocation in a commercial context (paper 4). How the Papers Fit Together. Extending prior research showing that donors want to see a specific, tangible impact from their donations, paper 1 (Lewis & Small) investigates how information framing might influence the efficiency of resource allocation. For instance, when the information is framed in terms of the "cost per unit of impact" (e.g., \$2 per meal), consumers perversely donate less when the marginal dollar buys more impact. Framing this information in terms of the "units of impact per dollar amount" (e.g., 5 meals per \$10) reduces the inefficiency in the allocation of financial resources. Relatedly, paper 2 (Goswami & Urminsky) tests the effect of framing match-incentives to donate as social collaboration vs. as separate behavior on donations. Challenging the implications of the standard impure altruism model, they find that framing a matching donation as the match donor adding to one's donation (as opposed to the match donor donating a matching amount on their own) surprisingly reduces funds raised. Paper 3 (Dong & Tsai) identifies another social antecedent for consumers' resource allocation decisions. That is, the activation of the sharing economy concept triggers an interdependent self-view and thus increases consumers' subsequent willingness to transfer their resources to others (e.g., volunteering time and donating money to real charity organizations; spending more on prosocial consumption). While the first three papers examine resource allocation in various prosocial contexts, paper 4 (Chung et al.) expands the investigation to a commercial context and shows that social motivations increase the efficiency of allocating real-estate resources on Airbnb.com. Specifically, the authors identify three main motivations ("to-earn-cash", "to-meet-people", "to-share-beauty") that drive consumers' hosting behavior by analyzing textual responses from Airbnb hosts. Moreover, the latter two (social) motivations are shown to lead to greater retention likelihood, compared to the first (financial) motivation. Overall, while the first two papers show how marketing communications (cognitive frame in paper 1 and social frame in paper 2) may be utilized to increase the

efficiency of resource allocation, the last two papers explore a new territory in consumer psychology research, namely the psychological motivations afforded by the salience of the sharing economy. Why the Topic is Important. Taken together, the present findings advance and challenge several key assumptions about resource allocation and altruism such as the standard impure altruism model. They spark a lively discussion on the ubiquitous yet unexplored cognitive (papers 1 & 2) and social antecedents (papers 3 & 4) of consumer resource allocation. The primary audience for this session will be basic and applied researchers interested in resource allocation, altruism, financial decision making, and pro-social behaviors. (488 words)

Ineffective Altruism: Giving Less When Donations Do More

Joshua Lewis (University of Pennsylvania, USA); Deborah Small (University of Pennsylvania, USA)

Ideally, donors would allocate more resources to cost effective charities. However, informing people of the cost of, say, one meal, encourages them to fund exactly one meal. Thus, when the meal costs less, people donate less. Framing the same information in terms of meals per dollar mitigates this bias.

How Framing Donor Match as Collaboration Impacts Donation: The Importance of In-Context Field Experiments In Fundraising

Indranil Goswami (SUNY Buffalo); Oleg Urminsky (University of Chicago, USA)

We contrast the predictions from a theoretical model and from expert opinion with the results of a fundraising field experiment. A novel “giving-credit” matching intervention that was most strongly predicted to yield higher contributions, both by models of impure altruism and by professional fundraisers, performed significantly worse than standard matching.

The Psychology of the Sharing Economy: How the Sharing Economy Concept Promotes Consumer Altruistic Behaviors

Ping Dong (Northwestern University, USA); Claire I. Tsai (University of Toronto, Canada)

The sharing economy has transformed many consumers’ lifestyle over the last few years. We demonstrate that the salience of the sharing economy concept triggers a more accessible interdependent self-view, which subsequently increases consumers’ altruistic tendency (e.g., more willing to volunteer time and donate money to real charity organizations).

Mining Consumer Minds: How Airbnb Hosts’ Motivations Affect Their Retention and Pricing Decision

Jaeyeon Chung (Columbia University, USA); Gita Venkataramani Johar (Columbia University, USA); Yanyan Li (Columbia University, USA); Oded Netzer (Columbia University, USA); Matthew Pearson (Former User Experience Researcher at Airbnb)

Text-mining survey responses from Airbnb hosts (N = 25,290) revealed that 3 motivations (“to-earn-cash”, “to-meet-people”, “to-share-beauty”) drive their hosting behavior. Counter to the intuition that cash-motive makes them stay engaged, analysis on reservation history reveals that the two latter motivation-groups stay more engaged and have higher retention likelihood.

2.4 Attentional Biases in Comparisons for Both Happiness and Choice - Special Session, Cardinal (B)

Session Chairs: **Evan Weingarten**, *University of California San Diego, USA*; **Alixandra Barasch**, *New York University, USA*; **Shai Davidai**, *The New School for Social Research*

Given consumers’ limited attentional resources, the spotlight of attention must be directed toward a subset of information (Cherry 1953). While prior work has examined how attention toward certain pieces of information may amplify its weight or importance (Towal, Mormann, and Koch 2013), or may affect

consumer choice (Atalay et al. 2012), it has been relatively mute in regard to whether this may be a good or bad thing. However, it is possible that the specific subsets of information on which people focus are not always optimal. The goal of this session is to explore whether the information to which people attend optimizes their satisfaction with the decisions they make, the social norms they deduce, and the products they choose. More precisely, when does concentrating attention on specific information work to consumers' benefit or detriment in purchasing decisions and social scenarios? Why do consumers focus on certain information in purchase and social contexts, and when and why is focusing on that information an aid or a hindrance? These questions serve as the cornerstone to this session. The first two papers in this session concentrate on cases in which consumers focus on specific information that is either uninformative or even detrimental to their happiness and satisfaction. Papers two and three explore how relative attention plays a role in happiness or decision satisfaction, in the cases of both product choice and experiences. Papers three and four transition into considering social contexts, as paper three examines social versus non-social counterfactuals, while paper four extends the consequences of attention to perception of social norms and subsequent behavior. Specifically, Weingarten, Barasch, and Davidai present work suggesting that despite their equivalent diagnosticity, people overly focus on higher ranked competitors instead of lower ranked competitors. This asymmetry influences their choices about how to allocate resources and their overall happiness. Next, DePaoli showcases studies in which deliberative consideration of options leads people to attend to and overweight good reasons to make a purchase even if they don't like the choice. This decision process boosts commitment to that choice while also reducing satisfaction with it. Third, Morewedge, Zhu, and Buechel present findings in which hedonic contrasts for an experience compared to its alternative may be larger in the case of social counterfactuals (i.e., another person experienced the alternative) versus not (i.e., a foregone alternative). The salience of focal experience moderates this effect, suggesting that greater attention to social comparisons drives the differences in hedonic contrasts. Fourth, Lieberman, Duke, and Amir highlight findings that drawing attention to an incentive for a behavior framed as a cost (versus a discount) leads people to perceive that behavior as more normative and to engage in healthier and more environmentally-conscious behaviors (e.g., using hand sanitizer, bringing a reusable shopping bag). Overall, these papers demonstrate various ways in which biased attention processes can affect consumer happiness and choice in product choice, social, and environmental contexts. This session should therefore be of interest to those studying attention, judgment and decision-making, hedonics, social comparisons and counterfactuals, and retailing.

Looking to the Front of the Pack: Perceptions of Ranked Lists

Evan Weingarten (University of California San Diego, USA); Alixandra Barasch (New York University, USA); Shai Davidai (The New School for Social Research)

Nine studies demonstrate that in ranked lists, people are more interested in higher ranked than lower ranked others. We show that people are more curious about the performance of higher ranked competitors, and that this curiosity biases decisions in investment tasks and has a negative impact on well-being.

The Pros and Cons of Pros and Cons: Consumer Deliberation has Opposite Implications for Post-Choice Satisfaction and Consistency

Alexander DePaoli (Northeastern University, USA)

Deliberative pre-decisional reasoning can simultaneously lead to lower post-decisional satisfaction with a choice while also increasing consistency with and commitment to that choice. This is a consequence of consumers generating reasons for their initial choice which are not evaluable in subsequent ratings of satisfaction, but highly evaluable in subsequent choice.

Social Attention Increases the Hedonic Impact of (Social) Comparison

Carey K. Morewedge (Boston University, USA); meng zhu (Johns Hopkins University); Eva C Buechel (University of Southern California, USA)

We find that hedonic contrast effects are larger when alternatives evoke social comparisons than are simply foregone (i.e., evoke counterfactual comparisons). Social attention, the propensity to attend to the experiences of other people, appears to underlie the larger hedonic contrast effects induced by social than counterfactual comparisons.

How Incentive Framing Can Harness the Power of Social Norms

Alicea Lieberman (University of California San Diego, USA); Kristen Duke (University of California San Diego, USA); On Amir (University of California San Diego, USA)
Social norms are powerful drivers of behavior. Four studies demonstrate that marketers can draw attention to and shift perceptions of norms simply through the framing of incentives. Framing an incentive as a surcharge (vs. discount) leads consumers to infer that the behavior is more normative, increasing their likelihood of complying.

2.5 Trust: Do Facts or Expertise Still Matter? - Competitive Paper Session, *Dardanelles* **Faster than Fact: Consuming in Post-Truth Society**

Robert Kozinets (University of Southern California, USA); Rossella Gambetti (Catholic University of the Sacred Heart); Silvia Biraghi (Catholic University of the Sacred Heart)
Technocapitalism, a potent combination of information technology and capitalism, is the fundamental industrial force of our time. Technocapitalism affects consumers' communication power, consumer culture's acceleration, speed, de-temporalization and counter-narratives. This paper uses social assemblage dynamics to explain how technocapitalism produces some of the most vivid digital manifestations of post-truth society.

Trust No One. Verify Everything: Bitcoin

Mariam Humayun (York University, Canada); Russell W. Belk (York University, Canada)

In this paper we analyze the notions of trust and dis-trust through a socio-cultural lens. Based on consumer narratives drawn from an ethnographic and netnographic study of the Bitcoin community, we analyze how consumers negotiate meanings of distrust in traditional institutions and search for trust in a seemingly trustless system.

When Novices have more Influence than Experts: Empirical Evidence from Online Peer Reviews

Peter Nguyen (Ivey Business School); Xin (Shane) Wang (Western University, Canada); Xi Li (City University of Hong Kong); June Cotte (Ivey Business School)

In the context of online peer reviews, the authors demonstrate when and how novices have more influence on consumers than experts. Using field data and experiment, the authors show that novices have greater influence on aggregate review measures, which is, in part, explained by novices' more polarizing rating approach.

The Trusted Influencer: How They Do It and How Brands Can Benefit

Gillian Brooks (Oxford University, UK); Mikolaj Piskorski (IMD)

Despite the apparent success of online influencer marketing strategies, relatively little academic work has explored how influencers maintain trust with their followers when they know they are being paid to influence. Our study addresses this question, investigating the nuances of the influencer landscape and how trust is built and maintained.

2.6 Myths and Markets - Special Session, *Edelweiss*

Session Chair: Aimee Huff, Oregon State University, USA

In this session, we consider myth – one of the most fundamental and pervasive ways that consumers make sense of the market and the world. Our understanding of the role of myth in consumption dates to the

earliest days of what later came to be known as consumer culture theory (Levi 1981), and has spawned a substantial stream of research on myth in consumption and markets (e.g., Arsel and Thompson 2011; Brown et. al 2013; Brunk, Giesler & Hartmann 2018; Giesler and Veresiu 2014; Holt 2004; Luedicke, Thompson and Giesler 2010; Thompson 2004) Yet questions remain about the origins, evolution, uses, and influences of myth in the marketplace. In this session, we aim to offer additional insight into ways that myth impacts, is used by, and is influenced by a diversity of agents in the marketplace. Overarching questions include: How do myths evolve as they are appropriated and reconfigured by consumers and brands over time? And, how do myths and the resources needed for myth making influence the evolution of markets and socio-market systems? The first presentation in our session examines the ways a marginalized and stigmatized consumer group enacts devaluing marketplace myths about themselves to increase their capital. While previous studies have demonstrated that devaluing marketplace myths disparage and degrade some groups, and that consumers can demythologize and de-stigmatize negative stereotypes, this research investigates the ways that consumers can actually use such myths to their benefit. This study of Roma gypsies illuminates the market-mediated race reiterations through which Roma further commercialize “Gypsy” devaluing marketplace myths. In the next presentation, the authors investigate myth as an evolving salve for cultural anxieties and identity tensions and as an agent in the reshaping of cultural meanings. The study examines how the CrossFit brand fine-tunes established cultural discourses and ideals in its formative brand myth to alleviate identity tensions in the post-9/11 era. In contrast to previous research which has focused on the ways that consumers and brands draw from established cultural meanings in mythmaking, this research explicates the ways that established cultural meanings and ideals are transformed as they are retextualized in a brand myth. In the third presentation, the authors unpack the role of myth in the evolution of a market system by investigating the ways that characteristics of myths contribute to the (de)legitimation of products and practices with potentially deadly consequences. In the wake of a mass shooting which seems to have inspired a shift in the American cultural response to the gun market system, the authors aim to gain insight into how this shift is occurring by investigating the ways that various characteristics of myths influence the cognitive and normative legitimacy of firearms products and practices. The final presentation extends the discussion by considering the ways that a resource for myth making—marketplace memory—is created and maintained to ensure the continuity of a market over time. This research “points to the long-lasting value of discursive acts, and how their accumulation, archival, and retrieval can, over time, shape market evolution.”

Consumer Enactment of Devaluing Marketplace Myths: Insights from a Multi-sited Ethnography of “Gypsies”

Ela Veresiu (York University, Canada); Markus Giesler (York University, Canada)

Previous research demonstrates how devaluing marketplace myths disparage and degrade social groups, which leads consumers to demythologize and de-stigmatize them. Building on racial performativity theory and a multi-sited ethnography of Roma (“Gypsies”) in Europe, we unpack the market-mediated race reiterations through which Roma further commercialize three “Gypsy” devaluing marketplace myths.

“For the Unknown and the Unknowable”: The Rise and Reconfiguration of the CrossFit Brand as a Post-9/11 Mythos

Craig Thompson (University of Wisconsin - Madison, USA); Anil Isisag (University of Wisconsin - Madison, USA)

Our analysis of the CrossFit brand explicates how established cultural ideals are fine-tuned for brand myths with the purpose of alleviating identity tensions aroused by socio-cultural disruptions and illuminates how brand myths are reconfigured as a result of their appropriation by consumers with distinct orientations and identity goals.

Negotiating the Legitimacy of an American Icon: Myth and the U.S. Gun Market

Michelle Barnhart (Oregon State University, USA); Aimee Huff (Oregon State University, USA)

Motivated by recent shifts in cultural response to mass shootings, we consider the ways that characteristics of myth influence the evolution of a market system. Specifically, we examine how characteristics of myths related to firearms influence normative and cultural-cognitive legitimacy of products and practices in the American firearms market.

Erasure as Institutional Maintenance

Pierre-Yann Dolbec (Concordia University, Canada); Joel Bothello (Concordia University, Canada); Pharo Sok (Concordia University, Canada)

How does remembering shape a market? We explain how a market actor is legitimized and celebrated, participating in the constitution of a market memory, and then silenced and erased from this memory to maintain existing norms and practices. These processes are tied to different dramatized identities for this market actor.

2.7 Sharing and Social Connectedness: How Different Ways of Sharing Affect Social Connection - Special Session, *Fleur De Lis (A)*

Session Chair: Heeyoung Yoon, New York University, USA

Sharing is ubiquitous, and it has become an essential part of consumers' lives. The advancement of social media and smartphones has enabled consumers to share personal experiences, opinions, and resources with others at the click of a button. Facebook Messenger and WhatsApp handle 60 billion messages a day, and firms like H&M and Sephora use these apps for one-on-one real-time conversations with customers. Moreover, consumers can now share money via Venmo and Google Wallet and car rides with other customers via Uber and Lyft. Given the prevalence of sharing, it is important to understand how it affects consumers' perceptions of and relationship with others. Prior research has shown that sharing is integral to building relationships (Min, Liu, & Kim, 2017; Reis et al., 2010; Belk, 2009). However, not all sharing is created equal; certain types of sharing are more effective at bringing people together than others. Yet we know little about what specific strategies are successful for connecting people, and which may backfire or push people apart. In this session, we ask: what sharing strategies do people use to facilitate relationship building?; what are the consequences of these sharing strategies?; and what factors moderate their effectiveness? Four papers look at how different types of sharing—from jokes to gossip to goods—influence interpersonal perception and social connectedness. The first two papers examine the positive and negative effects of sharing negative content. First, Critcher, Jung, and O'Donnell examine how self-deprecation, or putting oneself down in a lighthearted way, affects perceptions of the sharer. In contrary to self-deprecators' intuition that making fun of themselves signals humility and authenticity, recipients believe that self-deprecators are actually less good at both skilled and unskilled domains. Next, Barasch, Berman, and Yoon show how sharing negative content, in the form of gossip, can sometimes be socially connecting. Specifically, they find that sharing negative judgments about others can increase liking and trust of the sharer, as long as the recipient agrees and the comments make the speaker seem discerning. The next two papers look at how sharing positive content can both foster and undermine feelings of closeness. Sezer et al. show that sharing inside jokes can make people feel more identified and connected with their group. However, outsiders who witness inside jokes have less motivation to contribute to and interact with the group. Finally, Wilson, Santana and Paharia find that the method of sharing also matters. In particular, giving and receiving goods in physical (vs. digital) form can make people feel closer to each other by increasing perceived psychological ownership. Together, these papers provide a better understanding of how sharing affects consumers' connection with others. We contribute to this topic by examining different sharing strategies (self-deprecation and jokes), the valence of shared content (gossip), and the method of sharing (physical vs. digital). This session will provide guidance for marketers on how to manage customer relationships through various methods of conversation, and will be of interest to

consumer researchers studying word of mouth, social connection, and judgment and decision-making.

Self-Deprecation Signals Humility, but Not as Much as Self-Deprecators Assume

Clayton R Critcher (University of California Berkeley, USA); Michael O'Donnell (University of California Berkeley, USA); Minah Jung (New York University, USA)

Consumers and firms alike self-deprecate to appear relatable. But how effective is self-deprecation as an impression management strategy? Although self-deprecation did signal less inflated self-views, this was entirely explained by assumptions that self-deprecators actually were less skilled. Furthermore, self-deprecators sometimes thought they were communicating more humility than they actually were.

Speaking ill of Others: When Negatively-Valenced Gossip Fosters Social Connection

Alixandra Barasch (New York University, USA); Jonathan Zev Berman (London Business School, UK); Heeyoung Yoon (New York University, USA)

We find that sharing negatively-valenced gossip can increase liking and trust of the speaker, because gossip is likely to reveal indiscernible aspects about the target. We also show that positive effects of gossip only occur when it is shared with a recipient and when a recipient agree with the statement.

Inside Jokes: Humor as social exclusion

Ovul Sezer (University of North Carolina, USA); Brad Bitterly (University of Pennsylvania, USA); Alison Wood Brooks (Harvard Business School, USA); Maurice Schweitzer (University of Pennsylvania, USA); Michael Norton (Harvard Business School, USA)

Humor can bring people together; we suggest it can also be used to divide. We find that inside jokes—humor attempts that require prior knowledge available to only some group members—are common, lead to feelings of ostracism, and can have unforeseen negative consequences for group dynamics.

Give Me Something of Yours: The Downside of Digital (vs. Physical) Exchanges

Anne Wilson (Harvard Business School, USA); Shelle Santana (Harvard Business School, USA); Neeru Paharia (Georgetown University, USA)

Consumers can digitally exchange many goods that could once only be shared in physical form. We show that giving and receiving digital (vs. physical) goods reduces consumers' feelings of interpersonal closeness to those with whom they exchange these goods. We demonstrate that this effect is driven by psychological ownership perceptions.

2.8 Doing Good: Ethical Concerns & Behavior - Competitive Paper Session, *Fleur De Lis* (B)

Session Chair: Kaitlin Woolley, Cornell University, USA

A Conceptual Framework of Violation of Trust and Negative Emotional Responses during Brand Transgressions

Karthik Selvanayagam (Indian Institute of Technology, Madras); Varisha Rehman (Indian Institute of Technology, Madras)

A conceptual model describing the development and decline of trust in consumer brand relationship is developed drawing from exchange and penetrations principles of social psychology theories. Further, the emergence of negative emotional responses from the consumers at times of breach of this trust, leading to various possible outcomes is described.

'But Screw the Little People, Right?' Case of the Commercialization of Reward-Based Crowdfunding

Natalia Drozdova (Norwegian School of Economics and Business Administration, Norway)

This paper contributes to the research on hybrid economy as we study how tensions, resulting from co-existence of commercial and social systems of exchange and blurred boundaries between actors, are formulated and reinforced. Study illustrates how actors are trying to make sense of the hybrid context by splitting into subgroups.

Marketing's Ethical Blindspot: Catering to Consumer Preferences

Suneal Bedi (University of Pennsylvania, USA); Sonu Bedi (Dartmouth College, USA)

We focus on the ethics associated with catering to consumer preferences. The preoccupation with consumer preferences leads marketers to prioritize them, even if they are perverse, triggering a cultural based harm. Marketers should not cater to preferences in ways that create these harms by reinforcing social hierarchies and stereotypes.

When do More Options Produce Worse Choice?

Shannon Duncan (Columbia University, USA); Ulf Bockenholt (Northwestern University, USA); Eric J Johnson (Columbia University, USA)

Does adding options improve choice accuracy? Prior research looks mostly at consumer reactions to more options. We explore if choices become more or less accurate when the number of options increases. Larger assortment sizes lead to lower choice accuracy. Decision aids increase choice accuracy with a larger number of alternatives.

2.9 Factors Affecting Success and Failure in Goal Pursuit - Competitive Paper Session, Inverness

Session Chair: Beatriz Pereira, Iowa State University, USA

A Model of Consumer Self-Regulation Failure

Keith Wilcox (Columbia University, USA)

This research introduces and tests a model of consumer self-regulation failure that explains how external factors shape self-regulation and when these factors undermine self-regulation. The model proposes that many self-regulation failures occur because the processes involved in self-regulation make consumers more like to rely on external cues for behavior.

Just Let the “New Me” Do It: How Anticipated Temporal Landmarks Cause Procrastination

Minjung Koo (Sungkyunkwan University); Ke Michael Mai (National University of Singapore, Singapore); Hengchen Dai (University of California Los Angeles, USA); Eunyong Camilla Song (University of Florida, USA)

We propose that anticipating a temporal landmark (e.g., New Year) has a detrimental effect on one's motivation for continued goal pursuit. Anticipated temporal landmark divides one's current and future selves as two separate agents, and the current self shifts the responsibility for the current goal to the new, future self.

The Effect of Future Focus on Self-Control is Moderated by Self-Efficacy

Rafay A Siddiqui (Hong Kong Polytechnic University); Jane Park (University of California Riverside, USA); Frank May (Virginia Tech, USA)

We demonstrate that the effects of future focus on self-control are moderated by self-efficacy. For those who are high (low) in perceived self-efficacy, focusing on the future leads to lower (higher) self-control. This occurs because future focus causes those high (low) in self-efficacy to visualize successful coping behavior (goal failure).

The Influence of Conflicting and Complementary Benefit Goals on the Execution of Accuracy and Effort Process Goals

Felipe Marinelli Affonso (University of Florida, USA); Chris Janiszewski (University of Florida, USA)

We show how decision process goals and benefit goals interact to influence the number of items considered before a choice is made. Conflicting (complementary) benefit goals inhibit (facilitate) the execution of both a maximize accuracy and a minimize effort decision process goal.

2.10 The Moving Consumer: How Mobility Shapes Consumer Behavior - Special Session, *Lalique*

Session Chairs: Linying Sophie Fan, Hong Kong Polytechnic University; Yajin Wang, University of Maryland, USA

Mobility refers to all forms of territorial movement by people and has been a pervasive aspect of modern life (Bell and Taylor 2004). For example, many people live in one place and work in another. In addition, now more than before, people frequently change their residences in order to pursue a better quality of life (International Migration Outlook, 2018). In spite of its increasing prevalence, our understanding of how mobility changes consumers' psychology and behavior remains limited. Four papers in this session provide novel hypotheses and empirical evidence that demonstrate the impact of different types of mobility on important consumer outcomes. The papers examine different forms of mobility, from relatively infrequent but life-altering mobility (i.e., moving residences or cities) to relatively frequent but innocuous mobility (i.e., changing rooms) to imagined mobility (i.e., mentally simulating a change), thereby imparting a broad yet deep perspective on the effects of mobility. They also explore the impact of mobility on consumer outcomes by investigating what happens during the actual process of being in motion (e.g., being on the train) as well as the consequences that follow from movement. Based on the data from national panel data, field studies and lab experiments, this session highlights the newest research on how mobility shapes consumers' intrinsic motivation, donation behaviors, product preferences and self-control by using a diverse range of theoretical frameworks and measures. The first two papers examine the consequences of residential moves. Fan, Wang, and Jiang examine how residential mobility influences consumers' intrinsic motivation. They show that residential mobility increases individual's self-clarity, and this heightened self-clarity in turn enhances consumers' perceived autonomy and facilitates intrinsic motivation. Wang, Li, Kirmani, and Kim study the relationship between residential mobility and donations. A national panel data, field study and lab experiments demonstrate that residential mobility increases one's broadmindedness, which boosts one's helping donations to distant others. The last two papers explore how mobility influences indulgence and the ability to overcome the desire to be indulgent. Han, Bagchi, and Banerjee investigate how consumers make decisions when they are in the process of being mobile. They reveal that consumers on the move (e.g., on a moving bus) are in an emotional mindset which leads them to prefer indulgent experiences and purchases. Finally, Mead and Levav test the role of moving from one environment to another in self-control restoration. They find that changing environments restores consumers' self-control after prior self-control exertion. In summary, this session demonstrates novel findings showing how mobility can affect consumers. It offers novel, in-depth, empirical and theoretical advances featuring cognitive, emotional, behavioral, and identity outcomes. This session will appeal to a broad set of scholars interested in mobility, consumer motivation, donations, self-control and well-being.

The Journey That Makes Us: The Impact of Residential Mobility on Self-clarity and Consumer Motivation

Linying Sophie Fan (Hong Kong Polytechnic University); Yajin Wang (University of Maryland, USA); Yuwei Jiang (Hong Kong Polytechnic University)

Residence relocation has become increasingly pervasive in the modern era. How does residential mobility influence our consumption behaviors? Four experiments demonstrate that residential mobility

increases consumers' intrinsic motivation in various contexts. This effect is sequentially mediated by the heightened self-clarity and perceived autonomy caused by residential change.

How Residential Mobility Influences Donations

Yajin Wang (University of Maryland, USA); Amna Kirmani (University of Maryland, USA); Xiaolin Li (University of Texas at Dallas, USA); Nicole Kim (University of Maryland, USA)

The present research examines the relationship between residential mobility and donations. We find that high residential mobility can increase donations, especially towards distant recipients. The results from national panel data, lab experiments, and field studies demonstrate that residential mobility increases donations towards distant recipients.

Motion, Emotion, and Indulgence: How Movement Influences Consumption

Yegyu Han (Virginia Tech, USA); Rajesh Bagchi (Virginia Tech, USA); Syagnik Banerjee (University of Michigan at Flint)

We investigate how consumers make decisions when they are in motion (e.g., on a bus). We find that consumers on the move (vs. not) are in an emotional mindset because of which they prefer indulgent experiences and purchases. We draw from embodied cognition and affective processing literatures to provide support.

Changes in Environment Restore Self-Control

Nicole Mead (University of Melbourne, Australia); Jonathan Levav (Stanford University, USA)

Does changing environments help or hurt your self-control? In three experiments, we suggest that changing environments, whether real or imagined, restores self-control after prior self-control exertion. Consistent with theorizing, self-control restoration was specific to change; mere distraction or physical movement were not sufficient.

2.11 Better Marketing for a Better World: A Consumer Behavior Perspective - Special Workshop 10:35 to 11:50 am Obelisk (A)

2.12 This Session is Essential: Antecedents and Consequences of Product Essence - Special Session, Peridot

Research on psychological essentialism suggests that consumers may perceive objects to possess an inherent underlying essence that determines the object's identity. While marketing researchers have begun to study how such perceptions impact aspects of consumer behavior (e.g., Morales and Fitzsimons 2007; Newman and Dhar 2014), several intriguing questions require further investigation. For example, what factors make the perception (or transfer) of product essence more likely? How does the salience of a given product's essence influence perceptions and evaluations? Under what circumstances do consumers value (or devalue) products and brands with a strong and salient essence? These are questions around which this session is focused. Our four papers tackle a range of phenomena surrounding the topic of psychological essentialism, providing new insights into both the antecedents and consequences of essence perception. As we demonstrate, the questions investigated are important for many marketing stakeholders, from advertisers and retailers (see especially the first two papers) to brand managers and consumers (see especially the last two papers). Kramer, Guo, and Yang open the session by questioning an implicit premise of extant research on essence transfer (i.e., contagion)—that essence transfer is unidirectional. These authors not only show that essence transfer is bidirectional, but they also identify the key determinant of the direction of essence transfer: initial attention allocation. Three studies demonstrate that objects to the left are attended to first and therefore transfer their essence to adjacent objects. Gunasti, VanBergen, and Irmak study how the physical location of a given product that appears with other

identical products (i.e., product replicates) influences perceptions of the target product. The authors propose that product essence is perceived to be concentrated at the center (vs. edge) of a group. Three studies support this proposition, showing that a product from the center (vs. edge) of a group is perceived to be more efficacious and possess greater product essence. Han and Newman shift the session's focus from the determinants of essence perception to its downstream consequences. Across four studies, these authors show that consumers are drawn to atavistic products (i.e., products reverting to the past) when the broader social system is threatened. Results reveal that this occurs because atavistic products are perceived to possess the essence of their product category, thereby offering stability under system threat. Finally, Gaustad, Samuelsen, Warlop, and Fitzsimons show that more brand essence is not always better. Their studies show that augmenting (vs. dampening) brand essence can both strengthen and weaken brand identification: When brand connection is linked to an ideal (actual) self-identity, augmenting brand essence increases (decreases) the perceived similarity between the self and the brand, thus influencing brand evaluations. Together, these studies advance the study of psychological essence in several ways, offering a cohesive set of findings relating to the perception, transfer, and valuation of product essence. Given the range of entities to which psychological essentialism applies and the diversity of its consequences, we believe this session will attract scholars with interests spanning such topics as branding, spatial processing, advertising, retailing, and consumer-brand relationships.

Magical Anchors: Initial Focal Attention Drives the Direction and Content of Essence Transfer

Thomas Kramer (University of California Riverside, USA); Wenxia Guo (Acadia University); Zhilin Yang (City University of Hong Kong)

We propose that the direction of essence transfer, and thereby the content of contagion, depends on the option that receives initial attentional resources. Our studies evince that contagion spreads from left to right, given that individuals attend first in their visual field to the location where the writing system starts.

Inside Out: Product Essence is Perceived to be Concentrated in the Center of a Group of Products

Kunter Gunasti (Washington State University, USA); Noah VanBergen (University of Cincinnati, USA); Caglar Irmak (University of Miami, USA)

When multiple identical products are arranged as a group, consumers perceive greater product essence at the center (vs. edge) of the group. As such, products from the center (vs. edge) are perceived to be more effective and more likely to be chosen when the product's essence is valued (vs. devalued).

System Justification and the Preference for Atavistic Products

Minju Han (Yale University, USA); George Newman (Yale University, USA)

Consumers sometimes prefer "retro" goods and services that are not from their own past. The present studies seek to understand how this phenomenon, atavism, is related to broader desires for social stability, and the ways it differs from related constructs, such as nostalgia.

Too Much of a Good Thing? Consumer Response to Changes in Brand Essence

Tarje Gaustad (Kristiania University College); Bendik Samuelsen (BI Norwegian Business School); Luk Warlop (Norwegian School of Management, Norway); Gavan Fitzsimons (Duke University, USA)

Consumer response to changes in brand essence (dampen/augment) depends on both the degree of self-brand connection and self-identity (actual/ideal). Counterintuitively, when brand connection was linked to the actual self-identity, augmenting brand essence reduced the perceived similarity between the self and the brand, causing brand identification to deteriorate.

2.13 My Move, My Terms - Career Development Forum, *Rosetta*

Session Chair: Tonya Bradford, University of California Irvine, USA

Disruptions in academic careers come in as many forms as there are individuals. Broadly speaking, in the early career, switching schools may result from an individual choosing to move, or institutions encouraging a move. In addition, these disruptions may be due to changes in family needs (e.g., dual careers) or circumstances (e.g., marriage or divorce), a repositioning of one's research (e.g., shifting between balanced and research institutions), opportunities more in line with career aspirations (e.g., new institution or administrative roles), or communications through the review or tenure process. Regardless of the disruption, the move from one institution to another is a significant change to manage. This Forum will include faculty who made moves from one institution to a next prior to tenure, and who are now tenured. The Forum will offer an opportunity for those attending to learn about a broad range of disruptions, as well as tips on how to navigate them.

Presenters: Fleura Bardhi, City University of London, UK; Kristin Diehl, University of Southern California, USA; David Gal, University of Illinois at Chicago, USA; Geraldine "Gerri" Henderson, Loyola University Chicago, USA; Rebecca Walker Reczek, Ohio State University, USA

2.14 Extended Consumption Experiences - Special Session, *Steuben*

Session Chairs: Flavia Cardoso, Universidad Adolfo Ibáñez, Santiago, Chile; daiane scaraboto, Pontificia Universidad Católica de Chile; Pilar Ximena Rojas Gaviria, Pontificia Universidad Católica de Chile

Consumption experiences are a vital area of consumer research and have been studied from a variety of different perspectives as they pertain to various consumption phenomena (Akaka and Nardini 2017). For example, service researchers explore how customers' cognitive, emotional, behavioral, sensorial, and social responses to a firm's offerings (Lemon and Verhoef 2016) while CCT scholars examine how consumption experiences help consumers construct and represent reality, as part of both collective (Moscovici 1988) and individualistic pursuits (Richardson 1999). This research views the consumer experience as "a personal occurrence, often [but not necessarily] with important emotional significance, founded on the interaction with stimuli which are the products or services consumed" (Carú and Cova, 2003, p. 270). Although prior CCT research has examined everyday and ordinary consumption experiences (Thompson, Locander and Pollio 1990; Carú and Cova 2003), most research tends to examine experiences that are extreme, intensive, and spatially or temporally bounded (Arnould and Price 1995; see also Lindghard and Oostergaard 2015). Moreover, this stream of research often focuses on the individual outcomes of experiences, that is, to center on consumers who live the experience as subjects. Finally, with the recent exception of Scott, Cayla and Cova's (2017) work on painful experiences, we lack research on how consumers endure experiences that are not necessarily pleasant, easy, or leisurely. This session aims at addressing these gaps by looking at consumption experiences that last over several years, often producing ambivalent and systemic outcomes. The four papers in this session explore experiences occurring at different stages in a consumer lifecycle. The first paper theorizes enduring consumption experiences as those that span through several years and are transformational at the individual, familial, and societal levels. Researching the context of schooling, the authors argue that enduring consumption experiences are not ordinary or extraordinary, and neither purely pleasant nor painful, but present elements of all these types of consumption experiences. The second paper investigates the temporal dynamics of a family identity, embedded in a family consumption experience (playing soccer) that spans multiple generations. The authors document the lifecycle of the identity, highlighting periods of dormancy, rekindling, growth, and decline and note the role of identity guardians in sustaining the consumption experience across these phases. The third paper examines pursuit of passions through

extended wilderness consumption experiences. They investigate ‘dirtbags’ who prioritize long-term wilderness adventures such as climbing, river and mountain sports. Diverse data collected over a two-year period reveal hero and trickster archetypical journeys of “heroic passion,” fueled and celebrated by outdoor brands and media. Complexities of navigating passions and social norms can leave ‘dirtbag’ consumers perpetually caught between society and the wild. Finally, while studying third-age runners, the last paper develops the Rhythmic Experiences Framework. Inspired by Lefebvre’s (2004) theory, the authors describe how consumption practices’ properties of place, time, and energy foster life rhythm experiences (of eurhythmia and arrhythmia), which, through time and repetition, and in linear and cyclical processes, may reinforce identity projects

Discussant: Linda L Price, University of Oregon, USA

Schooling as an enduring consumption experience

daiane scaraboto (Pontificia Universidad Católica de Chile); Pilar Ximena Rojas Gaviria (Pontificia Universidad Católica de Chile); Flavia Cardoso (Universidad Adolfo Ibáñez, Santiago, Chile)

This research theorizes enduring consumption experiences as those that span through several years and are transformational at the individual, familial, and societal levels. We argue that enduring consumption experiences are neither ordinary or extraordinary, nor purely pleasant or painful, but they present elements of all those types of consumption experiences.

Family Consumption Experiences Across Generations

Tandy Chalmers Thomas (Queens University, Canada); Linda L Price (University of Oregon, USA)

This research investigates the temporal dynamics of a family identity, embedded in a consumption experience (playing soccer) that spans multiple generations. We document the lifecycle of the identity, highlight periods of dormancy, rekindling, growth, and decline and note the role of identity guardians in sustaining the identity across these phases

Pursue Your Passions: Cultural Discourses about Consumer’s Heroic Wilderness Adventures

Nathan Warren (University of Oregon, USA); Linda L Price (University of Oregon, USA)

This research examines pursuit of passions through extended wilderness consumption experiences by investigating ‘dirtbags’ who prioritize long-term wilderness adventures. They reveal hero and trickster archetypical journeys of “heroic passion,” fueled and celebrated by outdoor brands and media and show the complexities of navigating passions and social norms.

Running Through Time: How Life Rhythms Foster Identity Permanence

Benjamin Rosenthal (Fundação Getúlio Vargas); Eliane Zamith Brito (Fundação Getúlio Vargas)

This research proposes a Rhythmic Experiences Framework inspired by Lefebvre’s (2004) theory. While studying third-age runners, the authors describe how consumption practices’ properties of place, time, and energy foster life rhythm experiences (of eurhythmia and arrhythmia), which through time and repetition, in linear and cyclical processes, may reinforce identity projects.

2.15 Consumers in Virtual and Augmented Environments - Videography, Wyeth

Session Chair: Ingeborg Astrid Kleppe, Norwegian School of Economics and Business Administration, Norway

Panel: Elana Harnish , Jacob Lee Hiler, Marat Bakpayev, Alberto Lopez, Claudia Quintanilla Moderator: Alain Decrop

Don't Troll Me Bro: A Study of Griefing in Video Games

Elana Harnish (Ohio University); Jacob Lee Hiler (Ohio University)

Time and Space for Robots and AI

Marat Bakpayev (University of Minnesota Duluth, USA)

Augmented Reality, Augmented Trust: How Augmented Reality Enhances Consumer Trust In Online Shopping

Alberto Lopez (Tecnológico de Monterrey, MEXICO); Rachel Rodriguez (Tecnológico de Monterrey, MEXICO); Claudia Quintanilla (Tecnológico de Monterrey, MEXICO); Raquel Castaño (Tecnológico de Monterrey, MEXICO)

ACR Luncheon

12:00 to 1:30 pm Imperial Ballroom

Session 3

1:40 pm - 2:55 pm

3.1 A Look at Food, Health & Identity - Competitive Paper Session, Batik (A)

Session Chair: Samantha Cross, Iowa State University

A Beautiful MIN(D): The Multiple-Identity Network as a Framework for Integrating Identity-Based Consumer Behavior

Julian K Saint Clair (Loyola Marymount University, USA)

It is now established that individual consumers have multiple identities that drive consumption behavior. Although multiple-identity research is growing, it has yet to adopt an integrative framework. Drawing on classic social-cognitive theories, the present research offers a simple, unifying model: the Multiple-Identity Network. Extant and future research are discussed.

From Country-of-origin to Country-of-Consumption: The Institutional Journey of Consumer Trust in Food

Caixia Gan (University of Auckland, New Zealand); Denise M Conroy (University of Auckland, New Zealand); Michael SW Lee (University of Auckland, New Zealand)

This study finds that multiple Country-of-origin cues collectively contribute to building trust in food through institutional food regulation of each country involved in the globalised food provisioning.

Country-of-consumption is newly identified as equally important in trust building, while a gap of trust may exist between countries of different food regulations.

Self-Producer's Journey: Identity Construction and Transformation in Self-Production

S. Sinem Atakan (Ozyegin University, Turkey); Mina Seraj (Ozyegin University, Turkey)

Through netnographic analysis of six online cooking communities, this study reveals the bi-directional relationships among the act of self-production, self-producer's identities, and the community around the act. Furthermore, the findings render the need to define and highlight the unique properties (e.g., practice and learning orientations) of self-production communities.

Which Healthy Eating Nudges Work Best? A Meta-Analysis of Field Experiments

Romain Cadario (IESEG School of Management); Pierre Chandon (INSEAD, France)

We examine the effectiveness of healthy eating nudges in field settings. We perform a multivariate three-level meta-analysis of 286 effect sizes controlling for eating behavior, population, and study

characteristics. The effect sizes increase as the focus of the intervention shifts from cognition (Cohen's $d=.09$) to affect ($d=.24$) to behavior ($d=.37$).

3.2 Perceiving Financial Resources in the Present and Future - Special Session, *Batik (B)* *Session Chairs: Justin Pomerance, University of Colorado, USA; Nicholas Reinholtz, University of Colorado, USA*

When a consumer contemplates a purchase, she must determine whether she currently has sufficient funds, and whether the purchase would leave her with enough funds for the future. Such decisions require judgments about both present and future financial resources. A growing literature investigates perceptions of present and future financial flexibility. People generally believe they will have more time and money in the future (Zauberman and Lynch 2005). Perceptions of resource availability alter the strategies by which people plan, and whether they feel they must make sacrifices due to a paucity of resources (Fernbach, Kan and Lynch 2015). Perceptions of future resources are skewed by the future feeling closer, and more typical, than the past (Caruso and Van Boven 2013; Sussman and Alter 2012). The papers in this session build on prior research, investigating how perceptions of financial resources in the present and future influence spending and saving. In the first paper, Pomerance and Reinholtz offer a novel conceptualization of pain of payment. They link pain of payment and financial slack, arguing that pain of payment is a phenomenological response to a perceived decrease in slack. They demonstrate through lab and secondary survey data an association between the extent to which a purchase reduces perceived slack, and the extent to which it is painful. In the second paper, Choe and Kan demonstrate that the effectiveness of budgeting is not uniform in time. When consumers create a budget, they experience some degree of pain due to a new financial commitment. However, over time they hedonically adapt, incorporating the new commitment into their status quo. As such, the effect of the budget dissipates. Four studies—including scenarios and real-world manipulations—provide evidence consistent with their hypotheses. In the third paper, Howard et. al. demonstrate a simple tool for de-biasing consumers' predictions about their future financial situations. Because people anticipate the future being more typical than the present, they have trouble imagining unplanned expenses arising in the future. The authors demonstrate with lab and field data that simply asking people to list reasons why future expenses may be atypical can mitigate or entirely eliminate this bias. In the fourth and final paper, Shah demonstrates that approaching the end of a budgeting cycle can alter behavior. Analogous to a lab group attempting to spend money that will disappear at the end of a fiscal period, consumers become less thrifty and more risk-seeking towards the end of their budgeting periods. Our session contains four papers that shed new light on how perceptions of financial resources in the present and future influence saving and spending. Each paper offers lab and field / secondary evidence across multiple studies, and each aims to be published in a top tier marketing journal. We believe that the present session will have specific appeal to researchers studying consumer financial decision making. We also believe the session will generate interest more broadly, as the topics—spending, budgeting, saving, and accruing debt—are important consumer topics that manifest in many subfields of study.

A Slack-Based Account of Pain of Payment

Justin Pomerance (University of Colorado, USA); Nicholas Reinholtz (University of Colorado, USA)

We identify a novel influence on the pain of payment. We suggest that people are averse to decreases in financial slack, and we demonstrate that depleting one's slack is painful. Further, we show that the more a mental account is associated with slack, the more painful it is to deplete.

How Temporal Separation in Budgeting Affects Spending Behavior

Yuna Choe (Texas A&M University, USA); Christina Kan (Texas A&M University, USA)

Across four studies, we explore how temporal separation between budget setting and actual purchase affects spending behavior. We show that as the temporal separation increases, people are increasingly likely to overspend their budget, and this effect is driven by adaptation of the hedonic impact associated with the budget.

Causes and Consequences of 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)

The present research develops, tests, and validates a simple cognitive tool that markedly improves consumers' expense prediction accuracy. Underlining the importance of this tool, we also provide evidence that EPB is associated with lower savings and higher debt.

The Last Hurrah Effect: End-of-Week and End-of-Month Time Periods Increase Financial Risk-Taking

Xinlong Li (University of Toronto, Canada); Avni Shah (University of Toronto, Canada)

Using a unique panel dataset of peer-to-peer lending loans, combined with a lab experiment, we find evidence for an end-of-period effect, whereby investors are more likely to invest in riskier loans at the end-of-week or end-of-month. These investments also have significantly worse returns relative to other days.

3.3 Factors Influencing Charitable Giving - Competitive Paper Session, *Cardinal (A)*

All We Need is Love: Examining Differences in Time and Money Donations between Dyads and Individuals

Hristina Nikolova (Boston College, USA)

Are consumers more prosocial together or alone? Four studies suggest that monetary donations do not vary whether made together or alone; however, dyads donate less time than individuals. This happens because dyadic interactions provide a proximate satisfaction of social needs, reducing the value of outside opportunities for social utility.

In Praise of Pleasure: Hedonic Consumption Fosters Prosocial Behavior

Daniela Cristian (City University of London, UK); Bob Fennis (University of Groningen, The Netherlands); Luk Warlop (Norwegian School of Management, Norway)

Hedonic consumption has been too often stigmatized as maladaptive and this prevailing negative view does not convey a complete picture. We show that freely experiencing hedonic consumption promotes non-monetary helping, as well as hypothetical and real charitable donations.

When Disadvantage Is an Advantage: Benevolent Partiality in Consumer Donations

Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands); Gizem Yalcin (Erasmus University Rotterdam, The Netherlands)

A sizable number of donors value saving the lives of members of disadvantaged groups more than what disadvantage implies from a utilitarian impartiality standpoint. Benevolent partiality is decreased when donors reflect on how they should donate beforehand, when disadvantage is self-determined, and when donors are more approving of instrumental harm.

When Small Predicts Large: The Effect of Initial Small Contributions on Subsequent Contributions in a Crowdfunding Project

Tingting Fan (Chinese University of Hong Kong, China); Leilei Gao (Chinese

University of Hong Kong, China); Yael Steinhart (Tel Aviv University, Israel)

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

3.4 Can Money (and Time) Buy Happiness? A Resource Approach to Understanding Consumer Happiness - Special Session, *Cardinal (B)*

Session Chair: Jacqueline R. Rifkin, Duke University, USA

For centuries, scholars have wondered where and how people find happiness. More recently, researchers have started to examine the role of consumption in driving happiness. In particular, articles on gift-giving (Belk and Coon 1993; Joy 2001), consumer experiences (Bhattacharjee and Mogilner 2013), and variety-seeking (Etkin and Mogilner 2016) have illustrated how diverse aspects of consumption can influence consumers' levels of happiness and well-being. One key factor of consumption that has been unearthed in driving consumer happiness is consumers' resources (e.g., time and money). Prior work has explored how different allocations of resources can influence happiness (Aknin et al. 2011; Dunn, Aknin, and Norton 2008, 2014; Mogilner and Norton 2016), how thinking about different resources (time vs. money) can influence happiness (Liu and Aaker 2008; Mogilner 2010; Quoidbach et al. 2010), and how our conceptualization of happiness itself can depend on how much time or money we think we have (Mogilner, Kamvar, and Aaker 2011). While this work clearly establishes an important link between consumers' resources and their happiness, there are still many open questions: What are the optimal levels of time and money in order to be happiest? Once we have "enough" (time and money), how should we allocate them to maximize happiness? When resources are scarce, where do we turn for happiness? Contributing answers to these questions and adding to this area of research, this session presents four novel perspectives on the role of resources—in particular, their availability and allocation—in driving consumer happiness and well-being. The first two papers explore how the availability of resources impacts consumer happiness. Paper 1 (Sharif, Mogilner, and Hershfield) illustrates a curvilinear relationship between discretionary time and life satisfaction: while too little free time negatively affects life satisfaction, too much free time does not necessarily enhance it (and may even reduce it). Paper 2 (Catapano, Quoidbach, Mogilner, and Aaker) reveals that the two forms of well-being (meaning and happiness) converge to a greater extent in populations where resources (e.g., income) are scarce. Papers 3 and 4 examine how different allocations of resources can impact consumer happiness. Paper 3 (Rifkin and Cutright) shows that allocating time during an experience to make spur-of-the-moment decisions (vs. making those decisions in advance) can enhance that experience's meaning and increase well-being over time. Finally, Paper 4 (Whillans and Dunn) explores how feelings of guilt prevent consumers from allocating their money towards time-saving purchases (e.g., hiring house cleaners), thereby reducing satisfaction and well-being. These four papers explore how the availability and allocation of resources like time and money influence consumer well-being. The papers approach this issue by examining diverse contexts spanning multiple countries, by testing predictions across experiments and large-scale datasets, and by looking at both local (i.e., single experience) and global (i.e., life in general) evaluations of happiness. This session will have broad appeal to scholars interested in consumer well-being, resource-based processes, and mixed-method research.

The Effects of Being Time Poor and Time Rich on Happiness

Marissa Sharif (University of Pennsylvania, USA); Cassie Mogilner (University of California Los Angeles, USA); Hal Hershfield (University of California Los Angeles, USA)

In two largescale datasets, we find and replicate a negative quadratic relationship between discretionary time and life satisfaction. These results show that while having too little time is linked to

lower levels of life satisfaction, having more time does not lead to greater life satisfaction, and can even reduce it.

Finding Happiness in Meaning and Meaning in Happiness: Where, When, and For Whom Happiness and Meaning Converge

Rhia Catapano (Stanford University, USA); Jordi Quoidbach (ESADE Business School, Spain); Cassie Mogilner (University of California Los Angeles, USA); Jennifer Aaker (Stanford University, USA)

We assessed the correlation between meaning and happiness for 800,000+ individuals worldwide to determine where, when, and for whom these desired aspects of human existence converge. Greater convergence is exhibited among people who are old, poor, and uneducated, suggesting that in conditions of scarcity, happiness and meaning become more linked

Making Sense of Spontaneity: In-The-Moment Decisions Promote More Meaningful Experiences

Jacqueline R. Rifkin (Duke University, USA); Keisha Cutright (Duke University, USA)

When preparing for experiences, when should consumers allocate time to experience-relevant decisions: in advance or in the moment? We demonstrate that, compared to in-advance decisions, in-the-moment decisions are more likely to spark sense-making processes, which enhance how meaningful experiences feel. In-the-moment decisions also boost future engagement intentions and psychological well-being.

Guilt Undermines Consumer Willingness to Buy More Meaningful Time

Ashley V. Whillans (Harvard Business School, USA); Elizabeth W. Dunn (University of British Columbia, Canada)

Consumers often fail to spend money in ways that enable them to have more and more meaningful time. Across five studies (N=2,211), we provide evidence that guilt prevents consumers from buying time—and enjoying it. Highlighting the benefits for the service provider can reduce consumers' feelings of guilt.

3.5 The Dark Side of Consumption: Trust, Dehumanization, Coercion and Conflict -

Competitive Paper Session, *Dardanelles*

Session Chair: Ozge Yucel-Aybat, Pennsylvania State University Harrisburg

Priming & Privacy: How Subtle Trust Cues Online Affect Consumer Disclosure and Purchase Intentions

James A Mourey (DePaul University, USA); Ari Waldman (New York Law School)

In five studies, we show how in spite of increasing privacy concerns online (Pilot), people are more likely to disclose highly personal information based on subtle cues of trust including verbal primes (Study 1), social network size (Study 2), friends' online engagement (Study 3), and privacy policy fluency (Study 4).

Dehumanization: Coping with Embarrassment in Consumer Purchases

Yixia Sun (Zhejiang University); Xuehua Wang (East China Normal University); Joey Hoegg (University of British Columbia, Canada); Darren Dahl (University of British Columbia, Canada)

Five studies investigate dehumanization as a coping strategy in embarrassing consumer contexts. Our research shows that consumers will engage in mechanistic dehumanization, reducing the mental state inference of salespeople and service providers, as a way of coping with the feelings experienced when buying embarrassing products or having embarrassing medical procedures.

Cohesion or Coercion? Why Coordinated Behavior Backfires in Marketing Contexts

Noah VanBergen (University of Cincinnati, USA)

Four studies demonstrate that consumers perceive greater impact resulting from organizations engaging in varied (vs. coordinated) actions. Process evidence reveals that, in hierarchical organizations such as brands and firms, variation signals agency whereas coordination signals coercion. Therefore, marketing actions that involve varied (vs. coordinated) actions are perceived more favorably.

The Impact of Childhood Exposure to Interparental Conflict on Consumer Response to Online Reviews

Mengmeng Liu (Chinese University of Hong Kong, China); Maureen Morrin (Temple University, USA); Boyoun Grace Chae (Temple University, USA)

We show that adult consumers who witnessed high levels of interparental conflict during childhood evaluate the product less favorably when product reviews exhibit less (vs. more) consensus of opinion, and this avoidance of less consensus is driven by higher pessimism levels.

3.6 Brands as Mediators - Special Session, *Edelweiss*

Technological advancements, such as the emergence of social media networks, and new ways of life and consumption have fundamentally altered the way consumers relate to brands. Consumer-brand relationships have been found to be increasingly ephemeral (Bardhi and Eckhardt, 2017), and to be less tight than prior research suggested (Arvidsson and Caliandro, 2016). Consumers use brands as attention attractors in a growing culture of consumer ‘micro-celebrities’, or as elements of assemblages of branded consumer selves (e.g. Marwick 2015; Rokka and Canniford 2016) in other words, brands seem to partly lose their cultural authority (e.g. Holt, 2002). In a networked world, brands develop new social functions, such as mediating online publics (Arvidsson and Caliandro, 2016), enabling meaningful or discursive connections with and among consumers (e.g. Schöps, Wegerer and Hemetsberger, 2017). These developments render traditional perspectives of consumer-brand relationships problematic, and raise the question: What is the social function of brands in our contemporary, networked consumer society? This special session combines four research projects that theorize on brands as mediators among different entities, that is, people, meaning, and tangible forms of the reified brand. The contributions are interested in two aspects: (1) gaining further understanding of/to theorize on mediation as a social process that characterizes contemporary brand relations, (2) as well as describe various forms and specificities of brand mediation (processes) among a variety of stakeholders. The four contributions are united by an understanding of brands as mediators, which sets the focus of inquiry on interactions as the ultimate sources of value creation. This implies a view of branding as facilitating, structuring or constraining the interaction between two or more parties. The term mediation has been used in a variety of studies on brands and branding processes (e.g. Mumby, 2016; Kornberger, 2010; Arvidsson and Caliandro, 2016; Luedicke, Thompson & Giesler, 2010), and is generally used as a term whose meaning is self-evident, i.e. a term that explains, rather than a concept that is to be explained. This special session takes a more in-depth look at the term mediation itself and provides empirical and conceptual contributions that develop mediation into an analytical concept that can be used to understand a broad variety of branding processes. The session consists of four presentations. The first presentation takes an in-depth look at the term mediation itself and develops three analytical directions for studying brand-mediation processes. The second paper is also of conceptual nature and develops the notion of brands as complex social representations and mediations. The third study is empirical in nature and explores how new technological devices alter the way consumers relate to brands. The fourth study contributes to the overall theme by conceptualizing mediation as a multi-dimensional process of brand-related interaction and analysing it via socio-material artefacts.

Brands as Mediators: A Research Agenda

Philipp K. Wegerer (University of Innsbruck, Austria)

The first paper makes two arguments: First, it develops the notion of brand-mediation into an analytical concept. Second, it provides an interdisciplinary literature review which points out how brands mediate managerial, social and organizational processes. The conceptualization of brands and mediators suggests a number of future research directions.

Brands as Complex Social Processes

Andrea Hemetsberger (University of Innsbruck, Austria); Hans Mühlbacher (International University of Monaco); Eric J Arnould (Aalto University, Finland)

The second paper develops a perspective of brands as social representations and mediations that comprise the co-construction of brand interest groups, the co-creation of brand meaning, and the co-generation of tangible manifestations of brands. We compile several brand mediation processes from existing literature into a comprehensive taxonomy of mediation.

The Re-Mediation of Consumer/Brand Relationships Through Voice Shopping: The Case of Amazon Echo

Johanna Franziska Gollnhofer (University of Southern Denmark, Denmark)

The third paper studies how voice assistants re-mediate consumer/brand interactions. The empirical study on amazon echo finds that voice assistants background visual clues and thus challenge consumers' sense-making in purchase decisions. This paper outlines three consumer tactics in voice shopping FMCG products: (1) habitualization, (2) commodification, and (3) delegation.

Mediation as a Multi-Dimensional Process of Brand-Related Interaction

Serena Wider (Copenhagen Business School); Andrea Lucarelli (Lund University); Sylvia Wallpach (Copenhagen Business School)

The last paper proposes and empirically illustrates a conceptualization of mediation as multi-dimensional process of brand-related interaction. The findings suggest that the brand form, continuously preformed via brand-related socio-material artefacts, mediates brand-related social interaction; which in turn feeds back into the brand form, thus constituting the continuous becoming of brands.

3.7 The Plasticity of Information: Why and How Consumers Embrace, Evaluate, and Share Information. - Competitive Paper Session, *Fleur De Lis (A)*

Intentionally “Biased”: People Purposefully Use To-Be-Ignored Information, But Can Be Persuaded Not To

Berkeley Jay Dietvorst (University of Chicago, USA); Uri Simonsohn (University of Pennsylvania, USA)

Research has repeatedly shown that people fail to disregard to-be-ignored information, concluding that people are unwillingly and unconsciously affected by information. In 6 studies, we argue and provide evidence that very often the problem is not that people cannot ignore information, but that they do not want to ignore information.

Explaining the Attraction Effect: An Ambiguity-Attention-Applicability Framework Sharlene He (Concordia University, Canada); Brian Sternthal (Northwestern University, USA)

Although the attraction effect has been documented reliably with numerical stimuli, it has been difficult to demonstrate with perceptual stimuli. We show that the attraction effect occurs with perceptual and numerical stimuli when three conditions are present: ambiguity, attention, and applicability.

Two-By-Two: Categorical Thinking About Continuous Bivariate Data

Bart de Langhe (ESADE Business School, Spain); Philip M. Fernbach (University of Colorado, USA); Julie Schiro (University College Dublin)

We argue that people often evaluate continuous bivariate data as if it were categorical. They mentally dichotomize X and Y to form a 2x2 matrix, leading to predictable biases in judgments. These biases can be exacerbated or attenuated with simple changes to how the data are coded and presented.

Gossip: How The Relationship With the Source Shapes the Retransmission of Personal Content

Gaia Giambastiani (Bocconi University, Italy); Andrea Ordanini (Bocconi University, Italy); Joseph Nunes (University of Southern California, USA)

What makes people gossip about others? We propose that personal information retransmission is driven by the sharer's relationship with the source of the content. We identify four types of relationship with the source varying across mutual dependence and balance, showing that differences in sharing are driven by guilt and arousal.

3.8 Consumer Agency in an Era of Buycotting and Boycotting - Special Session, *Fleur De Lis (B)*

Session Chairs: **Neeru Paharia**, *Georgetown University, USA*; **Chris Hydock**, *Georgetown University, USA*

With increasing frequency, consumers are wielding their power in the market through acts such as boycotts and “buycotts” in order to demonstrate their agency, express their views, and hold companies accountable. Brands have also recently been taking active political positions both voluntarily and involuntarily (e.g. in February of 2018 several firms such as Delta Airlines, Dick’s Sporting Goods cut ties with the National Rifle Association). These trends bring up a number of relevant questions: Should brands take active political positions? Should they lobby? Should they give consumers power? From a consumer’s perspective, what are the consequences of such actions? This session explores a wide range of factors related to the topics of consumer agency and brands’ political actions, addressing a number of critical issues in light of these recent trends. The first paper by Weber, Hydock, Joireman, and Sprott provides evidence of firm political advocacy (FPA) as a new phenomenon, and demonstrates that FPA interacts with consumers' political orientation, and differentiates FPA from corporate social responsibility. Because little is known about how consumers respond to potentially-divisive FPA, this work provides novel perspectives on a growing phenomenon. The second paper by Vadakkepatt, Martin, and Arora investigates the role of corporate lobbying on customer satisfaction. Empirical analyses with an unbalanced panel of 164 publicly traded firms, tracked from 1998 to 2014, show that firm lobbying is significantly, negatively related to customer satisfaction. Importantly, customers need not know about a firm’s lobbying activities for it to impact customer satisfaction. However, subsequent analyses with customers shows that when they are made aware, satisfaction suffers further. The third paper by Hydock and Paharia explores the conditions under which firms should (or should not) take active political positions for issues unrelated to their business (e.g. gun control, gender and bathrooms, etc.). This work demonstrates that it depends on how many players are in the market, and whether the firm is a first mover. When there are only a few player in the market, taking a political position can hurt, but when there are many players in the market, it can help. Further, firms benefit most when they are the first mover to take a political position in a category. If they are the second mover, they should take the opposite political position. The fourth paper by Paharia looks at agency at a more micro-level, demonstrating made-to-order business models increase consumers’ interest in ethical attributes. Because consumers feel more agency in the act of production they are more likely to weigh ethical attributes more heavily. Taken together, this set of papers opens up several new avenues of research in the area of brands, politics, and agency. Each paper includes a complete set of experiments and provides process evidence that can stimulate new research

ideas and provide insights in this emerging area. Given the recent trends, and applicable questions, this session is likely to appeal to a broad set of conference attendees interested in corporate social responsibility, agency, and political action.

Immigration, Abortion, and Gay Marriage – Oh My!

TJ Weber (Cal Poly San Luis Obispo); Chris Hydock (Georgetown University, USA); Jeff Joireman (Washington State University, USA); David Sprott (Washington State University, USA)

We report a series of studies shedding light on the recent rise in FPA (vs. CSR), how consumer political orientation influences responses to FPA, and how responses to FPA and CSR differ. Further, we demonstrate that FPA has disproportionately negative effects on willingness to pay (WTP) for a firm's products.

Unintended Customer Consequences of Corporate Lobbying

Gautham Vadakkepatt (George Mason University); Kelly Martin (Colorado State University); Neeru Paharia (Georgetown University, USA); Sandeep Arora (University of Manitoba, Canada)

This research investigates the role of corporate lobbying on customer satisfaction. Empirical analyses with an unbalanced panel of 164 publicly traded firms, tracked from 1998 to 2014, show that firm lobbying is significantly, negatively related to customer satisfaction.

Market Structure and Firm Engagement in Divisive Political Issues

Chris Hydock (Georgetown University, USA); Neeru Paharia (Georgetown University, USA); Sean Blair (Georgetown University, USA)

This work demonstrates under what conditions firms should take political positions (e.g. gun control) unrelated to their business. This research finds that it depends on how many players are in the market, and whether the firm is a first mover or a second mover.

Who Gets Credit? Who Gets Blame? The Role of Agency in Ethical Production

Neeru Paharia (Georgetown University, USA)

This work finds that when consumers have “producer agency” (e.g. made on-demand), they disfavor products made with negative ethical attributes more than if they only had “consumer agency” (e.g. buying what is already in inventory). This effect is reversed when there are more positive ethical attributes (e.g. fair trade production).

3.9 Pricing with a Methodological Twist - Competitive Paper Session, *Inverness*

Session Chair: Kivilcim Dogerlioglu Demir, Sabanci University

Can't Take the Heat? Randomized Field Experiments in Household Electricity Consumption

Praveen Kumar Kopalle (Dartmouth College, USA)

This study examines results of two field experiments over a two-year period in Texas that include both pricing and informational interventions to encourage electricity conservation during peak and off-peak periods. Using data at the appliance-minute-level, interestingly, we find only the pricing treatment had a significant impact on reducing electricity consumption.

A Rational Model to Predict Consumers' Irrational Behavior

Vahid Rahmani (Rowan University)

This paper offers a model that predicts the effect of price on quality perceptions based on the likelihood that consumers process the product information accurately. The model was tested using a large real-world sample. Findings suggested that the developed model estimated the price-quality relationships in the real-world data accurately.

Individual-level Carryover-Parameters in Reference-Price Models

Ossama Elshiewy (University of Goettingen, Germany); Daniel Guhl (Humboldt-University Berlin)

In reference-price models, so-called carryover-parameters capture consumers' price memory for internal reference-price formation. Previous literature has ignored consumer heterogeneity for these parameters, while consumer research acknowledges individual differences in consumer's ability to remember prices. We propose a model with individual-level carryover-parameters in reference-price formation to capture more realistic choice behavior.

Born to Shop? A Genetic Component of Deal Proneness

Robert M Schindler (Rutgers University, USA); Vishal Lala (Pace University); Jeanette Taylor (Florida State University)

Past research has found that deal-prone consumers are likely to have one or more deal-prone parents. We report the results of a study of monozygotic and dizygotic same-gender twins which indicates that at least some of this intergenerational influence is due to genetic factors.

3.10 Size and Shape Matter - Special Session, Lalique

Session Chairs: Eunyoung Camilla Song, University of Florida, USA; Yanping Tu, University of Florida, USA

Size and shape are two basic dimensions of product design and shopping environment. Not only do they influence our perceptions and preferences of products or product assortments (e.g., Maimaran and Wheeler 2008; Raghubir and Krishna 1999), but they also change our decision processes in fundamental ways (Meyers-Levy and Zhu 2007). In this symposium, we present four papers that explore the impact of size and shape, with a focus on two specific outcomes—judgment of products and product sets (papers 1 and 2) and inferences of outcome efficacy and decision efficacy (papers 3 and 4). Paper 1 (Xiong, Ding, and Johar) asks whether the shape of a product—slim or normal—influences how luxurious the product appears. The authors propose that, because (1) consumers evaluate products in the same way as they evaluate human body shape and (2) people with higher socioeconomic status are typically slimmer, consumers perceive slim-shaped products as more luxurious than normal-shaped ones. Further, this slim-as-luxury effect is stronger among those who endorse the link between body slimness and high status more. Moving to evaluations of a set of products that jointly fulfill the same need (e.g., an oral care collection which includes toothpaste, mouthwash and dental), Paper 2 (Jia, Li, and Krishna) finds that people perceive a set of products that are placed in a circular (vs. angular) shape to be more complete, and hence perceive each component to be more important. The authors further identify (1) the distinctiveness of visual cues and (2) the degree of familiarity with component items as two boundary conditions. In the context of prosocial behavior, Paper 3 (Touré-Tillery and Fishbach) documents that when people use a larger font size to fill out a pledge form, they infer their actions will be more impactful, which further leads to a greater prosocial motivation. Importantly, this effect occurs only when the donor's primary motivation is to influence outcomes, rather than to signal that they care (i.e., focusing on outcome efficacy). Paper 4 (Song, Tu, and Touré-Tillery) investigates the consequence of feeling physically small, as a result of encountering larger-than-self stimuli in the shopping environment. The authors reason that, people carry over the belief that a small body size means less control over one's physical environment to decision making, and experience less decision efficacy when feeling physically small. To cope with this negative state, they delegate decisions (a direct resolution path) when an external decision agent appears to possess efficacy (e.g., group consensus, expert advice), but rely on themselves (a symbolic resolution path) when the agent does not possess efficacy (e.g., a random recommendation algorithm). This session contributes to the literature on how physical attributes in the marketing environment influence evaluations of products (papers 1 and 2) and inferences about one's action and decision efficacy (paper 3 and 4). It

will appeal to a wide audience interested in sensory marketing, prosocial behavior and compensatory consumption.

“Slim-As-Luxury” Effect: Product Shape as Input to Luxury Perceptions

Ji Jill Xiong (National University of Singapore, Singapore); Yu Ding (Columbia University, USA); Gita Venkataramani Johar (Columbia University, USA)

A slim body shape is commonly associated with high status. We propose a generalized “slim-as-luxury” effect for products such that consumers evaluate slim (vs. normal-shaped) products as more luxurious. Five experiments tested this effect and pin down the underlying mechanism of generalized beliefs about social status and human body shape.

“But, will you think it's important to use mouthwash?” How Visual Communication of a Set Impacts Perceived Set Completeness and Item Importance

Miaolei (Liam) Jia (University of Warwick, United Kingdom); Xiuping Li (National University of Singapore, Singapore); aradhna krishna (University of Michigan, USA)

Consumers associated circular shapes with a greater sense of completeness. Having a set of items placed in a circular (vs. angular) shape increases the perceived completeness of the set, and consequently increases the perceived importance of each component. Distinctive visual cues and item familiarity moderate the shape effect.

Changing the World, One Word at a Time: The Effect of Font Size on Prosocial Intention

Rima Touré-Tillery (Northwestern University, USA); Ayelet Fishbach (University of Chicago, USA)

Expecting to have an impact can be a powerful driver of prosocial behavior. In four studies, we find the visual effect of writing prosocial intentions (e.g., monetary pledges) in a relatively larger (vs. regular) font increases people's impact expectations, leading them to express greater prosocial intentions (e.g., larger pledge amounts).

The Unbearable Smallness of Being: How Feeling Physical Small Influences Decision Delegation

Eunyoung Camilla Song (University of Florida, USA); Yanping Tu (University of Florida, USA); Rima Touré-Tillery (Northwestern University, USA)

We show that feeling physically small lowers people's perceived decision efficacy. To cope with this “unbearable” state, people engage in either a direct resolution by relying on the external decision agents that offer decision efficacy, or, a symbolic resolution by making decisions by self to bolster the sense of efficacy.

3.11 Conducting Consumer-Relevant Research - Special Workshop

1:40 to 2:55 pm Obelisk (A)

3.12 Not Just the Sum of Its Parts: Evaluating Sets and Bundles - Special Session, Peridot

Session Chair: Uma Karmarkar, University of California San Diego, USA

We commonly find ourselves evaluating sets of options, such as when browsing retail displays, or purchasing bundled goods. Similarly, when buying gift cards, memberships, and/or vouchers, we consider the individual and joint benefits of the options that they allow us to access. Interestingly, the perceived value of such sets rarely arises from simply summing the value of their components. Instead, prior findings suggest that the value of a set of options with comparable attributes reflects the average value of the individual items (Gaeth et al. 1991; Brough and Chernev 2011; Chernev and Gal 2010). However, not

all options may contribute equally – a preferred target or item that receives initial consideration can have disproportionate influence on a set’s net value (Yadav 1994; Shenhav and Buckner 2014). Furthermore, a cohesive relationship between items can create a unique superseding value for them when considered collectively as a set (Evers, Inbar and Zeelenberg 2013.) The papers in this session examine how the value of individual options can relate to or interact with the value of a set based on inter-item relationships, set meanings and overarching decision goals. To start, Evers and Inbar consider how the values of individual items in a bundle are established in relation to each other. They find that a framing of “Option A is better than Option B” versus “Option B is worse than Option A” impacts not only the individual values of the options, but also the value of the bundle. Shaddy and Fishbach consider bundles of options that serve distinct roles such as goals (e.g., ordering a gift) and means (e.g., paying for delivery), and find that people prefer shifting costs to goals and away from means. As a result, valuation of items within these bundles can reverse depending on the item’s perceived role. Furthermore, consumers see more value in a goal item (e.g. a book), compared to a goal-means bundle (e.g., a book and delivery), meaning that they can be willing to pay more for less. Spiller and Ariely similarly demonstrate ways in which adding options to a set can decrease its perceived value. They consider evaluations for a medium for exchange such as a gift card that can be applied to specific types of goods. They find that a medium for exchange that is designated for use on a single (preferred) good can be seen as more valuable than one that can be used on the preferred good as well as other categories. Finally, Karmarkar and Shenhav examine the mechanisms involved in evaluating a set as a whole (appraisal) versus evaluating a set as a group of choice options (choice). Consistent with prior findings, they show that a set’s appraisal value correlates most significantly with the average value of its component items. This overall set value is represented in neural activity during both appraisal and choice tasks. However, choice recruits additional areas of brain activity, possibly reflecting the comparative value of options within the set. Their findings suggest separable task-dependent mechanisms underlying set vs. option evaluations.

Worse is Bad: Asymmetric Inferences on Items and Assortments From Logically Equivalent Comparisons

Yoel Inbar (University of Toronto, Canada); Ellen Evers (University of California Berkeley, USA)

When comparing products, the same relation can often be framed two different ways; A is better than B, or B is worse than A. Here we investigate how the framing of these relations affects judgments of the products in question, as well as other products in the same category/assortment.

When the Ends Do Not Justify Paying for the Means: Consumers Prefer Shifting Costs from Means to Goals

Franklin Shaddy (University of Chicago, USA); Ayelet Fishbach (University of Chicago, USA)

Consumers frequently incur costs associated with goals (e.g., ordering a gift) and costs associated with means (e.g., paying for shipping). How do goal systems affect preferences for pricing in these goal-means “bundles”? Seven studies reveal people prefer shifting costs to goals, even when it would be economically inconsequential or costly.

How Does the Perceived Value of a Medium of Exchange Depend on its Set of Possible Uses?

Stephen Spiller (University of California Los Angeles, USA); Dan Ariely (Duke University, USA)

Adding potential uses to a medium of exchange can increase its normative value but not decrease it. In a set of experiments assessing perceived value via choice and willingness to pay, we find in contrast that adding a less-preferred use reduces the perceived value of a medium of exchange.

Dissociable Mechanisms for Evaluation Involved in Appraising a Set Versus Choosing From It.

Amitai Shenhav (Brown University); Uma Karmarkar (University of California San Diego, USA)

We explore the neurobehavioral mechanisms for evaluating sets in appraisal versus choice. Appraisal value (for the set overall) is represented in a dorsal value network across both tasks, but a second network is selectively active during choice. Thus separable mechanisms exist for estimating set value, and can be engaged simultaneously.

3.13 Extraordinary Ordinality: Subtle Influences of Numerical Rankings on Consumer Behavior - Special Session, Rosetta

Session Chairs: **Mathew S. Isaac**, *Seattle University*; **Julio Sevilla**, *University of Georgia, USA*

Consumers today have access to an overwhelming amount of information about products and services. Given this, they may feel compelled to sift through endless information on the many options available in the marketplace in order to make appropriate decisions (Leclerc, Hsee and Nunes 2005). Alternatively, consumers may rely on information provided in ranked lists prepared by third parties. Rankings have become increasingly popular because they simplify decision-making by presenting comparative information to consumers in an easily digestible way. Despite consumers' frequent use of rankings and the power that ranked lists have to sway consumer choice, the literature on rankings remains sparse (for exceptions, see Isaac, Brough and Grayson 2016; Isaac and Schindler 2014; Leclerc, Hsee and Nunes 2005). In order to enhance our collective understanding of how consumers process rankings and lists, this session is devoted to the presentation of some of the latest findings in this important domain. Isaac and Jain show that rankings are so pervasive that even when consumers are merely presented with an unnumbered vertical list of items, they assume that the items have been ranked and listed in "best-to-worst" order of quality or performance. This effect is robust, as consumers infer ordinality from verticality even when they are explicitly informed that order is non-diagnostic. Rather than examining the inferences that consumers make upon encountering unranked lists, Shechter and Hardisty focus their attention on explicitly ranked lists. They explore the intensity of consumer preference for being at the top of a ranked list as well as the degree of aversion for being at the bottom of said list. The authors construct utility functions for ranked lists and find that consumers are risk seeking for first place and risk averse for last place. Additionally, they find that first-place seeking is stronger than last-place aversion. Whereas the first two papers examined the relative evaluations of different items on a list, the last two papers explore how subtle interventions can influence preference for the same ranked item. Sevilla, Isaac, and Bagchi introduce the phenomenon of format neglect in the domain of rank claims. They show that consumers evaluate equivalent rank claims using numerical [percent] formats more favorably when these involve sets of less than [more than] 100 items. This effect occurs because consumers tend to overweight the nominal value of ranking position to the detriment of format and set size information. Cai, Xie and Bagchi show that even when claims involve the same numerical format, the number of items that have been ranked has a substantial impact on consumer preference. They introduce the rank length effect, a phenomenon where the same "Number 1" item is evaluated more positively in a longer list (e.g., Top 20 list) than in a shorter one (e.g., Top 5 list). They find that this occurs due to consumers' biases when forming their mental evaluation lines. We hope that these new findings on rankings and lists spur significant interest and research ideas on this theoretically and substantially rich area of marketing communications.

Assuming Ordinality: Best-to-Worst Inferences in Vertical Lists

Mathew S. Isaac (Seattle University); SHAIENDRA PRATAP JAIN (University of Washington, USA)

This research shows that when presented with an unnumbered vertical list of items, consumers assume that these items have been ranked and listed in “best-to-worst” order of quality or performance. Across four experiments, we find that consumers infer ordinality from verticality even when explicitly informed that display order is non-diagnostic.

The Victory Effect: Is First-Place Seeking Stronger than Last-Place Aversion?

David Hardisty (University of British Columbia, Canada); Steven Shechter (University of British Columbia, Canada)

What are consumers’ intrinsic motivations to achieve different ranks in competitions? Using a combination of hypothetical and actual competitions, we map out utility functions for ranks, finding that consumers are risk seeking for first place, risk-averse to avoid last place, and that first-place seeking is stronger than last place aversion.

Format Neglect?: How Different Rank Claim Formats Influence Preference

Julio Sevilla (University of Georgia, USA); Mathew S. Isaac (Seattle University); Rajesh Bagchi (Virginia Tech, USA)

This research documents the effect of numeric format on preference for ranking position information. Through five studies we demonstrate that for rankings involving less [more] than 100 items consumers react more favorably to numerical [percent] ranking formats. This occurs due to a phenomenon we identify as “format neglect.”

The Rank Length Effect

Fengyan Cai (Shanghai Jiao Tong University); Jieru (Vivian) Xie (Virginia Tech, USA); Rajesh Bagchi (Virginia Tech, USA)

We propose a rank length effect where the same Number 1 item is evaluated more positively in a longer list (e.g., Top 20 list) than in a shorter one (e.g., Top 5 list). Results from four studies confirm this proposition and its underlying mechanism.

3.14 Consumption Identity Struggles - Competitive Paper Session, *Steuben*

Session Chair: Katie Mercurio, University of Oregon, USA

It’s About Trust: The Diffusion of Deviant Consumer Behavior

Peter Voyer (University of Windsor)

When does deviant consumer behavior become accepted as non-deviant? Addressing this, a social diffusion process is modeled, which starts with individual adoptions, builds critical mass to where the behavior once labelled as deviant, becomes mainstream, resulting in a new emergent norm.

Propositions are developed, supported by a comprehensive conceptual framework.

An Idea Opposed to Another Idea is Always the Same Idea: Reconsidering the Materialistic Aspects of Voluntary Simplicity

Mathieu Alemany Oliver (Toulouse Business School); Justyna Kramarczyk (Adam Mickiewicz University in Poznan)

Literature has tended to consider voluntary simplicity as a non- or anti-materialistic lifestyle. However, in light of Polish simplifiers’ behavior with their current possessions or toward the items that they refuse to have, it appears that voluntary simplicity is the receptacle for a negative (vs. positive) and more sustainable materialism.

A Phenomenological Examination of Internet Addiction: Insights from Entanglement Theory

Mohammadali Zolfagharian (Bowling Green State University); Atefeh Yazdanparast (University of Evansville); Reto Felix (University of Texas Rio Grande Valley, USA)

Drawing on entanglement theory and following phenomenological analysis, the present research examines how the relationship between modern consumers and Internet-enabled technology results in Internet Addiction (IA). The findings showcase the enabling and disturbing aspects of the Internet and contribute to extant research on the dark side of Internet-enabled technology.

Stigma at Every Turn: Exploring Bi+ Consumer Experiences

Abigail Jean Nappier Cherup (University of Nebraska-Lincoln); Andre F. Maciel (University of Nebraska-Lincoln)

The present project explores the consumption behavior of bi+ individuals, or those who experience attraction to more than one gender. Findings indicate that bi+ consumers look for and challenge bi+ representations in the marketplace as they experience stigma from mainstream society and the LGBTQ community.

3.15 Expressions of Consumer Culture - Videography, *Wyeth*

Panel: N. Alican Mecit, Tina M. Lowrey José Mauro Hernandez, Luana C. Moraes Moderators: Alain Decrop & Ingeborg Astrid Kleppe

Alternative Worldviews on Human – Nonhuman Relations: The Turkish Case

N. Alican Mecit (HEC Paris, France); tina m. lowrey (HEC Paris, France)

Tattoo: A Perspective Beyond Esthetics

Luana C. Moraes (Universidade de Sao Paulo); Gabriela L. Pinheiro (Universidade de Sao Paulo); Nathalia S. Arthur (Universidade de Sao Paulo); Eliani C. Flores (Universidad Catolica del Peru); Jose Mauro C. Hernandez (Centro Universitário FEI)

Presidential Address

3:15 to 4:00 pm *Trinity Ballroom*

Break - Friday Afternoon

4:00 to 4:20 pm *East Atrium*

Session 4

4:20 pm - 5:35 pm

4.1 Eating, Fast and Slow - Competitive Paper Session, *Batik (A)*

Session Chair: Shirley S. Chen, University of Alberta, Canada

This session examines the role of emotions and cognition in food consumption.

The "Healthy=Lighter" Heuristic

Nico Heuvinck (IESEG School of Management); Yi Li (Macquarie University); Mario Pandelaere (Virginia Tech, USA)

This article provides evidence for the healthy=lighter heuristic by showing that people infer healthier food to weight lighter than normal or unhealthy food. In the meantime, people also use weight as a cue to signal products' healthiness: lighter products are more likely to contain healthier ingredients compared to heavy products.

Disgusting? No, just different. Understanding consumer skepticism towards sustainable food innovations

Jan Andre Koch (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands); Jan Willem Bolderdijk (University of Groningen, The Netherlands)

Consumers reject sustainable consumption alternatives like lab-meat or insects based on disgust, arguing these are unnatural or disease carriers. Resembling standard disgust elicitors, prior research has embraced these rationales. We, however, observe that consumers find abnormal foods disgusting for being abnormal and seek reasons supporting their disgust-induced rejection post hoc.

How Awe Might Be Awesome: The Role of Awe in Consumers' Food Consumption and Perceptions of Misshapen Produce

Begum Oz (University of Massachusetts, USA); Elizabeth Miller (University of Massachusetts, USA)

In this paper, we explore the role of awe in consumers' food consumption and perceptions of misshapen produce. Our findings show that feelings of awe increases individuals' tendencies towards virtuous foods and positively influences their attitudes towards abnormally shaped produce.

Implications for reducing food waste in society are discussed.

Can Fear Be Eaten? Emotional and Behavioral Consequences of Intake of Fear-inducing Food or Drink

Jiangang Du (Nankai University); Qiuying Zheng (Beijing University of Chinese Medicine); Michael K. Hui (Chinese University of Hong Kong, China); Xiucheng Fan (Fudan University, China)

This paper examines the impacts of the intake of fear-inducing food on people's reactions to prior and future fearful experiences. Results of three experiments confirm our counterintuitive prediction that the intake of fear-inducing food can reduce fear and increase tolerance of the threat. Self-confidence is a mediator to explain such effects.

4.2 Money Matters: New Insights on the Cognition and Management of Money - Special Session, *Batik (B)*

Session Chairs: **Yanping Tu**, *University of Florida, USA*; **Charis Li**, *University of Florida, USA*

Decisions about money are among the most consequential ones for consumers, influencing not only their financial well-being, but also happiness, relationships, and other aspects of life. However, do consumers think of money in the way that is assumed by economic principles? Moreover, how can consumers achieve long-term financial success? A deeper understanding of the consumer psychology around money, and financial decision-making more broadly, can inform recommendations, and this session provides new insights. The first two papers offer new views on the cognition of money. Money is a value symbol that serves as a fungible medium of exchange (Furnham and Lewis 1986). However, consumers' cognition of money does not always align with this normative definition. For example, research on mental accounting (Thaler and Johnson 1990) challenges the fungibility aspect of money -- and the first two papers continue this pursuit. Specifically, Paper 1 proposes that consumers view money as if it is a (non-fungible) material object, rather than a fungible medium of transaction. As a result, consumers feel a lingering sense of connection to the money they previously possessed (i.e., their ex-money) after money exchange, and thus feel further connected to the outcome associated with their ex-money. The authors dub this effect the 'ex-money effect,' and explore its behavioral implications and boundary conditions. While money is often used as an objective measure of the value for objects and resources, Paper 2 investigates whether people's valuation of money itself can be subjective. Building on the literature of psychological distance, the authors propose and document that people believe the same amount of money has more purchasing power when it is perceived to be closer, and discuss its implications on the science of spending and saving. The latter two papers present new evidence on the effectiveness of different money management strategies. Paper 3 focuses on budgeting and argues that, although budgeting mitigates overspending in the current period, it (1) makes spending less enjoyable and (2) gives people license, both resulting in an increase in

spending in the next period. Across three field experiments and one longitudinal dataset, the authors demonstrate that the impact of budgeting on long-term financial success is limited. Finally, although saving for retirement is usually deemed as a personal financial activity, through a large-scale field experiment, Paper 4 identifies that securing one's family's financial future might be more motivating in making people save for retirement. Compared to more typical individualistic appeals, a family appeal exerted a long-term effect (6 months after the prompt) and was most effective for a middle-aged group. Through multiple angles and various scopes, the four papers in this session offer new insights on the interrelated cognition (papers 1 and 2) and management (papers 3 and 4) of money that together influence consumers' financial well-being. This session will appeal to a wide audience interested in financial decision-making, judgment and decision making, and transformative consumer researchers who aim to impact societal well-being and public policy.

The Ex-Money Effect: When and Why People Feel Connected to Outcomes that Involve Money They Previously Had

Charis Li (University of Florida, USA); Yanping Tu (University of Florida, USA)

We document the ex-money effect that people feel connected to outcomes that involve money they previously had (their "ex-money"), and suggest this counter-normative effect stems from people conceptualizing money as a non-fungible material good. We document its boundary condition and discuss using it as a low-friction, minimalistic nudge.

Di\$tañce

Evan Polman (University of Wisconsin - Madison, USA); Sam J. Maglio (University of Toronto Scarborough)

Although consumers often spend money, one of the most widely used and supported theories in consumer-social psychology – psychological distance – has not been brought to bear on how consumers assess money. In three studies, we find that people believe money goes farther (has more purchasing power) when it is psychologically closer.

Personal Budgeting: Does It Work?

Christina Kan (Texas A&M University, USA); Philip M. Fernbach (University of Colorado, USA); John Lynch (University of Colorado, USA)

Although budgeting is commonly recommended and many people do keep a budget, little systematic evidence exists on whether budgeting actually helps people achieve their financial goals over the long term. Across three field experiments and one longitudinal dataset, we explore how budgeting impacts spending decisions, spending enjoyment, and goal achievement.

Can Making Family Salient Improve Retirement Contributions? Evidence from Field Experiments in Mexico

Avni Shah (University of Toronto, Canada); Matthew Osborne (University of Toronto, Canada); Jaclyn Lefkowitz (IDEAS42); Andrew Fertig (IDEAS42); Dilip Soman (University of Toronto, Canada); Nina Mazar (Boston University, USA)

We use a large field experiment in Mexico (N=97,149) to document that frames centered on securing the future of one's family improve the likelihood of retirement contributions, even over and above other commonly effective nudges (loss/gain frame, fresh start, and pennies-a-day) over the short-term and long-term (six-months post-intervention).

4.3 Giving Seconds and Cents: The Psychological Consequences of Time and Money on Prosocial Behavior and Consumer Well-Being - Special Session, *Cardinal (A)*

Session Chairs: **John P. Costello**, *Ohio State University, USA*; **Grant E. Donnelly**, *Harvard Business School, USA*

Time and money are two of life's most precious resources. Despite the ubiquity and importance of these resources, many essential questions about time and money are just coming under the lens of consumer research. This symposium will present cutting-edge research on the psychological consequences of time and money, with an emphasis on how these consequences influence prosocial behaviors and consumer well-being. These papers address the question of how understanding the psychology of these resources can be leveraged to improve outcomes in charitable giving and consumer well-being. First, Costello and Malkoc introduce an unexamined difference between time and money: inseparability of the self from consumption. Across 6 studies, they demonstrate that this difference presents itself when time/money is given (e.g., helping/donating) and shows the implications of this asymmetry on perceived control and subsequently on donation behavior. This asymmetry has important implications—consumers can use donations of time as a way to restore control and their findings provide an understanding of why consumers might make non-traditional donations (e.g., goods). Our second paper will present work that demonstrates how time can be used to leverage monetary donations. Powell and colleagues study the impact of introducing a time delay to donation pledges. They find that when consumers are asked to make a pledge to donate in the future, the donation amount is higher than immediate pledges. Interestingly, this time delay does not have an effect on the proportion of consumers who are willing to donate. Ironically, when asked to choose timing of donation, participants prefer the immediate option. The authors examine the roots of this paradox. While our first two papers discuss how time can be harnessed to increase charitable giving, our next paper focuses on how the emotional experience of time spent volunteering is affected by quantifying the value of time in terms of money. Using data from the American Time Use Survey, DeVoe examines how hourly workers—who have a salient heuristic for the monetary value of their time—enjoy engaging in uncompensated volunteer activities when the opportunities costs of their time are especially high; whereas, non-hourly workers enjoy the activities regardless of the opportunity costs. Rounding out the symposium, Donnelly and colleagues evaluate a common challenge consumers face—how to best communicate their time/money constraints when requested of these resources. Across 4 studies, they find that communicating a money constraint can increase trustworthiness and interpersonal connection because money is seen as outside of one's control. This is not the case for time constraints, where time scarcity is not associated with trustworthiness. Importantly, consumers who communicate time scarcity do not predict the asymmetry in how their message will be received. Together, these papers identify important and previously unexamined asymmetries in giving time and money (Papers 1 & 4), uncover paradoxes in donation behaviors (Paper 2), and examine when consumers enjoy giving (Paper 3) and how to communicate scarcity in resources when they cannot donate (Paper 4). Combined, these papers present a cohesive view of how, why, and when people give their time/money.

Differences in Giving Time and Money: How Inseparability from the Self in Consumption Leads to Control Asymmetry

John P. Costello (Ohio State University, USA); Selin A. Malkoc (Ohio State University, USA)

We introduce the inseparability of the self from consumption as a previously unexamined time/money difference. We demonstrate the implications of this asymmetry on perceived control and subsequently on donation behavior. Consumers donate resources they perceive having control over and use donations of time to compensate for lack of control.

Donate Today or Give Tomorrow? Adding a Time Delay Increases Donation Amount but not Willingness to Donate

Emily Powell (New York University, USA); Minah Jung (New York University, USA); Joachim Vosgerau (Bocconi University, Italy); Eyal Pe'er (Bar-Ilan University)

We show, in four studies ($N > 3,000$), how and why adding a delay period between pledging to donate and paying for a donation can increase the amounts of money donated, but, contrary to previous

studies, why it does not impact the share of people willing to donate.

- **When Does Being Paid an Hourly Wage Make it Difficult to Be a Happy Volunteer?**
Sanford E. DeVoe (University of California Los Angeles, USA); Jieun Pai (University of California Los Angeles, USA)

We examine how thinking about time in terms of money can interrupt the hedonic experience of engaging in volunteer work. Using the day reconstruction method, we find that a salient heuristic for the opportunity costs of time diminishes the experience of happiness only when opportunity costs of time are high.

Communicating Limited Financial Resources Increases Perceived Trustworthiness and Interpersonal Connection

Grant E. Donnelly (Harvard Business School, USA); Anne Wilson (Harvard Business School, USA); Ashley V. Whillans (Harvard Business School, USA); Michael Norton (Harvard Business School, USA)

Consumers are frequently constrained with the amount of time and money they can give to others and to charity. How should consumers communicate these constraints to others? Communicating money constraints (vs. time) increases trust and interpersonal connection because money (and not time) is seen as outside of one's personal control.

4.4 When Consumers are Grateful for Your Efforts: Determinants and Consequences - Competitive Paper Session, Cardinal (B)

Session Chair: Belinda Barton, University of Technology Sydney

Promoting Pi Day: Consumer Inferences about Special Day-Themed Promotions

Daniel M. Zane (University of Miami, USA); Kelly Haws (Vanderbilt University, USA); Rebecca Walker Reczek (Ohio State University, USA)

Firms increasingly offer promotions around "special days" (e.g., 31.4% off for Pi Day on March 14th). In field and lab studies, we demonstrate that when consumers infer marketers to be creative for offering special day promotions, this inference results in more positive evaluations of the promotion and increased purchase intentions.

Small but Sincere: The Impact of Firm Size and Gratitude on the Effectiveness of Cause-Marketing Campaigns

Eline L.E. De Vries (University Carlos III Madrid); Lola C. Duque (University Carlos III Madrid)

We show the impact of firm size on Cause-Marketing (CM) effectiveness and the importance of gratitude that consumers feel for providing the donation opportunity. Smaller firms enjoy higher sincerity perceptions as they are perceived as doing more effort. This induces stronger gratitude and consumer intentions to buy the CM-promoted product.

Thanks for Nothing: Expressing Gratitude Invites Exploitation by Competitors

Kelly Kiyeeon Lee (Georgetown University, USA); Jeremy A. Yip (Georgetown University, USA); Cindy Chan (University of Toronto, Canada); Alison Wood Brooks (Harvard Business School, USA)

Previous research has revealed that gratitude motivates prosocial decisions. However, expressing gratitude in economic exchanges may operate differently. Across four studies, we find that expressing gratitude invites selfish behavior by competitors compared to expressing neutral emotion, because competitors infer grateful counterparts to be particularly forgiving.

When Zero Prices Backfire: A Dual-Process Model for Understanding Consumers'

Reactions to Zero Prices

Fengyan Cai (Shanghai Jiao Tong University); Xiaomeng Fan (Northwestern University, USA); Galen V. Bodenhausen (Northwestern University, USA)

We propose a dual-process model for understanding consumers' reactions to zero prices. This model explains when and why a zero price has either a positive or a negative effect on consumer demand.

Results of a lab study and a natural experiment in the field supported our hypotheses.

4.5 Can You Trust Yourself? Self-Deception Through Self-Signaling - Special Session, *Dardanelles*

“The greatest deception men suffer is from their own opinions.” – Leonardo da Vinci Ongoing reports of “fake news” make us question if we can trust the information we receive from news outlets and social media. Yet, an even more worrisome question is, can we trust ourselves? This symposium investigates various ways in which people deceive themselves to maintain a positive self-concept. People often use their choices to signal information about themselves to others (Berger and Heath 2007, Escalas and Bettman 2005). Self-signaling research shows people also use their choices to signal information to themselves about desired traits and values (Gneezy et al. 2012, Savary et al. 2015, Touré-Tillery and Fishbach 2012; 2015). For example, a person might be more willing to donate to charity when doing so will make her feel “generous,” or to choose a piece of fruit (vs. candy) when doing so will make her feel “health-conscious.” People tend to cheat at tasks when they won’t have to label themselves as “dishonest” (Bryan, Adams, and Monin 2013), but toe the line when cheating would force them to question their integrity (Mazar, Amir and Ariely 2008). However, the diagnostic signal of these choices is arguably merely an illusion: it does not change the objective outcome of the action. Donating \$2 will help others irrespective of how generous the donor feels, and fruit is healthy, whether the choice context encourages a self-attribution of “health-consciousness” or not. Cheating is dishonest, whether the cheat sees herself as dishonest or not. Thus, it seems consumers are readily able to deceive themselves into believing the signal from these strategic behaviors, which in turn influences their choices. The first two papers in this session explore how consumers deceive themselves by strategically engaging in positive moral behaviors. Paper #1 finds that consumers donate more when the context allows them to label their action as genuine altruism, which, surprisingly occurs when the donation choice is private. Paper #2 indicates that when consumers mentally represent their self-concept as high (vs. low) in overlap, they tend to see their actions as more self-diagnostic, and hence behave more morally. However, as Paper #3 shows, consumers can also deceive themselves by engaging in unethical behaviors, using dishonest means to augment the self-concept. Finally, Paper #4 takes a step back to look at an often overlooked, but critical prerequisite of self-deception through self-signaling: a developed self-schema. Together these papers explore the provocative possibility that we cannot always trust information, even when that information is a self-signal derived from our own actions. Across papers, we will discuss how consumers often ignore, or perhaps even sacrifice desired outcomes to maximize preferred self-attributions. In addition, these papers identify a range of strategies consumers use, either consciously or not, to allow themselves to make choices inconsistent with their long-term goals. As consumer researchers cast a wide net to investigate when to trust and when to doubt, this session provides a novel perspective on deception, specifically, when the source of deception of information comes from within ourselves.

Unobserved Altruism: How Social- And Self-Signaling Motivations Shape

Willingness to Donate

Jennifer Savary (University of Arizona, USA); Kelly Goldsmith (Vanderbilt University, USA)

Although public recognition is usually thought to increase donations, we show that an audience sometimes suppresses giving. This occurs because consumers prefer to give when they can interpret

their choice as a genuine signal of altruism. However, when reputational benefits of giving are salient, that self-signal is diluted, and donation likelihood decreases.

No Self to Spare: How the Cognitive Structure of the Self Influences Moral Behavior
Rima Touré-Tillery (Northwestern University, USA); Alysson Light (University of the Sciences)

Self-overlap describes the extent to which people perceive their various self-aspects as interconnected, such that they think of themselves similarly across self-aspects. Four studies shows people high (vs low) in self-overlap are more likely to behave ethically because they tend to see their actions as diagnostic of their overall self-concept.

Cheating Your Self: Diagnostic Self-Deceptive Cheating for Intrinsic Rewards

Sara Loughran Dommer (Georgia Tech, USA); Nicole Marie Coleman (University of Pittsburgh, USA)

It often pays to cheat and previous research has examined cheating for extrinsic incentives (e.g., more money). Cheating for intrinsic incentives (e.g., feeling smarter), however, has not yet been examined. We find that when only intrinsic incentives are present, individuals cheat, engage in diagnostic self-deception, and subsequently enhance their self-perceptions.

How the Unconstructed Identity Relieves Consumers of Identity-Relevant Consumption

Tracy Rank-Christman (University of Wisconsin - Milwaukee, USA); Lauren Poupis (Iona College)

When a consumer's identity is salient, research shows that they consume consistently with their self-concept. In this work, we explore how the use of unconstructed identities, or identities that do not contain a self-schema in the mind of the consumer, results in less consistent identity-relevant behavior.

4.6 Consumers' Reactions to Threats from Brands and the World-At-Large -

Competitive Paper Session, *Edelweiss*

Deprivation of Control and the Phonetic Appeal of Brand Names

Jamel Khenfer (Zayed University); Caroline Cuny (Grenoble Ecole de Management)

Throughout three experiments, this research shows that control deprivation can drive choices solely based on brand names because of people's attraction toward plosive sounds when their sense of control is threatened.

"I Desire A Brand When I See How They are Different from Me": Differential Effects of Blatant and Subtle Brand Rejection

Jun Yan (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada); Americus Reed (University of Pennsylvania, USA)

Three studies revealed an interacting effect of brand rejection and perceived attainability on consumers' brand desire. Specifically, subtle (vs. blatant) brand rejection creates more brand desire when consumers perceive the rejecting brand is attainable, and this positive effect diminishes when it is perceived to be unattainable.

I'm Scared, Want to Listen? Fear's Influence on Self-Disclosure

Anupama Mukund Bharadwaj (University of Washington, USA); Lea Dunn (University of Washington, USA); Joey Hoegg (University of British Columbia, Canada)

We examine fear's influence on self-disclosure = a behavior linked to trust. People who experience a frightening event alone are more likely to self-disclose, even when the act is risky, and have greater commitment to being open and honest in future settings. We posit affiliation as the mediator.

Doing Worse by Doing Good: How Corporate Social Responsibility makes Products Less Dangerous

Linda Lemarié (University of Neuchâtel); Florent Girardin (University of Neuchâtel)

We show that the charitable activities of controversial companies (i.e. companies selling product potentially dangerous to health or the environment) can create a benevolent halo that leads consumers to classify products as less dangerous and reduces the effectiveness of hazard warnings.

4.7 Consumption as a Pathway to Love and Trust in Close Relationships - Special Session, *Fleur De Lis (A)*

Session Chairs: Ximena Garcia-Rada, Harvard Business School, USA; Ashley V. Whillans, Harvard Business School, USA

Close relationships with romantic partners, family, and friends are central to happiness: previous research has documented a robust link between having close, secure, and supportive relationships and happiness in life (Lyubomirsky, Tkach, and DiMatteo 2006). Similarly, close relationships influence daily consumption decisions—given that we are often making decisions with the people that we love and care about in mind (Cavanaugh 2016). This session contributes to our understanding of the critical question of how consumers engage with products and experiences to foster love and trust in their relationships with spouses and families (Gorlin and Dhar 2012; Simpson, Griskevicius, and Rothman 2012). Specifically, the papers in this session discuss four consumption behaviors that impact close others: caregiving (Garcia-Rada, Steffel, Williams, and Norton), gift-giving (Vu, Olson, Paolacci, and Rick), acquiring time-saving purchases (Whillans, Pow, and Norton), and managing shared finances (Gladstone, Garbinsky, Nikolova, and Olson). The first paper focuses on how consumers feel when they use products and technologies that simplify their caregiving tasks. Garcia-Rada, Steffel, Williams, and Norton show that consumers feel less dedicated and guiltier when they use products and technologies that simplify tasks like caring for their sick spouse or child because they feel they are taking the “easy way out” rather than being good spouses or parents. The second paper focuses on gift-giving within married couples. Vu, Olson, Paolacci, and Rick examine how individuals react when they receive a lavish gift from a partner who is otherwise a frequent source of financial distress. Specifically, they find that spendthrifts are most satisfied when receiving a lavish gift from a tightwad spouse, and tightwads are most satisfied when receiving a lavish gift from a spendthrift spouse. The third paper studies how time-saving purchases (e.g., hiring a housecleaner) can impact relationship quality within married couples. Whillans, Pow, and Norton show that buying time promotes relationship satisfaction because these purchases protect couples from the negative impact of relationship stress, and enable couples to spend more quality time together. Finally, the fourth paper examines financial infidelity in the context of romantic relationships. Gladstone, Garbinsky, Nikolova, and Olson further understanding of situations in which partners are dishonest about financial decisions. In this paper, Gladstone and colleagues develop a scale to measure consumers’ propensity to engage in financial infidelity. Understanding how consumers make decisions for their loved ones is essential to discovering how to help individuals have better relationships and lead happier lives. This session sheds new light on how consumers use products and experiences to foster and maintain close relationships. All four projects are working papers with at least two studies completed and involve different methodologies (e.g., scale construction, experiments, large-scale surveys) and populations (approximately 9,000 subjects, including college students and working adults). Given the widespread applicability of the issues discussed, we expect this session to attract researchers interested in close relationships, gift-giving, experiential consumption, and financial decision-making. Finally, we hope that these diverse approaches to studying consumer behavior in the context of close relationships will generate a fruitful discussion.

A Preference for Effort When Caring for Close Others

Ximena Garcia-Rada (Harvard Business School, USA); Mary Steffel (Northeastern University, USA); Elanor Williams (Indiana University, USA); Michael Norton (Harvard Business School, USA)

Consumers prefer effortful options when caring for close others and feel less dedicated and guiltier when they use products that simplify caregiving. This relationship is mediated by symbolic meaning: choosing easier caregiving makes consumers feel that they are doing a worse job of signaling that they care about the recipient.

Lavish Gifts are Most Satisfying When Given by Your Financial Opposite

Tiffany Vu (University of Michigan, USA); Jenny Olson (Indiana University, USA); Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands); Scott Rick (University of Michigan, USA)

Tightwads and spendthrifts tend to marry one another and then fight over money. Lavish gifts may help heal some of these psychological wounds. Spendthrifts are most satisfied when receiving a lavish gift from a tightwad spouse, and tightwads are most satisfied when receiving a lavish gift from a spendthrift spouse.

Time-Saving Purchases Promote Relationship Satisfaction

Ashley V. Whillans (Harvard Business School, USA); Jessica Pow (University of British Columbia, Canada); Michael Norton (Harvard Business School, USA)

Time-saving purchases can promote relationship satisfaction. In seven studies (N=3,206), couples who made time-saving purchases together—like hiring a housecleaner—reported greater overall relationship satisfaction. These benefits emerged because time-saving purchases protected couples from stress and enabled couples to spend more quality time together.

Love, Lies, and Money: Financial Infidelity within Romantic Couples

Joe Gladstone (University College London); Emily Garbinsky (University of Notre Dame, USA); Hristina Nikolova (Boston College, USA); Jenny Olson (Indiana University, USA)

We investigate financial infidelity within romantic relationships. We develop a scale to measure consumers' propensity to engage in financial infidelity and demonstrate the scale is both distinct from related measures, and predicts real financial infidelity above and beyond other measures, including dishonesty and romantic infidelity.

4.8 Vulnerable Groups and Stigma in the Consumption Sphere - Special Session, *Fleur De Lis (B)*

Session Chair: Helen van der Sluis, Arizona State University, USA

Recently, people have increasingly focused on obstacles faced by vulnerable populations, or those most potentially susceptible to harm or neglect (Aday 1994), including children and those facing mental or physical maladies. Vulnerable individuals may have limited influence on or barriers to making their own health and life decisions, face stereotyped person perception, and even be described in an exclusionary way (Corrigan 2004; Fiske et al. 2002; Dunn and Andrews 2014). Such stigma shapes the consumption experiences of vulnerable individuals, those making decisions for them, and those who stigmatize them. However, despite the importance of and the call for consumer research on such topics (Mick 2006), many questions remain about the factors and consumption implications associated with vulnerable consumer groups. This session provides new, vital perspectives on this area. Four papers explore important issues for vulnerable consumers: vaccination decisions for children, health messaging for individuals living with mental health issues, consumer inferences of the physically disabled, and implications of identity label use for stigmatized groups generally. The first three focus on unique vulnerable groups while the last unites

this work by examining broad implications associated with vulnerable, stigmatized groups. First, Sherman and colleagues examine a crucial consumption choice (vaccination) within a vulnerable group whose decisions are often made by others: children. In two studies conducted in collaboration with Children’s Hospital of Philadelphia, they show that, due to anticipated moral culpability, parents with strong omission bias respond negatively to physician vaccine policy, which in turn negatively impacts pediatrician trust and vaccination intent. Second, Achar and Agrawal then shift to examine vulnerable individuals living with mental health issues. They show that health messages emphasizing some aspects of mental health stigma (i.e., perceptions that someone with mental health issues is not “normal”) are more effective than those that do not address the stigma. The responsiveness to accentuating aspects of stigma is moderated by the nature of individuals’ moral beliefs. Third, van der Sluis, Samper, and Kristofferson examine another vulnerable population, those with physical disabilities, and find that people perceive those with physical disabilities as having elevated moral character and that these inferences can have downstream persuasion consequences in retail settings. Finally, Uduchi and Reed conclude by exploring more broadly how vulnerable, oft-stigmatized groups are described by others. They unpack language about people in stigmatized groups, identifying for the first time important inferences (i.e., controllability, willingness to change) associated with using person-first (i.e., person with obesity) versus identity-first (i.e., obese person) labeling. Together, these papers shed light on understudied, vulnerable consumer populations, and connect them to a variety of consumer behaviors. As protections previously afforded to vulnerable groups are loosened in our “post trust” world, consumers no longer trust that social or government institutions will ensure the safety and well-being of vulnerable individuals. This collection contemplates the issues facing vulnerable populations as well as interventions that may benefit these groups. We expect this session to have a broad appeal to scholars interested in socially relevant research, morality, identity, stigma, and the connections between them.

When Taking Action Means Accepting Responsibility: Omission Bias Predicts Reluctance to Vaccinate Due to Greater Anticipated Culpability for Negative Side Effects

Gary Sherman (Stony Brook University); Stacey R Finkelstein (Stony Brook University); Beth Vallen (Vilanova University, USA); Paul M Connell (Stony Brook University); Kristen Feemster (Vaccine Education Center at Children’s Hospital of Philadelphia and University of Pennsylvania, Perelman School of Medicine, USA)
This research implicates individual differences in omission bias as a driver of decreased vaccine intentions and provider trust resulting from a heightened anticipation of moral culpability for action versus inaction. The findings highlight a novel source of patient vulnerability—concerns about the potential moral culpability that comes with taking action.

When Stigma Does Good: Accentuating Certain Aspects of Stigma Enhances Effectiveness of Mental Health Messages

Chethana Achar (University of Washington, USA); Nidhi Agrawal (University of Washington, USA)

This research examines mental health stigma and identifies how and when this stigma can be undermined to improve the effectiveness of health messaging. Three experiments demonstrate that accentuating the norm-deviating (vs. harm-causing vs. control) aspect of mental health stigma enhances health behaviors among individuals with rights (vs. duty)-based moral beliefs.

Perceptions of Disability in the Marketplace: Moral Character Inferences and Persuasion

Helen van der Sluis (Arizona State University, USA); Adriana Samper (Arizona State University, USA); Kirk Kristofferson (Ivey Business School)

Although marketers and policy makers increasingly focus on the inclusion of individuals with disabilities, little research has addressed how physical disabilities may shape inferences within a consumption context. We demonstrate that consumers attribute heightened moral character to people with physical disabilities and show the downstream impact on persuasion knowledge.

When People Stop Being Nice and Start Getting “Real”: Use of Identity Labels for Stigmatized Groups

Esther Uduehi (University of Pennsylvania, USA); Americus Reed (University of Pennsylvania, USA)

Regulatory agencies suggest recommendations for referencing stigmatized groups. This is the first study systematically exploring these language choices describing stigmatized populations. We find placing a person first in descriptions is perceived as more acceptable in addressing stigmatized groups, but how people actually address stigmatized groups varies based on various factors.

4.9 Price versus Value: New Insights on Consumer Willingness-to-Pay - Special Session, Inverness

Session Chair: Sharlene He, Concordia University, Canada

Understanding consumers' valuation of goods and services is an integral part of marketing and pricing strategy. It is therefore critical for researchers and practitioners to gain insight into how value is constructed and what contextual factors affect its construction. The four papers in this session offer new perspectives on this topic: they examine novel contextual influences on consumers' valuation of goods and present a new contextualized methodology to measure willingness-to-pay (WTP). Together, these papers offer convergent support that comparative processes underlie how consumers construct value. The first two papers examine how marketers can influence context with different strategies to elicit WTP and to present prices. Thomas and Kyung assess two methods that online firms commonly use to elicit WTP from consumers: textboxes versus slider scales. The authors find response format is an important contextual factor that affects WTP—slider scales systematically elicit more extreme WTP responses. This phenomenon is due to consumers' representation of magnitudes on a mental number line. A slider scale makes both endpoints of the line salient, which influences accessible comparisons and thus consumers' judgment of magnitude. Allard, Hardisty, and Griffin examine the impact of two different pricing strategies for premium options: additional price framing (e.g., “for \$20 more”) and inclusive price framing (e.g., “for \$60 total”). The authors find that such contextual framing alters choice—additional price framing significantly increases the choice share of the premium option, implying a shift in consumers' valuation. The additional price framing strategy focuses consumers' attention on the price difference compared to the standard option, which increases the perceived value of the premium option. The third paper turns to examine failure of a transaction as a contextual influence on consumers' WTP. Specifically, Ksendzova, Morewedge, and Ariely show that, when consumers fail to acquire a product, their WTP for the product increases substantially. The authors demonstrate that WTP increases only for the same product and not for other products and suggest that, in hindsight, consumers reconsider and update their valuation of the good. The first three papers suggest that consumers' valuation is highly constructive in nature. The fourth paper in this session (He, Anderson, and Rucker) formalizes a conceptualization of WTP as a metric constructed based on the consumer, comparison, and context. This work introduces a new methodology to measure WTP that captures these factors. In accounting for comparisons underlying the construction of WTP, this methodology can specify two pathways, direct and indirect, through which contextual factors affect valuation. Collectively, these papers advance the field's conceptual understanding of how consumers construct value and offer practical insights for pricing. They also highlight the importance of comparative processes in value construction and introduce a new methodological approach. This session is expected to generate significant interest among researchers investigating WTP, pricing, and related areas.

Visualizing Price Magnitude: How Slider Scales Change Willingness-to-Pay

Manoj Thomas (Cornell University, USA); Ellie Kyung (Dartmouth College, USA)

Although organizations use textboxes and slider scales interchangeably to elicit consumers' willingness-to-pay, seven experiments demonstrate that slider scales elicit more extreme responses than textboxes. This effect is due to recalibration of the mental number line with respect to one anchor (textbox) versus two (slider scale) depending on response format.

Only "\$20 More": Additional Price Framing Increases the Choice of Upgraded Products and Services

Thomas Allard (Nanyang Technological University, Singapore); David Hardisty (University of British Columbia, Canada); Dale Griffin (University of British Columbia, Canada)

We show that upgraded products are more popular when presented using Additional Price Framing ("for \$20 more") rather than Inclusive Framing ("for \$60 total"), because people focus on the smaller price value when judging expensiveness. This effect is restricted to pricing contexts and is robust to several variations.

Hindsight Value: Failed Transactions Inform Willingness to Pay

Masha Ksendzova (Boston University, USA); Carey K. Morewedge (Boston University, USA); Dan Ariely (Duke University, USA)

We find that transaction failures inform consumers' valuation of goods. Buyers recognize the surplus utility of goods in hindsight: initial failure to acquire a good increases their subsequent WTP for it. Further, as failure to sell decreases owners' WTA, hindsight valuation bridges the WTP-WTA gap and allows for successful exchanges.

Willingness to Pay: A Contextualized Method of Valuation

Sharlene He (Concordia University, Canada); Eric T. Anderson (Northwestern University, USA); Derek Rucker (Northwestern University, USA)

Despite its practical importance, the WTP metric is surprisingly impoverished in its conceptualization and measurement. In this paper, we clarify that consumers' WTP is best understood as a distributional concept that varies among contexts, comparisons and consumers. We introduce a new methodology to measure WTP: the Contextualized Method of Valuation.

4.10 Relationship Between Visual Perception and Consumer Behavior: Identifying Effects of Visual Stimulus Characteristics on Product Evaluations - Special Session, Lalique

Session Chairs: Gunes Biliciler-Unal, University of Texas at Austin, USA; Raj Raghunathan, University of Texas at Austin, USA; Adrian Ward, University of Texas at Austin, USA

The world is witnessing an unprecedented explosion of visual images (Kane and Pear 2016). This rising importance of visuals in daily life and their heightened use for marketing purposes necessitates further research into how various characteristics of visual stimuli influence consumer behavior. The literature on visual perception has steadily grown over the last two decades; however, many links between visual perception, cognition, and consumer behavior remain to be explored (Krishna 2012). Thus, the goal of this session is to both explore characteristics of visual stimuli that influence consumer behavior and construct a conceptual framework to understand developments in this area of the field. The four papers in this session examine how visual stimulus characteristics, including presence of visuals showing the intermediate steps in advertisements promising change, level of disorder (entropy) in visual content, and gaze direction of an ad model, impact evaluations of associated products. Specifically, in the context of

advertisements promising change, Cian, Krishna and Longoni examine the effect of including visuals of the intermediate steps between visuals of the before and after states (e.g., a person at the beginning and at the end of a weight loss program). The authors propose that including these intermediate steps facilitates mental imagery of the change process. Results demonstrate that presence of intermediate steps increases ad credibility and leads to more favorable attitudes toward the product. Biliciler-Unal, Raghunathan and Ward study how the level of disorder (entropy) in visuals affects temporal focus (i.e., whether consumers think of the past or the future) and thereby, product evaluations. They show that visuals with high levels of disorder (e.g., a crumbled cookie) make consumers focus on the past, while those with low levels of disorder (e.g., a full cookie) make them focus on the future. Therefore, consumers evaluate past (vs. future) related products more positively when presented with a high (low) entropy visual. To and Patrick research the visual characteristic of gaze direction, hypothesizing that when an ad's model has an averted, versus direct, gaze, consumers feel as if they are part of the narrative in the ad. As such, averted gazes enhance narrative transportation, which in return boosts self-brand connection. Finally, Sample, Hagtvedt, and Brasel develop a conceptual model for understanding consumer visual perception. Their synthesized framework indicates three primary constructs to visual perceptual research: visual processing, visual stimulus dimensions and holistic visual perception. This model combined with a synthesis of extant literature identifies considerable opportunities for future research in this realm. In sum, the papers in this session (all in advanced stages): (1) examine the impact of several characteristics of visual stimuli—presence of intermediate steps (Cian, Krishna and Longoni), level of disorderliness (entropy) (Biliciler-Unal, Raghunathan and Ward), and gaze direction (To and Patrick)—on product evaluations, and (2) suggest a framework for synthesizing the visual perception literature (Sample, Hagtvedt and Brasel). Overall, the session offers important theoretical insights in understanding how visuals affect consumer behavior—a topic that is likely to be of substantial interest to a broad audience at ACR.

Communicating a Promise of Change: Visual Steps Enhance Process Imagery

Luca Cian (University of Virginia, USA); aradhna krishna (University of Michigan, USA); Chiara Longoni (Boston University, USA)

Advertisements (ads) promising change typically employ visuals of the starting (“before”) and ending (“after”) point of the promised change. We show that progression ads, which include intermediate steps in addition to starting and ending points, are more persuasive than before-after ads across multiple consumer domains.

A Simple Step to Go Beyond Present: How Visual Entropy Cues Influence Temporal Focus and Consumer Behavior

Gunes Biliciler-Unal (University of Texas at Austin, USA); Raj Raghunathan (University of Texas at Austin, USA); Adrian Ward (University of Texas at Austin, USA)

In the present research we explore how the degree of disorder (entropy) in visuals can influence customers' both temporal focus and product evaluations. Across seven studies, we found that high (low) entropy visuals make people focus on past (future), and thereby, elicit more positive evaluations for past (future) related products.

How Eyes Pull on the Heartstrings: Averted Eye Gaze Enhances Narrative Transportation and Self-Brand Connection

Ngoc To (University of Houston, USA); Vanessa Patrick (University of Houston, USA)

This research investigates the influence of ad model's gaze direction (direct vs. averted) on consumer self-brand connection. With three studies, we demonstrate (1)that averted (vs. direct) gaze enhances narrative transportation, (2)this drives self-brand connection, and (3)the visual effect hypothesized is moderated by the rational (vs. emotional) appeal of the advertisement.

Visual Perceptual Research in Marketing

Kevin L. Sample (University of Georgia, USA); Henrik Hagtvedt (Boston College, USA); S. Adam Brasel (Boston College, USA)

Marketing research lacks a synthesized framework for studying visual perception, as findings are scattered across multiple domains. A conceptual framework for understanding consumer visual perception is proposed, linking visual processing, visual stimulus dimensions, and holistic visual perception. Additionally, by integrating findings from visual perceptual psychology, future research opportunities are identified.

4.11 Trust in the Age of Digital Revolution - Conference Trust Theme Forum, *Obelisk (A)*

Session Chairs: Szu-chi Huang, Stanford University, USA; Fangyuan Chen, Hong Kong Polytechnic University

Digital revolution, such as the development of AI and IoT, is shaping human lives and organizations at all scales, from the needs of consumers to economic transformations to the philosophical basis of being human. This forum will discuss emerging findings, methodological challenges, and future directions on consumers' trust in technology.

Participants: Berkeley Jay Dietvorst, University of Chicago, USA; Derek Rucker, Northwestern University, USA; Chiara Longoni, Boston University, USA; Carey K. Morewedge, Boston University, USA; Noah Castelo, Columbia University, USA; Seo Young Kim, Columbia University, USA; Jennifer Logg, Harvard Business School, USA; Ziv Carmon, INSEAD, Singapore; Donna Hoffman, George Washington University, USA; Thomas Novak, George Washington University, USA; Gerald J. Gorn, Hong Kong Polytechnic University; meng zhu, Johns Hopkins University

4.12 Context Matters! New Perspectives on Attitude Functions - Special Session, *Peridot*

Session Chair: Aaron Jeffrey Barnes, University of Illinois at Urbana-Champaign, USA

Decades of research suggests that attitudes serve important functions for consumers. However, much of past work has examined attitude functions in contexts where external factors (e.g., norms) play a minimal role. How do attitude functions change when different external factors are more directly considered? In this session, four papers demonstrate novel ways in which the context matters when determining the functional value of attitudes. The first two papers explore how situational relevance (Paper 1) and goals that involve the risk of rejection (Paper 2) alter the function of attitude ambivalence. The last two papers investigate the roles of embodied states (Paper 3) and norm focus (Paper 4) affect the functions of attitude strength and accessibility, respectively. Paper #1 explores the mental storage structure and retrieval of ambivalent product beliefs. Earlier work has demonstrated that the simultaneous accessibility of both positive and negative product beliefs often generates the experience of ambivalence and the associated discomfort. Yet, a series of studies show that, although positive and negative product information are stored together, situational relevance reduces the importance of non-applicable conflicting thoughts. Hence, the consumption context can moderate feelings of ambivalence and the associated discomfort toward an object. Paper #2 explores an upside of attitudinal ambivalence in the context of goals that involve the risk of rejection. Prior research suggests that focusing on the positive aspects of a goal promotes goal pursuit. However, the authors show that people are more likely to pursue a goal that involves the risk of rejection when they cultivate ambivalence towards the goal (that is, consider both the positives and the negatives of the outcome). Cultivating ambivalence allows people to emotionally hedge-in that, keeping in mind the negative aspects of the goal buffers them from the sting of rejection, while keeping in mind the positives of the goal propels them to pursue it. Paper #3 looks at the role of embodied states on attitude strength. Traditionally, it has been held that strong attitudes towards a target are a result

of the conscious cognitive process of elaboration, where individuals engage in effortful issue relevant thinking. However, the authors posit that attitude strength can come about from non-elaborative processes as well, depending on certain embodied states. Four studies show that incidental bodily experiences that influence one's perceptions of 'information quality' (e.g. 'hard vs soft' data) affect the strength of one's attitude towards a target object. Paper #4 examines a cost to attitude accessibility in contexts where fitting in is important. Prior literature suggests that having accessible preferences puts one at ease and consequently, are beneficial for coping with decision demands. The authors refine this conclusion by demonstrating that accessible attitudes have drawbacks when others' attitudes are unknown or conflict with personal preferences. The results show that, when normative considerations are important, having accessible attitudes can get in the way of feeling at ease and responding positively to consumption-related decision demands.

Felt Ambivalence: Exploring the Storage Structure and Role of Situational Relevance on the Accessibility of Dominant and Conflicting Reactions

Amit Surendra Singh (Ohio State University, USA); H. Rao Unnava (University of California, Davis)

We explore the underlying structure of oppositely-valenced reactions for an ambivalent object and its impact on accessibility. Evidence suggests that dominant and conflicting reactions are stored together in memory. Further, situational relevance is found to reduce the importance of conflicting reactions, further, inhibiting their accessibility to minimize felt ambivalence.

Data... the 'Hard' & 'Soft' of it: Impact of Embodied Metaphors on Attitude Strength

Sunaina Shrivastava (University of Iowa, USA); Gaurav Jain (Rensselaer Polytechnic Institute); JaeHwan Kwon (Baylor University); Dhananjay Nayakankuppam (University of Iowa, USA)

Traditional research shows that strong attitudes result from elaboration. We posit that attitude strength can come about from non-elaborative processes as well, depending on certain embodied states. We show that incidental bodily experiences that influence one's perceptions of 'information quality' (e.g. 'hard vs soft' data) affect attitude strength.

Deny the Voice Inside: Are Accessible Attitudes Always Beneficial?

Aaron Jeffrey Barnes (University of Illinois at Urbana-Champaign, USA); Sharon Shavitt (University of Illinois at Urbana-Champaign, USA)

Decades of prior literature suggests that accessible preferences are beneficial for coping with decision demands. However, four experiments demonstrate that accessible attitudes have drawbacks when others' attitudes are either unknown or conflict with one's own preferences. Our findings challenge commonly held assumptions about attitude function and implicate cross-cultural attitude theory.

4.13 What's in a Number? Consumer Responses to Numerical Information -

Competitive Paper Session, *Rosetta*

Meaningful Numbers: Consumer Response to Verbal Reaffirmation of Numerical Nutrition Information

Steffen Jahn (University of Goettingen, Germany); Monique Breaz (University of Goettingen, Germany); Till Dannewald (Wiesbaden Business School); Yasemin Boztug (University of Goettingen, Germany)

The main goal of this research is to examine consumer response to front-of-package (FOP) nutrition labels where numerical nutrition information is unequivocally reaffirmed by a simpler cue. We contend that the verbal reaffirmation of numerical information assists consumers' decision making. A field study and three experiments support this contention.

More than just a number: The negative effect of 100% claims

Nira Munichor (Bar-Ilan University); Liat Levontin (Technion University, Israel)

We find that consumers evaluate products less favorably when those products carry a pseudo-informative 100% claim (e.g., “100% juice”), as compared with a 99%, a non-numerical claim, or even a 101% claim. This effect is triggered by a focus on the symbolism of “100%” rather than on numerical information.

Why is 1 out of 20 Riskier than 5%? Effect of Representing Unlikely Events as Frequency versus Percentage on Risk Perceptions

Nevena T Koukova (Lehigh University); Joydeep Srivastava (Temple University, USA)

While risk perceptions are higher in the negative frequency (1 out of 20) versus percentage (5%) format, there is no difference in the positive format (19 out of 20, 95%). The extent to which individuals imagine themselves in the risk mediates the effect, and construal level serves as a moderator.

"Yes, I can" or "No, I can't" - Effect of Extraneous Affirmation- and Negation-Evoking Contexts on Brand Recall Memory: The Role of Semantic Activations

Sudipta Mandal (Indian Institute of Management Ahmedabad); Arvind Sahay (Indian Institute of Management Ahmedabad); Sanjeev Tripathi (Indian Institute of Management, Indore)

In five experiments, we demonstrate that entirely extraneous brand placement contexts that evoke a negation (vs. affirmation) lead to impaired brand recall. We also demonstrate this using embodied cognition. Motivation to remember moderates the phenomenon. Finally, using spreading semantic activation, we demonstrate the psychological mechanism associated with such negation-induced forgetting.

4.14 The Consuming Body: Foregrounding Embodied Understandings - Special Session, Steuben

Session Chairs: Marcus Phipps, University of Melbourne, Australia; Aphrodite Vlahos, University of Melbourne, Australia

This special session is unified through a focus on the body. It is through the body that consumers sense the world and develop an understanding of consumption phenomenon. This session traverses embodied understandings of identity, materiality and ultimately how consumers sense “truth” in their everyday interactions. The session asks the questions “What role does the body play in understanding the world?” and “How does foregrounding different elements of embodiment lead to different understanding of consumption phenomenon?” The first presentation explores the role of the body in aligning and misaligning materials. We ‘break in’ our hiking boots or camping equipment to facilitate the creation of material singular objects. However, the same forces lead to the continual break-down and wearing-in of objects. Through an in-depth ethnographic analysis of shoe repair practices, embodiment is foregrounded in this research through the constant material disintegration of objects. Consumers embodied, material “feel for the game” (Bourdieu 1998, 25) must continually deal with material disruptions that occur relatively slowly and gradually as a natural consequence of their practices. The second presentation brings the body to the forefront through a focus on experiences of impaired embodiment. The study investigates a group of consumers whose consumption routines have been impaired by a bodily condition—lactose intolerance. The body only became apparent in consumer narratives of eating and drinking after they were diagnosed as intolerant. Here, the embodied know-how over body practices can no longer be taken for granted and must be re-learned. Consumer identity work is shown as a fragmented collection of instances of practical coping. The third presentation provides an interesting contrast by investigating a context where the body is brought to the forefront after death. Here the “gift of life” of donor transplantation

deems body parts as devoid of identity. The research aims to develop an understanding of the ways in which the body is conceptualized and objectified through the eyes of deceased donor families (DDF). Through an exploration of embodied recycling, the study investigates the rare experience of DDFs that contact the organ recipient of their deceased and the constellation of sensory stimuli that brings them closer together. The final presentation considers the body as a site of contestation. Drawing on a netnography and interviews with young women who have undergone breast-augmentation, the study explores how plans are disrupted by those who do not agree with their choices. Women reformulated their body practices, through stuffing their bras to desensitize others to their impending change, or by decided not to have surgery at all. Consumers navigate the tensions between their own desires and the opinions of others when seeking to embody their desired appearance. This session highlights the broad nature of embodiment. The four papers share the body as a site of consumer research, yet differ in terms of contexts, theoretical lenses and methodological approaches. This session has relevance to theorists of practices, assemblages and non-representational theory through furthering the theorization of embodiment. Furthermore, it has implications for body centric research such as health interventions.

The Embodiment of Repair: Consumer Experiences of Material Singularity and Practice Disruption

Matthew Godfrey (University of Arizona, USA); Linda L Price (University of Oregon, USA); Robert F. Lusch (University of Arizona, USA)

We examine consumer experiences of material disruption in their everyday practices. Through an ethnography of consumer repair practices, we find that objects can develop material singularity, which uniquely facilitates embodied but continually changing practice performances. By repairing these objects, consumers attempt to restore a singular, embodied experience of practice performance.

Consumer Identity in the Flesh: Lactose Intolerance and the Erupting Body

Kushagra Bhatnagar (Aalto University, Finland); Jack Tillotson (Liverpool John Moores University); Sammy Toyoki (Aalto University, Finland)

Mobilizing Merleau-Ponty's phenomenology of embodiment, we study lactose intolerant consumers to understand how consumption, embodiment and identity work are connected. Lactose intolerance solicits identity work at three inter-connected levels of embodiment. Consumers respond with three categories of embodiment-oriented identity work. Our research demonstrates the fruitfulness of an embodiment-oriented research program.

Understanding Organ Donation: Discourses of Embodied Recycling

Rebecca Scott (Cardiff University); Samantha Warren (Car)

Across the UK deceased donor families (DDF) are declining donation. A services transformation gap persists between what DDF say they will do, and what they actually do in the event of organ donation. This study seeks to 'flesh out' factors associated with family consent to build a conceptual model of 'corporeal market making'.

Contested and Confused: The Influence of Social Others in Disrupting Body Projects

Aphrodite Vlahos (University of Melbourne, Australia); Marcus Phipps (University of Melbourne, Australia)

Drawing on netnography and interviews with young women who have undergone breast-augmentation, this research considers how body modifications are often contested by networks of support. This study explores how women navigate the tensions between their own desires to embody their ideal body and the expectations of their close social others.

4.15 Action Research - Videography, Wyeth

Session Chair: Akon Ekpo, Rutgers University, USA

Panel: Sonya Grier, Kevin D Thomas, Michelle Renee Nelson, Mia Wang Moderators: Alain Decrop &

Ingeborg Astrid Kleppe

Crossing Race and Markets: Introducing the Race in the Marketplace Research Network

Kevin D Thomas (University of Texas at Austin, USA); Sonya Grier (American University, USA); Guillaume D Johnson (Université Paris-Dauphine)

Teaching Consumer Resistance in Jamaica: Subvertising in Action

Michelle Renee Nelson (University of Illinois at Urbana-Champaign, USA); Yanyun (Mia) Wang (University of Illinois at Urbana-Champaign, USA); Kathy Tian (University of Illinois at Urbana-Champaign, USA); Gail Ferguson (University of Illinois at Urbana-Champaign, USA); Rachel Powell (CDC Foundation); Candace Wray (University of West Indies)

Journal of Consumer Research Editorial Review Board Meeting

4:30 to 6:30 pm Shelbourne (Verandah Club)

Working Paper Reception - Reception, Imperial Ballroom

Pod A: Trust (Conference Theme) - Working Paper Session, Imperial Ballroom

A1. Trusting and Acting on Chance Online

Shivaun Anderberg (University of Sydney, Australia); Ellen Garbarino (University of Sydney, Australia)

Gambling and games of chance have become more common in the online environment, present in mobile games, advergames and sales promotions. This study explores how the nature of the stimuli used to visually depict probabilistic components online affects people's trust in them being truly random, and subsequent engagement behavior.

A2. A Window to the Brand's Soul: How Models' Eyes Affect Consumers' Attitudes

Maria Giulia Trupia (IESE Business School); Martina Cossu (Bocconi University, Italy); Zachary Estes (Bocconi University, Italy)

Three studies tested the impact of pupil dilation on consumers' ad attitudes. Models whose pupils are constricted (versus dilated) improved ad attitudes (Study 1). Models' perceived attractiveness and trustworthiness mediate the effect (Study 2). Moreover, evidence of pupil mimicry was found, but it did not affect ads' evaluations (Study 3).

A3. Why People Still Do Not Trust Algorithmic Advice in Decision Making

JAEWON HWANG (Sejong University); Dong Il Lee (Sejong University)

The current research examines why people don't trust on algorithmic advice in decision making and verifies the underlying mechanism of this effect. The present study shows that people trust advice from algorithms less than advice from people and low trust in the algorithm is caused by the low attribution externality.

A4. Persuasive Messaging in the Modern Media Landscape: Character

Assassinations in Social Network's Echo Chambers

Niek Althuizen (ESSEC Business School); Sourjo Mukherjee (ESSEC Business School); Negin Latifi Kasani (ESSEC Business School)

In an empirical study we investigated if disinformation from unverified sources through social media affects people's opinions about characters who played a role in the US 2016 presidential election and its aftermath. The results show that opinions are malleable and character boost might be more effective in altering perceived source integrity.

A5. Trusting the Tweeting President: Inside the Donald's reality: Gaslighting, pschometrics and social media

Dianne Dean (University of Hull); Fiona Walkley (Hull University Business School); Robin Croft (Brunel University)

Research examines how Donald Trump's unconventional campaign. Using cultural branding theory this research critically evaluates Donald Trump's propagandist narrative. For success it needed to be believable, erode the credibility of opposing candidates; create a reality that emphasizes the lost values of the American Dream and apportion blame to a significant 'other'.

A6. "Alexa, let's make a trade": Search Behavior, Trust, and Privacy with Voice-Activated Assistants

Weizi Liu (University of Illinois at Urbana-Champaign, USA); David William Ross (University of Illinois at Urbana-Champaign, USA); Kieshana M. Williams-Beeler (University of Illinois at Urbana-Champaign, USA); Yoonah Lee (University of Illinois at Urbana-Champaign, USA); Michelle Renee Nelson (University of Illinois at Urbana-Champaign, USA)

Through 16 interviews with owners of voice-activated assistants (VAA), we explore user trust and search practices as they occur in voice interactions with their device. We uncover preferences for visual elements and less cognitive search tasks when seeking information, as well as cautious trust in the device's maintenance of privacy.

A7. Credible Critters: Source and Message Expectancy Violation and Influence on Perceived Trustworthiness and Credibility

Justin Graeber (University of Texas at Austin, USA)

Trustworthiness and credibility are essential traits of effective leaders, journalists, and spokespersons. This paper explores whether pairing formal and informal messages with different sources can yield a positive expectancy violation that builds trust, reinforces credibility, and challenges previous biases against traditionally formal sources.

A8. Do You Accept The Terms And Conditions? The Role Of Trust And Hedonic Content On Self-Disclosure To Apps

Carla Freitas Silveira Netto (UFRGS); Simoni F Rohden (UFRGS); Marina de Wallau Lugoch (Federal University of Rio Grande do Sul (UFRGS)); Natalia Englert (UFRGS); Valentina Ortiz Ubal (Universidade Federal do Rio Grande do Sul (UFRGS))

Online consumers disclose personal data in exchange for mobile apps. The role of trust, endorsement, familiarity, risk perception, privacy concerns and hedonic content of the app were analyzed in this working paper. Results from three different experiments suggested the positive effect of trust and negative effect of hedonic content.

A9. I know It's not real, but I like it!

Junxian Yang (Singapore University of Social Sciences); Yue Wang (Singapore University of Social Sciences); Jufinnie Lim (Singapore University of Social Sciences); Yu-chen Hung (Singapore University of Social Sciences)

Questionable practices in online advertising have triggered cautiousness among consumers when they encountered information on social media. While consumers do not completely trust it, our studies demonstrate that they remain influenced. We further explore why people fail to discount information on social media even when they question its authenticity.

A10. Opting Opt-in or Out? Effects of Defaults on Perceived Control and Valuation

of Personal Data

Iris van Ooijen (University of Twente)

This work hypothesizes and finds that opt-in (compared opt-out) choice designs with regards to online data disclosure requests enhance individuals' experienced control over personal data and their data valuation in turn. By doing so, it emphasizes the importance of 'privacy by design'. Follow-up studies are currently being conducted.

A11. When Political Neutrality Backfires

Ike Silver (University of Pennsylvania, USA); Alex Shaw (University of Chicago, USA); Rob Kurzban (University of Pennsylvania, USA)

Politicians and public figures often refrain from taking sides on hot-button social issues to avoid alienating potential supporters. Two studies (n=751) find that this strategy can backfire: Neutrality is sometimes interpreted as indicating a strong, strategically concealed opinion, and can lead to diminished trustworthiness and voting support in such cases.

Pod B: Consumer Trust - Working Paper Session, Imperial Ballroom

B1. Dynamic Pricing in Stationary Retailing - The Role of Consumer's Trust

Maximilian Clemens Pohst (Heinrich-Heine-University); Caspar Krampe (Heinrich-Heine-University); Peter Kenning (Heinrich-Heine-University)

The integration and application of electronic shelf labels (ESL) enables retailers to implement dynamic pricing practices. Therefore, this research work investigates how the use of ESL is perceived by consumers. Preliminary findings revealed that consumer's trust positively affects the perception of ESL as well as perceived price fairness and loyalty.

B2. The Prevention Oriented Chameleon: Mimicry in a Prevention Orientation Leads to More Brand Trust

Judith Willberger (Technical University of Munich); Gavan Fitzsimons (Duke University, USA)

Will customers trust a brand and its products more when their trust and security needs are fulfilled? This study shows that customers trust a brand and its products more when their trust need is fulfilled by being mimicked and their security need by being aware of the brand's prevention orientation.

B3. The Effect of Temporal Distance on Online Reviews' Recommendation Power: The Role of Spontaneous Retrieval and Perceived Trust

Kyu Ree Kim (Seoul National University); Wujin Chu (Seoul National University)

We challenge lay belief that reviews on recent experience are more powerful. We examined that reviews written on the experiences of distant past have stronger perceived recommendation power. We also examined the mediation effect of perceived trust and the effect of retrieval process (spontaneous vs. deliberate) on perceived trust.

B4. Prestige is the Truth: Luxury Branding Drives for Fairness Perception of Non-physical Attribute Based Dynamic Pricing

Edward Yuhang Lai (Virginia Tech, USA); Cindy Yoonjoung Heo (Ecole hôtelière de Lausanne)

Dynamic pricing is widely adopted in experience products. However, consumers may not perceive different pricing policies as equally fair. An experiment finds evidence that consumers feel ambiguity in judging differential pricing policy based on non-physical (vs. physical) attribute and perceive such policy as fairer for luxury brands (vs. economy brands).

B5. Money Doesn't Buy Happiness, But What About Buying Trust? The

Effectiveness of Financial Compensation in Restoring Trust After Double Deviation

Valentina Ortiz Ubal (Universidade Federal do Rio Grande do Sul (UFRGS)); Cristiane Pizzutti (UFRGS); Katja Gelbrich (Catholic University Eichstätt-Ingolstadt)

Situations in which a financial compensation is effective to rebuild trust after a double deviation have been neglected by marketing literature. We show that financial compensation could be more effective than non-financial tactics (apology, promise) in recovering trust after double deviation when the initial failure causes a financial loss.

B6. A Study About the Moderator Effect of the Information Trust in the Relationships Between the Users' Participation in Virtual Communities and the Benefits Obtained.

Sara Campo (Autonomous University of Madrid); Jano Jiménez (Autonomous University of Madrid); Natalia Rubio (Universidad Autónoma of Madrid); Nieves Villaseñor (Universidad Autónoma of Madrid); M^ajesus Yague (Universidad Autónoma of Madrid)

This study compares the role of information trust in virtual communities domain. The participants' level of trust in the community contents reinforces their hedonic and social benefits. Those who trust to a lesser extent in the information shared, feel more expert as a result of their participation in the virtual community.

B7. Conceptualizing Brand Arrogance and Its Impact on Consumer Trust

Sampoorna Nandi (University of Connecticut, USA); Robin A. Coulter (University of Connecticut, USA)

Our research addresses the under-researched construct of brand arrogance. We conceptualize and define brand arrogance, and explicate brand-related factors that feed consumer perceptions of brand arrogance. We explore the impact of brand arrogance on consumer trust, and propose that perceived product quality, brand use, and consumer arrogance moderate this relationship.

B8. Factors Influencing Collaborative Consumption Usage in the US market: An Exploratory Study

Pia Annette Albinsson (Appalachian State University); B. Yasanthi Perera (Brock University, Canada); Bidisha Burman (University of Mary Washington); Lubna Nafees (Appalachian State University)

Businesses are increasingly developing collaborative consumption-based (CC) models. To capitalize on opportunities, they must understand what drives and deters consumers' CC participation. This research examines how attitudes, trust, sustainability, materialism, risk propensity, and generosity affect consumers' CC usage. We find that attitude, trust, sustainability, and generosity predict CC usage.

B9. The Power of Self-Effacing Brand Messages: Building Trust and Increasing Brand Attitudes

Tessa Garcia-Collart (Florida International University); Jessica Rixom (University of Nevada, Reno)

Self-enhancing messages convey information in a boastful and arrogant manner, while self-effacing messages do so in a more modest and humble way. We propose that compared to self-enhancing, self-effacing marketing appeals will increase consumers' brand attitudes by lowering consumer skepticism and increasing brand trust.

B10. Wearing V Neck, Getting More Trust: An Evolutionary Psychology Approach to Examine the Effect of Collar Style on Trust

Jialiang xu (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada); chenbo zhong (University of Toronto, Canada)

“What a strange power there is in clothing” ---- Isaac Bashevis Singer. Three experiments findings show that one’s collar styles (V neck vs. turtleneck) can affect others’ trust of him or her.

Pod C: Food, Health, and Well-being - Working Paper Session, *Imperial Ballroom*

C1. Promoting Subjective Preferences in Simple Choices During Sleep

Sizhi Ai (First Affiliated Hospital of Xinxiang Medical University); Yunlu Yin (University of Hong Kong); Yu Chen (Peking University); Lin Lu (Peking University); Lusha Zhu (Peking University); Jie Shi (Peking University)

Combining target memory reactivation method with a food evaluation/choice task, we find that presenting verbal cueing during sleep but not wakefulness shifted food preferences and decisions in simple choice, pointing to a potential for nudging human behavior with subtle manipulation of memory processing during sleep.

C2. The Bad Taste of Healthy Food Discounts

Iina Ikonen (Vrije Universiteit Amsterdam); Aylin Aydinli (Vrije Universiteit Amsterdam); Peeter Verlegh (Vrije Universiteit Amsterdam)

Price promotions have often been suggested as a way to increase healthy consumption, but research suggests they may be less effective in healthy food categories. Through four experiments, we offer a potential explanation: they lower the pre-purchase tastiness perceptions of healthy foods by increasing reliance on the unhealthy=tasty intuition.

C3. Using Goal Theory to Promote Habit Formation During and After a Bike-to-Work Campaign

Bettina Rebekka Höchli (University of Bern); Claude Messner (University of Bern); Adrian Brügger (University of Bern)

Health interventions are often ineffective because people discontinue the targeted behavior after the intervention period. Forming habits could maintain the behavior beyond the intervention. We show that combining a superordinate goal with a subordinate goal can produce stronger habits than focusing on a subordinate goal alone.

C4. The role of attachment to a human brand in improving eating habits

Amélie Guèvremont (École des Sciences de la Gestion, UQAM)

This research studies behavioural change by demonstrating the power of a human brand in influencing eating habits (through a culinary blog). A netnography and eleven interviews identify four categories of behavioural changes and substantiate the role of attachment. Two attachment antecedents are identified: brand-self connection and satisfaction of individual needs.

C5. Krabby Patties, Kelp Chips, or KitKats?: Exploring the Depictions of Food Featured in Children’s Television Shows

Kathy Tian (University of Illinois at Urbana-Champaign, USA); Regina Ahn (University of Illinois at Urbana-Champaign, USA); Michelle Renee Nelson (University of Illinois at Urbana-Champaign, USA)

Time spent watching TV may contribute to unhealthy eating, yet most studies only review food advertising. We examine food and beverage references within 64.5 hours of children’s television programs. Our results show prevalence of un-branded and less healthy food and beverages primarily as

snacks. Ramifications for child obesity are discussed.

C6. How Does Unsatisfied Curiosity Stir Our Craving For Food?

Chen Wang (Drexel University, USA)

Curiosity cues abound where consumers make their food choices. However, little is known about how curiosity influences consumers' subsequent food decisions. This research explores the impact of incidental curiosity on consumers' food choice. We propose multiple outcomes determined by the food options available and the nature of curiosity.

C7. The Visually Simple = Healthy Intuition and Its Effects on Food Choices

Yan Wang (Renmin University of China); Jing Jiang (Renmin University of China)

This research proposes an outcome discounting relationship between visual simplicity of packages and food healthiness perception. Across three experiments, we find that consumers tend to perceive the food healthier when it is packed visually simple (vs. complex) and thereby more likely to choose the food.

C8. Can Packaging Imagery Fill Your Stomach? Effects of Product Image Location on Flavor Richness, Consumption Quantity, and Subsequent Choice

Taku Togawa (Chiba University of Commerce); Jaewoo Park (Musashi University); Hiroaki Ishii (Seikei University); Xiaoyan Deng (Ohio State University, USA)

Through three studies, we found that an image placed at the bottom of a food package increased consumers' perception of flavor richness (Study 1), decelerated their food consumption (Study 2), and led them to choose a healthy snack after consumption (Study 3).

C9. Filling the Expectations: How Packaging Sustainability Influences Consumers' Inference of Product Attributes

Olga Lavrusheva (Aalto University, Finland); Alexei Gloukhovtsev (Aalto University, Finland); Kristina Wittkowski (Aalto University, Finland); Tomas Falk (Aalto University, Finland); Pekka Mattila (Aalto University, Finland)

Our study aims to investigate the effect of sustainable packaging materials on the perceptions of taste, quality and health-related benefits of food products and whether this effect would then facilitate consumers' purchase intention.

C10. Beyond Self-control: A Field Exploration of the Interactive Effect between Cue-induced and Prospective Decision Making on Long-term Weight Loss

Wanyu Li (McGill University, Canada); Laurette Dube (McGill University, Canada); Yu Ma (McGill University, Canada)

This research goes beyond the episode-level self-control and examines how the cue-driven tendency interacts with the endophenotype underlying prospective judgment in shaping the longer-term dynamics of weight management.

C11. More of a Bad Thing: How Consumers Ignore Pollutant Levels in Healthiness Assessment

Aner Tal (Ono Academic College (OAC)); Yaniv Gvili (Ono Academic College (OAC)); Moty Amar (Ono Academic College (OAC))

Consumers appear to consider only the presence, rather than the quantity, of pollutants in food in assessing healthiness. The current studies demonstrate this with assessment of healthiness of food containing pesticides, as well as demonstrate effective debiasing by providing a standard of assessment.

Pod D: Word-of-Mouth - Working Paper Session, *Imperial Ballroom*

D1. When Intention to Share on Social Media Increases Variety-Seeking: The Role of Self-Enhancement

Jingjing Ma (Peking University); David Dubois (INSEAD, France); Fei Jin (Peking University)

This research investigates how calls to sharing online affect decisions. It shows that consumers would seek variety to self-enhance when they intent to share with others. This effect is stronger when the consumption is non-conspicuous and when consumers are non-experts. Six studies using lab and field data support these effects.

D2. When a Negative Review Can Help the Company: the Role of the Unfairness and Empathy

Maria Alice Pasdiora (UFRGS); Cristiane Pizzutti (UFRGS); Natalia Englert (UFRGS)

This work extends literature on the influence of justice perception on consumer behavior by showing that consumers sensitize with injustice perpetrated on companies by other consumers. We demonstrate that injustice episodes trigger feelings of empathy and, consequently, lead witnesses to present favorable attitudes and more purchase intention towards the company.

D3. Social Exclusion and WOM about Past versus Future Experiences

Melis Ceylan (Koc University, Turkey); Ezgi Akpinar (Koc University, Turkey); Selin Atalay (Frankfurt School of Finance and Management, Germany)

This research explores how social exclusion affects WOM. The authors demonstrate that socially excluded individuals, compared to their non-excluded counterparts, are more likely to talk about personal events that happened in the past to help others be prepared for a similar experience and consequently strengthen their social connections with them.

D4. How the Product Positioning Affect the Influence of Online Consumer Reviews on Consumer Intentions

Helison Bertoli Alves Dias (Federal University of Paraná); José Carlos Korelo (Federal University of Paraná); Danielle Mantovani (Federal University of Paraná); Cecilia Souto Maior (Federal University of Paraná); Paulo Henrique Muller Prado (Federal University of Paraná)

Research in marketing indicates that different review types lead consumers to distinct intentions. However, an important element of this relationship has not received enough attention: the reviewed product positioning. This paper shows that product positioning influences such relationship. Further, this interaction between products and reviews is explained by reviews diagnosticity.

D5. Bragging about Effort? Personal Effort Decreases Word-of-Mouth

JIEXIAN (Chloe) HUANG (Hong Kong Polytechic University); Yuwei Jiang (Hong Kong Polytechic University)

Three experiments revealed consumers were less likely to share a positive achievement to others through word-of-mouth if they spent personal effort in pursuing it, than if no effort was involved in the pursuit. We further found the effect was dismissed when consumers' interpersonal warmth was assured by other contextual cues.

D6. How to Boast Appropriately When Word of Mouth Flows Internationally?

Xingyu Wang (Huazhong University of Science and Technology, China); Yaping Chang (Huazhong University of Science and Technology, China); Jun Yan (Huazhong University of Science and Technology, China)

The current research explores the interaction effect between "Prophase Word-of-Mouth" and "Boastful

Communication Strategy" on consumers' purchase intention. Through two experiments we found when PWOM valence is high, managers should use a high-level "Boastful Communication Strategy", when PWOM valence is low, managers should use a low-level boasting strategy.

D7. 'That's (Not) My Business': Examining Behavior, Interactions and Implications of Consumer Brand Advocates and Brand Adversaries in Social Media

Marcus Opitz (University of Vienna); Sabine Einwiller (University of Vienna)

Word-of-mouth and related advocacy and adversary behavior disseminated by consumers in an online environment are among the most trusted forms of brand communication. This study offers a first systematic content analysis of the communicative behavior of advocates and adversaries and the factors influencing it within the context of brands' Facebook profiles.

D8. Why Employees Communicate Positive eWOM on Social Networking Sites: Motivations and Moderators

Jing Zhang (华中科技大学管理学院); Ya Zhang (华中科技大学管理学院)

This paper aims at exploring what motivate employees to voluntarily create positive eWOM on SNS. Its theoretical contributions and managerial implications are connecting eWOM and OCB literature from perspective of internal employees, distinguishing from employees' knowledge sharing research, elaborating the way to motivate employees to create positive eWOM for managers.

D9. Consumption Closure as a Driver of Positive Word of Mouth

Christina Saenger (Youngstown State University); Veronica Thomas (Towson University)

Consumption closure affects consumers' cognitive processing and WOM. Manipulating closure through packaging, consumers who experience closure (single-serving package), as opposed to those who do not (equivalent amount from multi-serving package), provide more positive WOM due to increased attitude certainty. Marketers may benefit by encouraging reviews of single-serve packages.

D10. It's Meant for Me: When Serendipity Increases Word-of-Mouth

Colleen Patricia Kirk (New York Institute of Technology); Joann Peck (University of Wisconsin - Madison, USA); Claire Hart (University of South Hampton, UK); Constantine Sedikides (University of South Hampton, UK)

High narcissistic consumers are more likely than low to spread word-of-mouth about serendipitous events. We explain this effect in terms of two distinct paths motivated by narcissistic admiration and narcissistic rivalry. We further offer empirical evidence for the role of psychological ownership motivation in driving word-of-mouth.

D11. A Hidden Cost of Advocating: Attitude Depolarization After Recommending

Ravini Savindya Abeywickrama (University of Melbourne, Australia); Gergely Nyilasy (University of Melbourne, Australia); Simon M. Laham (University of Melbourne, Australia)

The consequences of word-of-mouth recommendations on advocates themselves have largely been neglected in consumer research. The current work demonstrates paradoxical effects of advocacy on consumer attitudes, by illustrating reduced-level product evaluations following a consumer word-of-mouth episode. The results demonstrate a self-persuasion theory-based depolarization effect, mediated by metacognitive processing.

D12. Future Decisions and Temporal Contiguity Cues: When Absence of Temporal Contiguity Cues Increases Online Reviews' Persuasiveness.

Francesco Zanibellato (Ca' Foscari University, Venice, Italy)

Past research shows that temporal contiguity cues make online reviews more persuasive. However, rooting in Construal Level Theory, we show that when consumers face a distant-future consumption timeframe, they are more persuaded by online reviews without temporal contiguity cues.

Pod E: Charitable Giving/Prosocial Behavior - Working Paper Session, *Imperial Ballroom*

E1. Effects of Recipients' Emotional Expressions on Donors' Preference for Helping with Development versus Survival

Xue Wang (University of Hong Kong); He (Michael) Jia (University of Hong Kong); Sara Kim (University of Hong Kong)

Across three studies, the current research shows that emotional expressions of recipients influence donors' relative preference for developmental helping versus survival helping to the recipients through altering donors' optimistic belief about the recipients.

E2. Donation versus Adoption: How the Mode of Helping Moderates the Effect of Emotions on Helping

Ziqi Shang (Renmin University of China); Xiuping Li (National University of Singapore, Singapore); aradhna krishna (University of Michigan, USA)

Ads asking for donations depict help-recipients' sad or happy emotions. We examine if the effect of help-recipients' emotion on observers' helping intention varies, depending on the helping mode. We find that the decision to adopt(donate), makes people more self-focused(other-focused) and more(less) likely to help when seeing happy (vs. sad) help-recipients.

E3. Having Power, Giving More? The Effect of Psychological Power on Consumers' Charitable Giving of Time

Wumei Liu (Lanzhou University)

Will high power increase consumers' charitable giving of time? Existing research has not addressed this research question yet. We propose that high (vs. low) power will increase consumers' illusory control over time, and consequently their readiness to donate when encountering volunteering appears. The boundary condition is also examined.

E4. Doing Good for Nothing: Motive Inferences from the Probabilistic Profits of Prosociality

Ike Silver (University of Pennsylvania, USA); Jackie Silverman (University of Pennsylvania, USA)

We explore how the probability of profiting from prosocial behavior impacts perceived motive. Eight studies (N=3,557) demonstrate that agents whose prosocial actions may return large rewards but may also return nothing are evaluated more positively than those whose prosocial actions yield, small certain rewards of equal expected value.

E5. Volunteer Motivations for Direct versus Indirect Service

Abigail Schneider (Regis University); Eric Hamerman (Iona College)

Nonprofit organizations rely heavily on volunteers, yet recruitment and retention of volunteers is a major challenge. We explore the different motivations for volunteer tasks, finding that different drivers of behavior (categorized by the Volunteer Functions Inventory) correspond differently to indirect and direct service activities that require differing levels of skill.

E6. The Effect of Crowding Perception on Helping Behavior —Is Squeeze Warmer than Isolation?

Qingqing Guo (Shanghai Jiao Tong University)

Based on 7 studies (991 participants), we investigated crowding perception on helping behavior.

Consumers in crowds have a stronger willingness to help others as they tend to experience a self-other overlap and stronger social connection as well as empathy in serial in crowds. The composition of crowds moderated the effect.

E7. Pronouns in Fundraising Appeals – The Impact of I vs. S/He on Donations

Amir Sepehri (Western University, Canada); Rod Duclos (Western University, Canada); Hamid Elahi (Western University, Canada)

Donors evaluate online fundraisings partly on their linguistic characteristics. Extending prior research showing negative (positive) emotions increase (decrease) donations, we show 1) self-related (other-related) pronouns result in lower (higher) donations, and 2) the negative (positive) effect of self-related (other-related) pronouns is stronger when negative (positive) emotions increase.

E8. Perceptions of Out-Group Members: The Effects of Language Abstraction

Afra Koulaei (University of South-Eastern Norway); Daniela Cristian (City University of London, UK)

One way to reduce the discrimination towards the members of stigmatized groups is to describe their situations or behaviors in a more concrete (vs. abstract) form. Concrete descriptions lead people to attribute the homelessness to the situational cause (as opposed to individual) which, in turn, leads to greater helping behavior.

E9. “Power Distance, Social Aspiration, and Fair Trade Products” – the Interaction Effect of Power Distance Belief and Status Motivation on Fair Trade Product Consumption

Sunghee Jun (Seoul National University); Libby Youngjin Chun (Seoul National University); Kiwan Park (Seoul National University, USA)

Research on power distance belief shows that people with high (vs. low) PDB engage in prosocial behaviors more. Marrying these research results, we conducted one preliminary field study and lab experiments to demonstrate that when PDB is high, high status motive individuals are more likely to purchase fair-trade products.

E10. Sustainable Initiatives: Cultural Identity, Regulatory Focus, and Construal Perspective

Ekaterina Salnikova (Aarhus University); Yuliya Strizhakova (Rutgers University, USA); Klaus G Grunert (Aarhus University)

We integrate cultural identity, regulatory focus and construal theory perspectives to examine effectiveness of sustainable product initiatives. Across five studies, we demonstrate strong moderating effects of cultural identity in consumer responses to sustainability framing. Globally-oriented consumers are more engaged with sustainability framed in promotion and more distant terms.

E11. Influence of ethical beliefs and trust on purchase decisions: The moderating effect of involvement

Marija Banovic (Aarhus University); Athanasios Krystallis (Athens University of Economics and Business, Greece)

We test the moderating effect of involvement on the relationship between ethical beliefs, trust, and purchase decisions. The higher the ethical beliefs and trust in product's ability to deliver the value the higher the likelihood of product being-bought and vice-versa. Trust holds more relevance for high-than low-involved consumers.

E12. Green versus Premium Choice and Feelings of Pride

Cecilia Souto Maior (Federal University of Paraná); Danielle Mantovani (Federal University of Paraná); Rafael Demczuk (Federal University of Paraná)

We showed that choosing a green product over a premium option increases (vs. decreases) authentic (vs. hubristic) pride perceptions. These same effects are found when participants need to justify their choice in public. When participants are aware that their decision is private, the choice does not differently impact pride facets.

E13. Rooting for Rocky or Apollo? Underdog Narratives and Crowdfunding Success
Hua (Meg) Meng (Longwood University, USA); César Zamudio (Kent State University, USA); Yiru Wang (Kent State University, USA)

This research investigates how underdog narratives in crowdfunding pitches influence crowdfunding success. Results show that backers are more willing to pledge when reading underdog (vs. top dog and neutral) narratives, because they are more narratively transported and activate a higher level of empathy and altruism.

Pod F: Social Marketing - Working Paper Session, Imperial Ballroom

F1. Reach out in the Darkness: How Unfair Treatments Shape Social Connection Motivation

Yijie Wang (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University); Mandy Mantian Hu (Chinese University of Hong Kong, China); Ninghua Zhong (Tongji University)

Individuals who were unfairly treated exhibited a higher need to belong and exert more effort to connect with acquaintances and strangers than fairly treated peers. Furthermore, this effect was mediated by the feeling of resource deprivation after experiencing injustice, and was more salient among individuals with relatively low self-esteem.

F2. Can Stricter Ethical Standards Increase Tolerance for Ethical Misconduct?

Olya Bullard (University of Winnipeg); Sara Penner (University of Manitoba, Canada); Kelley Main (University of Manitoba, Canada)

Can stricter ethical standards increase tolerance for ethical misconduct? The current research begins to answer this question. Relying on the anchoring and adjustment heuristic, we demonstrate that stricter ethical standards can increase tolerance for ethical misconduct by lowering the category mean on which judgments of transgression severity are anchored.

F3. The Dark Side of Happy Brands: A Case Study of Newport Cigarette Advertising
Timothy Dewhirst (University of Guelph, Canada); Wonkyong Beth Lee (Western University, Canada)

This qualitative study uses the tobacco industry's consumer research, made public from litigation, to examine how happiness appears particularly applicable to hedonic consumption, such as smoking, even though products and brands pertaining to hedonic consumption may not ultimately be beneficial or healthy to consumers.

F4. Social Support First, Money Later: Perceived Economic Mobility Increases Happiness When Perceived Social Support Opens the Door

Yong Ju Kwon (Seoul National University, USA); Sara Kim (University of Hong Kong); Youjae Yi (Seoul National University)

Our research shows that perceived economic mobility (PEM) has a positive effect on happiness. More importantly, perceived social support moderates the effect of PEM on happiness: people with high PEM are happier than those with low PEM only when they meet a certain level of perceived social support.

F5. Alternative Food Consumption (AFC) Adoption and Low SES Youth Food Well-

Being: From Precontemplation to Maintenance

Wided Batat (American University Beirut)

This research will exemplify the overall mission of marketing and public policy researchers in four ways. First, we empirically show how allocentric and idiocentric factors of AFC adoption affect low SES young consumer well-being according to different stages of change.

F6. Can CSR Save a Firm From a Crisis? A Role of Gratitude in the Buffering Effect of CSR on Consumer Vindictive Behavior.

Junghyun Kim (NEOMA Business School); Taehoon Park (University of South Carolina, USA); Myungsuh Lim (Sangji University)

This research examines the buffering effect of corporate social responsibility (CSR) on consumers vindictive behaviors during a product-harm crisis. Three studies demonstrate how CSR plays a critical role in reducing consumers intention to engage in vindictive behaviors (e.g., negative word-of-mouth) and propose a mediating role of consumer gratitude.

F7. Mere Packaging and Consumer Choice

Tim Philipp Doering (University of Michigan, USA); Katherine Burson (University of Michigan, USA); Andrew D Gershoff (University of Texas at Austin, USA)

Despite retailer and consumer efforts, packaging still makes up the biggest proportion of municipal solid waste. Two studies show that, though consumers prefer packaged goods, they are willing to buy unpackaged goods significantly more often if they are in control of unpackaging the product.

F8. Dual Routes for Consumer Responses to Corporate Social Responsibility: The Role of Positive Moral Emotions, Attitudes, and Empathy

Chunyan Xie (Western Norway University of Applied Sciences); Richard P. Bagozzi (University of Michigan, USA)

We adds to extant CSR research by investigating both cognitive and affective processes underlying consumer reactions to CSR. Results showed that both positive moral emotions and positive attitudes mediate the impact of CSR actions on consumer positive responses toward the company. Further, empathy regulates the elicitation of positive moral emotions.

F9. Protection against Deception: The Moderating Effects of Knowledge Calibration on Consumer Responses to Ambiguous Advertisement Information

Joel Alan Mohr (Queens University, Canada); Peter A. Dacin (Queens University, Canada)

A common characteristic of deceptive persuasion tactics is information ambiguity. This research demonstrates that whether consumers perceive high (vs. low) ambiguity advertisements as more deceptive depends on whether their topic knowledge is sufficiently calibrated. While calibrated knowledge provides a safeguard against deception, miscalibrated knowledge biases persuasive information elaboration.

F10. Food Waste: On the Normalization of Structural Violence

Andreas Plank (Privatuniversität Schloss Seeburg)

While more than one billion tons of palatable food are thrown away every year (FAO 2013b), about 900 million people are undernourished worldwide (FAO 2013b). This article tries to answer the research question: How do international organizations (i.e. organizations dealing with the phenomenon food waste institutionally) frame food waste?

F11. Anti-Consumption for Sustainability: The Environmental Impact of Anti-Consumption Lifestyles, Environmentally Concerned Individuals and Ethical Consumers

Laurie Touchette (HEC Montreal, Canada); Marcelo Vinhal Nepomuceno (HEC Montreal, Canada)

We compare the environmental impact of anti-consumption lifestyles, ethical consumption and environmental concern. Environmental impact is lowest for tightwadism (i.e. an anti-consumption lifestyle), unrelated with environmental concern, and highest for ethical consumption. Such findings suggest that resisting consumption offers a viable and effective way towards sustainable consumption.

F12. Matching Green Advertising Strategies and Brand Positioning to Improve Brand Evaluation

Danielle Mantovani (Federal University of Paraná); Victoria Vilasanti (Federal University of Paraná); Marcelo Vinhal Nepomuceno (HEC Montreal, Canada); Cecilia Souto Maior (Federal University of Paraná)

This study shows that brand evaluations are highest when luxury positioning is used with green demarketing and when fast fashion is used with environmentalism. Ad believability mediated this effect. Environmentalism and demarketing have an equal positive effect on self-brand connection and brand attitudes of notoriously green brands.

F13. A Story of Waste: Trust, Symbolic Adoption & Sustainable Disposal

Marwa Gad Mohsen (Babson College, USA)

This working paper reflects on behavioral challenges in relation to pro-environmental waste management. A proposed combined theorization of symbolic adoption and Construal Level Theory (CLT), with the mediating effect of consumer trust, aims at building a potential model exploring consumer likelihood to adopt ethical disposal practices.

Pod G: Sensory Marketing - Working Paper Session, *Imperial Ballroom*

G1. Enchantment through Retro Product Consumption in a Digital World

Varala Maraj (City University of London, UK); Fleura Bardhi (City University of London, UK); Caroline Wiertz (City University of London, UK)

This study examines the role of materiality in how consumers are managing the experience of disenchantment, resulting from dematerialized digital consumption practices. We show that consumption of retro products, revivals of outdated technology objects, complements digital consumption, by providing historical atmospheric value, nostalgic time value, and a greater perceived authenticity.

G2. You Run When Time Flies: Time Metaphors Affect Inferences from the Speed of Time

N. Alican Mecit (HEC Paris, France); L. J. Shrum (HEC Paris, France); tina m. lowrey (HEC Paris, France)

In two lab experiments, we show that the subjective experience of time serves as a cue that people use to infer their speed. When time is perceived to have passed quickly, depending on the time perspective, people speed up, and suffer from cognitive trade-offs, such as accuracy problems and impulsivity.

G3. Warm or Cold? The Effect of Color Temperature of Logo on Evaluation of For-Profits and Nonprofits

Eunmi Jeon (Sungkyunkwan University); Myungwoo Nam (Sungkyunkwan University)

The current research examines the fit effect between color temperature and organization type and how it influences product evaluations. We suggest that product evaluations of for-profits were higher when the logo color was in cooler colors compared to nonprofits.

G4. That's So Sweet: Baby Cuteness Semantically Activates Sweetness to Increase

Sweet Food Preference

Shaheer Ahmed Rizvi (University of Alberta, Canada); Sarah G Moore (University of Alberta, Canada); Paul Richard Messinger (University of Alberta, Canada)

We examine the semantic association between baby (kindchenschema) cuteness and sweetness, and how kindchenschema cuteness increases preference for sweet foods. Kindchenschema cuteness semantically activates the construct of sweetness, thereby increasing preference for sweeter foods. Through moderation, we show that kindchenschema, and not whimsical, cuteness produces this increased desire for sweets.

G5. The Phenomenon of Brand Noise and Related Consumer Preferences in the Luxury Industry

Daria Erkhova (University of Bern); Elena Ehrensperger (University of Bern); Harley Krohmer (University of Bern); Wayne Hoyer (University of Texas at Austin, USA); John Zhang (University of Pennsylvania, USA)

This paper introduces the concept of brand noise as a new comprehensive approach to “loud” and “quiet” luxury branding. Further, we empirically show that consumer preferences toward loud and quiet goods are not always driven by social status but also by personality traits such as extraversion and openness to experience.

G6. Brightness Increases More Positive Views of Humanity and Prosocial Behavior of People Low in Moral Identity Internalization

Jun Yan (University of Manitoba, Canada); Luke Zhu (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada)

This paper tests an interactive effect of ambient lighting and Moral Identity Internalization (MII) on prosocial behavior. Individuals low (vs. high) in MII are more likely to help others in bright than dark environment because the brightness increases their positive views of humanity.

G7. The Presence of Dividing Line Decrease Perceived Quantity

Jun Ouyang (Xiamen University); Yanli Jia (Xiamen University); Zhaoyang Guo (Xiamen University)

Three studies showed that participants reported smaller quantity estimates when shown a set of items separated with a dividing line than when shown them as a whole. We attributed the results to that the dividing line might attract participants’ attentions from the items, thus leading them to underestimate items’ quantity.

G8. How Does Pronunciation Difficulty of Brand Names Influence Consumer Responses? The Role of Self-Construal

Gunben Ceren Aksu (Rutgers University, USA); Yeni Zhou (Rutgers University, USA); Alokparna (Sonia) Monga (Rutgers University, USA)

We find that when a brand name is difficult-to-pronounce, consumers with independent (vs. interdependent) self-construal respond more favorably. However, when a brand name is easy-to-pronounce, consumers with interdependent (vs. independent) self-construal respond more favorably. Further, we show that differences in desire for uniqueness is the underlying mechanism.

G9. The Voice From Afar: How Reverberation Affects Consumer Cognition

Johann Melzner (New York University, USA); Jochim Hansen (University of Salzburg)

How do acoustic parameters in the human voice affect consumers? Drawing on literature in acoustics and construal level theory, this research proposes that reverberation, an intuitive cue in auditory distance perception, affects consumers’ inferences about both spatial and non-spatial distances and increases construal level with consequences for judgments and decision-making.

G10. The Effects of self-construal on evaluations of brand logo colors

Eunmi Jeon (Sungkyunkwan University); Myungwoo Nam (Georgia Tech, USA)

The present research investigates the effectiveness of different types of color combinations on brand evaluations. In this research, we propose that consumers' self-view influences the effectiveness of analogous versus complementary color combinations. We suggest that consumers' self-views would influence effectiveness of analogous versus complementary color combinations used in brand logos.

G11. Sensory Placebo Effects: The Role of Sensory Signaling in Enhancing Marketing Placebos and Consumer Outcomes

Dan King (University of Texas Rio Grande Valley, USA); Sumitra Auschaitrakul (University of the Thai Chamber of Commerce)

Pairing a placebo expectation with a sensory stimulus ("sensory placebo") elicits significantly stronger placebo effects in both cognitive and physical domains. Participants given a sensory placebo solved more word puzzles and were better at lifting weights, and the outperformance over standard placebos was mediated by phantom sensations of placebo energization.

G12. The Effect of (Non-)appetizing Ambient Scents on Consumers' Affinity Toward Vices and Virtues in the Retail Environment

Corinne M Kelley (Florida State University); Anders Gustafsson (Karlstad University); Poja Shams (Karlstad University); Martin Mende (Florida State University); Maura Scott (Florida State University)

Appetizing (non-appetizing) ambient scents decrease consumers' personal control and increase their affinity toward vice (virtuous) offerings. Appetizing scents increase affinity toward vice offerings via increased visual attention, enhancing recall of vice products, desire for vice products, and store attitude. Effects are tested in three field studies at three different retailers.

G13. Odor Priming and Product Preferences: When Smells Regulate Preferences for Semantically-Congruent Products and Brands

Ramona De Luca (EAESP-FGV); Delane Botelho (EAESP-FGV)

This article extends the idea that olfactory stimuli influence consumer preferences even when they are perceived unconsciously. Two laboratory experiments demonstrate that incidental exposure to odors unconsciously activate a mental representation when they are matched for valence, and when are related to the intended semantic category, thus regulating product preferences.

Pod H: Aesthetics, Creativity and Innovation - Working Paper Session, *Imperial Ballroom*

H1. How Anthropomorphized Roles Influence Consumers' Attitude Towards Innovative Products

yuanqiong He (Huazhong University of Science and Technology, China); Zhou Qi (Huazhong University of Science and Technology, China)

This research explores effects of anthropomorphism strategy for innovative products. The results indicated that friend role is more suitable for ergonomic innovative product, while servant role is more suitable for feature innovative product. Meanwhile, perceived product innovativeness by consumers will moderate this effects. This study enriches the field of anthropomorphism.

H2. Influencing Consumer Response to Products with High Styling: The Role of Mindsets

Ying-Ching Lin (National Chengchi University, Taiwan); Angela Chang (Northeastern University, USA)

This research investigates the conditions under which consumer response to products with a high level

of styling will more likely be positive. Empirical studies demonstrate that consumers evaluate a high-styling (vs. low-styling) product more favorably when they are in an abstract, rather than a concrete, mindset.

H3. Does the Style Looks More Expensive? The Effect of Visual Complexity on Luxury Perception of Art Infused Products

Cheng Gao (Nanjing University); Chunqu Xiao (Nanjing University); Kaiyuan Xi (Nanjing University); Hong Zhu (Nanjing University)

Experiments results demonstrate that consumers perceive products infused with complex visual arts are more luxury. This is because complex arts tend to capture consumers' attention and broaden their pupil size, which in return, is explained by arousal of that stimuli. Stimuli's artistic level is found to moderate the mechanism.

H4. Anthropomorphism Moderates the Effect of Ownership on Self Perceptions

Qiang Zhou (University of Texas at San Antonio, USA); Dengfeng Yan (University of Texas at San Antonio, USA)

Previous literature has shown that consumers often perceive themselves to have the characteristics of the products that they own. We proposed and found that this effect is mitigated by anthropomorphism because individuals are less likely to include a product into the self-category once it is anthropomorphized.

H5. Being Looked Up or Being Looked Down? The Divergent Effects of Camera Angle on Nonanthropomorphized and Anthropomorphized Product in Ads

Changchun Xuan (Xiamen University); Rui Chen (Xiamen University); Jing Jiang (Suzhou Broadcasting System); Bin Yu (Tsingtao Brewery Company Limited); Jingjia Peng (Icartoon Culture & Media Corporation Ltd); Shengdong Lin (Xiamen University)

This paper finds that for anthropomorphized product, being presented in the downward-looking angle lead to higher product evaluation compared with being presented in upward-looking angle. On contrast, for nonanthropomorphized product, the effect of camera angle is reversed. The two different mechanisms underlying the effect of camera angle were also tested.

H6. The Influence of Anthropomorphized Service Toolkit on Consumer Satisfaction in Service Coproduction

Rocky Peng Chen (Hong Kong Baptist University); Kimmy Chan (Hong Kong Baptist University)

As technology evolves, anthropomorphized entities become increasingly pervasive in the service context like service coproduction. This research finds that anthropomorphized service toolkit can have either positive or negative impacts on consumer satisfaction in service coproduction, depending on whether the coproduction task is self-expressive or not.

H7. Too Risky to Be Luxurious: Stigmatized Luxury Product Attributes Can Weaken or Increase Social Risk to Determine Conspicuous Consumption

Jerry Lewis Grimes (Grenoble Ecole de Management); Yan Meng (Grenoble Ecole de Management)

There are circumstances when conspicuous luxury consumption becomes socially stigmatized, and this overt display of luxury is actually harmful to the consumer. Two studies show that stigmatized product attributes (i.e., antisocial or distasteful) generally reduce purchase intentions, however, low social visibility can undermine social stigma, increasing luxury product purchase intentions.

H8. The Beneficial Side of Haze: Air Pollution Promotes Innovation and Creativity

Yi Wu (Tsinghua University); Yifan Chen (Tsinghua University); Yuhuang Zheng

(Tsinghua University)

a counterintuitive hypothesis that air pollution promotes innovation and creativity. Two archival studies (Study 1-2) found that air pollution predicted innovation at country- and company-level. Study 3a-3b experimentally established causal connection between air pollution and creativity. Study 4 replicated hypothesis in real weather context and proved arousal's mediating role.

H9. Market Emergence: the Alignment Process of Entrepreneurs' Socio Cognition and Consumers' Perception of the Market

Hao Wang (University of South Florida, USA)

Drawing on social constructive perspective, this study bridges entrepreneurial decision-making and legitimacy underlying the micro-foundation of the market creation. I argue that the extent to which the market is legitimate depends on the alignment between entrepreneur's socio cognition of the market and consumers' perception of the market.

H10. No Pain, No Out-of-Box Thinking: An Examination of the Effects of Self-Threat on Creativity

Huan You (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada); Luke Zhu (University of Manitoba, Canada); Haiyang Yang (Johns Hopkins University)

Two experiments examined the effect of self threat on creativity. Findings suggest that type of threat matters; a threat from a dynamic domain enhances divergent creativity and a threat from fixed domain enhances convergent creativity.

H11. Not for Me: Identity Needs and Consumer Interest in Different Types of Co-creation

Lagnajita Chatterjee (University of Illinois at Chicago, USA); David Gal (University of Illinois at Chicago, USA)

This research investigates the influence of identity needs on choices between different product designing routes (e.g. self-customization, crowdsourcing). Two experimental studies explore the influence of uniqueness and assimilation needs of individual consumers on selection of different product-designing formats. In future the role of moderating factors like expertise will be explored.

H12. Does Economic Development Influence Consumer Innovativeness?

Fuchun Zhan (University of Wisconsin - Madison, USA); Nancy Wong (University of Wisconsin - Madison, USA); Julie Anne Lee (University of Western Australia)

This research explores the relationship between income, frugality and consumer innovativeness. Results show that income positively affects innate innovativeness, but only for the higher income countries, while an indirect effect through frugality is found in lower income countries. Frugality has no direct effect on intention of innovative behavior.

Pod I: Gender, Age, and Body - Working Paper Session, *Imperial Ballroom*

I1. Blaming Him or Them? A Study on Attribution Behavior

Chun Zhang (University of Dayton); Michel Laroche (Concordia University, Canada); Yaoqi Li (Sun Yat-Sen University, China)

The current work examines the gender difference in attribution behavior. Results show that males are more likely to blame individuals while females are more likely to blame groups, which can be explained by relational and collective interdependent self-construal. Furthermore, similarity and service failure magnitude moderate the gender effect.

I2. Can Skinnier Body Figure Signal Higher Self-Control, Integrity, and Social

Status?

Trang Thanh Mai (University of Manitoba, Canada); Luming Wang (University of Manitoba, Canada); Olya Bullard (University of Winnipeg)

Currently, conventional wisdom as well as much of social psychology literature equates thinness with beauty and attractiveness in Western societies. We propose that a thin body signals valuable characteristics—self-control and integrity—that lead to the perception of social status because they represent social capital in a Western society.

13. Hormonal Effects on Materialism and the Moderating Role of Intrasexual Competition

Marcelo Vinhal Nepomuceno (HEC Montreal, Canada); Cristina Maria de Aguiar Pastore (Pontifical Catholic University of Paraná - PUCPR); Eric Stenstrom (Miami University, Ohio)

Across two studies, we demonstrate how digit ratio (2D:4D), an indicator of prenatal exposure to estrogen and testosterone, is predictive of materialism. Furthermore, we show how intrasexual competition, the rivalry with same-sex others over access to romantic partners, moderates the association between digit ratio and materialistic tendencies.

14. Pink Tax: Are Some Marketing Practices Discriminatory?

Andrea Rochelle Bennett (University of North Texas); Audhesh Paswan (University of North Texas); Kate Goins (University of North Texas)

Are some marketing mix elements inherently unethical? For example, via the “pink tax” products aimed at women are priced higher than similar products aimed at men. While segmentation, targeting and differentiation are legal, can they become unethical? This study explores this phenomenon using the pink tax as the research context.

15. Take That Mirror Away From me! Clothing Consumption by the Elderly and the Self-identity of the Young

Daniela Ferreira (Federal University of Rio de Janeiro)

This study focuses on the impact of elderly’s clothing consumption on the self-identity of the young, in the Brazilian context. Using netnography and interviews, and building from Terror Management Theory, we found that moral condemnation of the elderly represents youngsters' fear to challenge their self-identity and privileged status in society.

16. How Does Runner’s World Shape a Runner’s World? Understanding Representations of the “Ideal” Female Body in Fitness Advertising

Carly Drake (University of Calgary, Canada); Scott Radford (University of Calgary, Canada)

The female body is salient at the intersection of sport, the marketplace, and media. In this critical review, we interpret representations of the female body in fitness advertisements targeting female recreational endurance runners. We argue that they offer conflicting – and often unhealthy – directives on how to achieve the “ideal” body.

17. Male Spokespeople: Antecedents and Consequences of Social Comparison

Hsuan-Yi Chou (National Sun Yat-sen University); Xing-Yu (Marcos) Chu (Nanjing University); Chieh-Wen Cheng (National Sun Yat-sen University)

This study demonstrated that highly attractive male spokespeople revealing muscles or gazing directly at viewers evoked upward comparisons and stronger envy emotions from male consumers. Stronger relative benign envy facilitates advertising effects. Female image and beauty type moderate the formation of envy. Results contribute to social comparison and envy theories.

I8. How Food Images on Social Media Influence Online Reactions

Annika Abell (University of South Florida, USA); Dipayan Biswas (University of South Florida, USA)

The results of four studies, including two field experiments, show that an image of a female gets fewer positive online reactions and is evaluated less favorably when she is pictured next to an unhealthy (vs. a healthy) item; these effects get reversed for males.

I9. From Childhood Toys to Grownup Choices: Understanding the Gendered Appeal of Violent Media

Martin A. Pyle (Ryerson University)

Why do men seem to enjoy violent media more than women? This research addresses this question by examining how childhood toys influence perceptions of media as adults. This research contributes to our understanding of the appeal of violent media by demonstrating a cohesive link between socialized values and media choice.

I10. Can Body Size Influence the Judgments of Warmth and Competence?

Trang Thanh Mai (University of Manitoba, Canada); Olya Bullard (University of Winnipeg); Luming Wang (University of Manitoba, Canada)

We propose that the effect of body size on social evaluation extends beyond the association between thinness and beauty. Specifically, we posit that body size has implications for warmth and competence judgments made by observers: a thin (vs. heavy) body signals competence, whereas a heavy (vs. thin) body signals warmth.

I11. Self-Presentation in the Mating Market: The Influence of Gender and Sexual Orientation on Profiles on Tinder and Grindr

Chaim Kuhnreich (Concordia University, Canada); Lilian Carvalho (FGV/EAESP); Gad Saad (Concordia University, Canada)

Examining how people signal potential mates on Tinder and Grindr, males are more likely to use conspicuous consumption in their profiles when compared to women. However, in the homosexual community, males are actually more likely to display sexually suggestive pictures, and signs of physical fitness as opposed to conspicuous consumption.

I12. The Effect of Susceptibility-Induced Threat in the Preventative Communication

Moon-Yong Kim (Hankuk University of Foreign Studies)

This research investigates gender differences in responding to the preventative communication by varying the level of susceptibility-induced threat. Specifically, it is predicted that higher level of susceptibility is more likely to have a negative effect on persuasion for females (vs. males) due to their maladaptive responses to the threatening message.

I13. Ambient Light, Gender, and Creativity

Courtney Szocs (Louisiana State University, USA); Franziska Metz (EBS); Dipayan Biswas (University of South Florida, USA)

The findings of our experiment demonstrate that females are more creative with bright (vs. dim) ambient light while males are more creative with dim (vs. bright) ambient light. The findings of our research also help in resolving the inconsistency in the prior literature for effects of ambient light on creativity.

Pod J: Identity - Working Paper Session, Imperial Ballroom

J1. The Effect of Identity Abstractness on Information Processing Styles

Woojin Choi (University of Seoul); Min Jung Kim (Manhattan College); HyukJin Kwon

(University of Seoul); Jiyun Kang (Texas State University)

This study suggests that how a social identity is construed (i.e., identity abstractness) would influence one's information processing style. Specifically, we predict that, when a social identity with high (vs. low) identity abstractness is activated, a person is likely to process information more abstractly (vs. concretely).

J2. Consistence vs. Variety: The Effect of Temporal Orientation on Variety Seeking

YUAN ZHANG (Xiamen University); SHAOQING ZHANG (Quanzhou Normal University)

The research examines the effect of temporal orientation on variety seeking and demonstrates that people in past orientation chose less variety than those in future orientation (Study 1) and preference for consistence was the underlying mechanism (Study 2). However, the effect disappeared in self-irrelatively condition (Study 3).

J3. You Think I'm Yours but, Trust Me, I'm Not: How Consumers Value Dogs and Cats

Colleen Patricia Kirk (New York Institute of Technology); Samantha Renee Kirk (Boston College, USA)

Two experiments reveal that dog owners are willing to pay more for life-saving surgery and related expenses than cat owners. This effect is sequentially mediated by perceived behavioral control, psychological ownership, and emotional attachment. This first examination of psychological ownership of living creatures offers implications for pet owners and marketers.

J4. A Large Pack of Toilet Paper is Bad for Me: Self-control and Consumers' Responses to Product Quantity

(Joyce) Jingshi Liu (Hong Kong University of Science and Technology); Keith Wilcox (Columbia University, USA); Amy Dalton (Hong Kong University of Science and Technology)

We examine the association between product quantity and self-control using utilitarian products, a product domain that does not generally threaten self-control. We find a bidirectional effect between product quantity and self-control, whereby exposures to large product quantity decrease self-control, and activation of self-control decreases evaluation of product quantity.

J5. Buy Better, Buy Less: Future Self-Continuity and Construal Level Affect Investment in Sustainable Consumer Products

Rebecca Peng (Northeastern University, USA); Daniele Mathras (Northeastern University, USA); Katherine Loveland (Xavier University)

Results of three studies reveal that consumers who believe their future selves will be similar (vs. dissimilar) to their current selves are most likely to embrace a "buy it for life" mindset. Specifically, higher future self-continuity promotes higher level construal, and ultimately ratings for brands that sell long-lasting products.

J6. Cozying up to the Kardashians: A Theory for Consumers' Affinity towards Celebrity Gossip

Jayant Nasa (Indian School of Business); Tanuka Ghoshal (Baruch College, USA); Raj Raghunathan (University of Texas at Austin, USA)

The present research examines celebrity gossip consumption using the lens of compensatory consumption. Two experiments show that people exhibit an increased propensity to consume celebrity gossip after experiencing a psychological threat and such consumption has a restorative effect on their self-worth. These effects are moderated by the consumers' trait self-esteem.

J7. Alienation from Ourselves, Alienation from Our Products: A Carry-over Effect of Self-alienation on Self-possession Connection

(Joyce) Jingshi Liu (Hong Kong University of Science and Technology); Amy Dalton (Hong Kong University of Science and Technology)

When consumers feel alienated from the self, they also feel alienated from their products, which is an important part of the self. Moreover, this effect only applies to products that are relevant to the self, and is attenuated among consumers with an interdependent (vs. independent) mindset.

J8. Exchange with The Rich, Concern with The Poor: The Effects of Social Class on Consumer Response to Brand Relationship

Bing Han (Shanghai Jiao Tong University); Liangyan Wang (Shanghai Jiao Tong University)

This article proposes that consumer-brand relationship position (exchange vs. communal) should be built in accordance with the social class of consumers. Through three experiments in manufacturing and service industries, the authors find that a matching effect between brand relationship and social class can enhance brand evaluation and brand attitude.

J9. The Beautified Me is Me: How Interdependence Increase Usage of Beauty App

Qin Wang (Arizona State University, USA); Andrea Morales (Arizona State University, USA); Adriana Samper (Arizona State University, USA)

This research investigates when people are more likely to use photo-editing beauty apps and why. Two studies show that people with an interdependent (vs. independent) self-construal have higher intentions to use beauty apps because they see larger overlaps between their beautified selves and their true selves.

J10. Transnational Consumer Lifestyle

zahra Sharifonnasabi (Queen Mary University of London); Fleura Bardhi (City University of London, UK)

In a world of increasing global mobilities, this study investigates the nature of consumption when individuals inhabit multiple countries simultaneously. First, four meanings of place have emerged in our findings, each representing specific meanings, relationships, and consumption practices. Second, we introduce the notion of transnational consumption.

J11. The Myth of Return – Success or Failure? Consumer Identity and Belonging in the Case of Repatriate Migrants

Sonja N. Kralj (University of Augsburg, Germany); Michael Paul (University of Augsburg, Germany)

This poster introduces a new migration pattern into research on consumer migration and acculturation. Investigating structural, individual, and relational factors, we stress the dynamic nature of how consumption, identity, and belonging are related in the case of consumers having returned from the diaspora to the ancestral homeland after generations.

J12. The Influence of Pet-Ownership on Consumer Behavior

Lei Jia (Ohio State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Yuwei Jiang (Hong Kong Polytechnic University)

Across four studies, we show that pet ownership influence consumers' regulatory focus such that dog (vs. cat) owners are more promotion- (vs. prevention-) oriented. Their different regulatory orientations can carry over to influence their financial decisions, attitudes toward ads, and purchase intentions.

J13. The Good and Bad of a Delayed Indulgence: Effects on Self-Perceptions and

Purchase Satisfaction

Argiro Kliamenakis (Concordia University, Canada); Kamila Sobol (Concordia University, Canada)

We show that the mere act of delaying an indulgent purchase can evoke the same level of perceived self-control as not indulging at all – a level that is higher than in instances of immediate indulgence. Paradoxically, the bolstered perceptions of self-control resulting from a delayed indulgence, subsequently reduce purchase satisfaction.

J14. You Reflect Me: Narcissistic Consumers Prefer Anthropomorphized Arrogant Brands

Norah Awad (Hongik University); Nara Youn (Hongik University)

Narcissism is trait commonly associated with arrogance, and impacts people's interactions with others; prior research has shown that narcissists love other narcissists like they love their own reflections. Our research examines narcissists' attitudes toward anthropomorphized brands that have arrogant personalities, and the role of self-congruence in this interaction.

J15. The Deliberation Effect on the Judgment and Choice of Anthropomorphized Products

Juliana M. Batista (EAESP Fundação Getúlio Vargas); Jose Mauro C. Hernandez (Centro Universitário FEI)

The study investigated the anthropomorphized products' effect on purchase intention and choice and the moderating role of deliberation and rational personality. The first study demonstrates that personifying a product leads to higher purchase intention through product's anthropomorphization. Studies two and three show that deliberating inhibits the anthropomorphization process.

Pod K: Persuasion - Working Paper Session, *Imperial Ballroom*

K1. The Impact of Moral Violation and Advertising Appeals on Brand Attitude

Chunya Xie (Renmin University of China); En-Chung Chang (Renmin University of China); Beixi Wen (Renmin University of China)

This study found that moral violators possess a more positive attitude towards brand advertised in two-sided (versus one-sided) message appeals, while moral violation witness possess a more positive attitude towards brand advertised in one-sided (versus two-sided) appeals.

K2. Influence of Attentional Breadth on Processing and Memory of Brand Advertisements

Nicolas Noack (University of Duisburg-Essen); Lynn Brinkmann (University of Duisburg-Essen); Oliver B. Büttner (University of Duisburg-Essen)

This research examined the influence of attentional breadth on ad perception and brand recall. Eye-tracking data reveals increased gaze towards the ad background for broad attention. Additionally, broad attention enhanced brand recall. The findings suggest that ad background acts as an additional memory cue.

K3. Goal or Knowledge? Exploring the Nature of Culture and its Consequential Effect

Xiaohua Zhao (Tsinghua University); Fang Wan (University of Manitoba, Canada); Antonios Stamatogiannakis (IE Business School, IE University); Haiyang Yang (Johns Hopkins University)

Prior research has largely focused on how cultural values get activated, but has not distinguished whether cultural values are semantic knowledge or goals. As the salience of them tends to fluctuate,

and subsequently impact judgments and behaviors, we proposed an approach to distinguish culture values between semantic knowledge and goals.

K4. Movie Reviews and their Sentiments: Evidence of a Bandwagon Effect in Individualistic Cultures

Subimal Chatterjee (SUNY Binghamton, USA); Ning Fu (SUNY Binghamton, USA); Qi Wang (SUNY Binghamton, USA)

We analyze how the Chinese and American audience rate a common set of 173 movies released in both countries and find a bandwagon effect in the American audience in that their ratings mimic the positive sentiments of the review they read last before posting their own.

K5. Advertising Organizational Culture as a Selling Tactic for For-Profit Organizations

Dejun Tony Kong (University of Houston, USA); Maria Ng (University of Houston, USA)

By conducting four experiments, we found that advertising organizational culture can be an effective selling tactic for for-profit organizations, particularly in a stereotypically fun industry. Specifically, advertising fun (vs. neutral) organizational culture appeared to enhance consumers' perception of organizational warmth, which elevated their positive anticipated emotions and subsequent purchase intention.

K6. Persuading the Moral Consumer: Matching Messages to Attitude Basis

Aviva Philipp-Muller (Ohio State University, USA); Andrew Luttrell (Ball State University); Richard Petty (Ohio State University, USA)

We explored the persuasive effects of moral versus practical counter-attitudinal messages on individuals with varying levels of moral conviction toward recycling. Across two studies, when pro-recycling moral conviction was high, the moral (vs. practical) anti-recycling message was more persuasive, but the effects reversed when moral conviction was low.

K7. Responses to Online Behavioral Advertising Disclosures: Effects of Disclosure Source Trustworthiness and Message Type on Advertising Outcomes

Iris van Ooijen (University of Twente)

This work demonstrates that for a less trusted online platform (Facebook), the source of online behavioral advertising (OBA) disclosures affects consumer responses to personalized ads. Specifically, OBA disclosures only increase advertising effectiveness when the source is a trusted third party, and when the message is framed as a notice (vs. warning).

K8. Framing Matters. How Comparisons to Ideal and Anti-Ideal Reference Points Affect Brand Evaluations.

Magdalena Zyta Jablonska (SWPS University of Social Sciences and Humanities); Andrzej Falkowski (SWPS University of Social Sciences and Humanities)

We test how comparisons to ideal and anti-ideal reference points affect brand evaluations in political and consumer context. The results support the negativity effect, showing that negative comparisons have a stronger effect than their positive counterparts.

K9. Measuring Internet Slang Style in Advertisement: Scale Development and Validation

Shixiong Liu (Shenzhen University); Yi Wu (Tsinghua University); Wu Gong (Shenzhen University)

Drawing on linguistics and stylistics theories, this paper introduces and conceptualizes the construct of Internet slang style (ISS) to describe characteristics of Internet slang. A dimensional ISS framework

consisting of four dimensions (amiability, overtiness, candor, and harshness) is proposed. The corresponding scale was developed and validated across five studies.

K10. The Acronym Effect: Acronym and Buzzword Use Lowers Consumer Persuasion

Sumitra Auschaitrakul (University of the Thai Chamber of Commerce); Dan King (University of Texas Rio Grande Valley, USA); Ashesh Mukherjee (McGill University, Canada)

Many organizations use well-known acronyms such as CSR to represent full referents such as corporate social responsibility, which itself is a shortened referent to represent performing actions that benefit the community. We show that shortening referents has the surprising consequence of lowering perceptions of genuine emotions underpinning social responsibility.

K11. Effects of Emotional vs. Rational Thinking on Consumer Responses to Verbal Precision

Ann Kronrod (University of Massachusetts, USA); Guang-Xin Xie (University of Massachusetts Boston); Shai Danziger (Tel Aviv University, Israel)

We define verbal precision and examine consumer responses to more and less verbally precise communication. Results suggest that emotionally (vs. rationally) oriented recipients are more sensitive to verbally precise messages. For these consumers, higher verbal precision increases perceived conversational cooperativeness of the source and results in more positive product attitudes.

K12. Use language to change people's mind: The persuasive power of online marketing communications

Xun He (Katholieke University Leuven, Belgium); Barbara Briers (Vlerick Business School); Luk Warlop (Norwegian School of Management, Norway)

Marketing and economies depend mainly on persuasive success. This study investigates which and how linguistic features influence a target's actual persuasiveness of messages in the setting of online marketing communications.

K13. When Does Humor Increase Sharing?

John Yi (University of Arizona, USA); Caleb Warren (University of Arizona, USA)

Are consumers more likely to share content (stories, social media posts, etc.) when it is humorous? Not always. Although adding humor increases the likelihood that consumers share negative content (e.g., embarrassing stories, complaints, etc.), adding humor does not increase the likelihood of sharing positive content (e.g., happy stories, praise, etc.).

Pod L: Retail and Services - Working Paper Session, *Imperial Ballroom*

L1. The Effects of Cultural Syndromes on Customers' Responses to Service Failures: A Perspective-Flexibility-Based Mechanism

Vincent Chi Wong (Lingnan University); Robert Wyer Jr. (University of Cincinnati, USA)

Customers with a collectivistic (vs. individualistic) orientation or a long-term (vs. short-term) orientation are likely to attribute a service failure more to the service provider's contextual factors and less to the service provider's dispositional factors. These effects are mediated by the flexibility of perspectives customers take when making a judgment.

L2. Wish List Thinking: The Role of Psychological Ownership in Consumer Likelihood to Purchase or Remove a Product from an Online Wish List

Christopher Groening (Kent State University, USA); Jennifer Wiggins (Kent State

University, USA); Iman Raoofpanah (Kent State University, USA)

Psychological ownership of products on a consumer's wish list increases the likelihood of purchase and decreases the likelihood of removal from the wish list. This effect becomes curvilinear when the product has been on the wish list a long time or the wish list is publicly viewable.

L3. Categorizing Engagement Behaviors from the Perspective of Customer Resources

Xianfang Zeng (University of Calgary, Canada); James Agarwal (University of Calgary, Canada); Mehdi Mourali (University of Calgary, Canada)

From the perspective of customer resources, the authors propose a typology of customer engagement behaviors (CEBs). This perspective well aligns with the service-dominant (S-D) logic (Vargo and Lusch 2004) that has evolved into an important paradigm in the marketing area.

L4. Attentional Breadth Moderates the Effect of Store Environments on Product Evaluation

Oliver B. Büttner (University of Duisburg-Essen); Benjamin G. Serfas (University of Duisburg-Essen); Daria Euler (University of Duisburg-Essen); Mathias Clemens Streicher (University of Innsbruck, Austria)

In an eye-tracking experiment, we primed attentional breadth (broad vs. narrow) and assessed the influence of context valence (attractive vs. unattractive store environments) on product evaluation. Participants liked products more when they were presented in attractive (vs. unattractive) store environments. This difference was more pronounced with broad (vs. narrow) attention.

L5. Understanding the components and effects of the Omnichannel Seamless Experience.

PAULA RODRÍGUEZ-TORRICO (Universidad de Burgos (Spain)); Lauren Trabold (Manhattan College); Sonia San-Martín (University of Burgos (Spain)); Rebeca San José (University of Valladolid (Spain))

This paper aims to investigate empirically the concept of Omnichannel Seamless Experience (OSE) and its impact on Social Media Engagement (SME). Results confirm the multidimensionality of the OSE, namely, consistency, freedom in channel selection and synchronization, which directly impact on consumer satisfaction with the omnichannel interaction and indirectly on SME.

L6. The Influence of Social Exclusion on Consumers' Perceptions of and Responses to Consumer-Dense Retail Environments

Veronica Thomas (Towson University); Christina Saenger (Youngstown State University)

Social exclusion affects consumers' perceptions of and responses to consumer-dense retail environments. Socially excluded (v. included) consumers exhibit increased crowd-size estimates, perceive higher neutral and positive (but equal negative) crowding, and prefer crowded retailers. Socially excluded consumers' heightened affiliation motivation increases crowding perceptions, enhancing intentions to spend time and money.

L7. The Joy of Shopping: Reconciling Mixed Effects of Positive Emotions on Shopping Behavior

Kelley Gullo (Duke University, USA); Duncan Simester (Massachusetts Institute of Technology, USA); Gavan Fitzsimons (Duke University, USA)

The current work develops a framework to identify when positive emotions lead to increased shopping behavior. A field experiment with over a million transactions and a controlled lab study provide initial evidence that the environment in which a positive emotion is felt shapes the behavioral outcomes of that emotion.

L8. Recover the Unrecoverable: How Co-Recovery Shifts Consumers ‘Attribution Following a Failed Recovery

Bo Huang (HEC Montreal, Canada); Yany Grégoire (HEC Montreal, Canada); Matthew Philp (HEC Montreal, Canada)

Exploring the impact of co-recovery on consumers ‘attribution, the present research finds that when consumers are highly participative in a failed recovery episode (i.e. co-recovery), they blame themselves more than the firm. However, this effect is reversed when they participate less, and disappeared when they do not participate at all.

L9. To Save Face or Follow My Heart: Salesperson’s Inquiries of In-Group Identity on Consumers’ Purchase

Lingru Wei (Tencent Holdings Limited); Jooyoung Park (Peking University)

This research shows that the salience of in-group identity (e.g., a student of a prestigious school) leads to purchase due to enhanced self-presentation concern especially when customers sense the possibility of violating social norms. Our finding suggests that simple conversation between salespersons and consumers can change sales.

L10. How Physical Distance and Power Distance Belief Affect Salesperson Evaluations and Purchase Intentions

Chia-Wei Joy Lin (University of Tennessee at Chattanooga); Saerom Lee (University of Texas at San Antonio, USA); Bingxuan Guo (University of Texas at San Antonio, USA)

Consumers with lower (vs. higher) PDB report lower evaluations of the salesperson who stays physically close to (vs. far from) them, and subsequently have lower purchase intentions in the shopping context. This is because lower PDB consumers are more likely to infer disrespect from the physical closeness of the salesperson.

L11. Consumer Search Mode Produces Unintended Marketing Consequences

Dan King (University of Texas Rio Grande Valley, USA); Sumitra Auschaitrakul (University of the Thai Chamber of Commerce)

Recently, marketers have migrated consumers from written to voice search, assuming that this produces positive outcomes. We show that this elicits unintended negative outcomes, such as delays in willingness to purchase products, and lowered spending. We show that differences in mindsets when people use their voice account for this effect.

L12. Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers

Na Ri Yoon (Indiana University, USA); Jenny Olson (Indiana University, USA); Adam Duhachek (Indiana University, USA)

To attract new customers, companies may lose existing customers. Our research examines how consumers’ attachment styles influence the likelihood of switching companies. When new customers receive exclusive benefits, existing customers’ attachment anxiety predicts switching. Attachment avoidance predicts greater switching, regardless of benefit recipient. Perceived betrayal and firm commitment underlie switching.

L13. The Recipient Effect on Consumers’ Preference for Products Displayed in Different Horizontal Locations

Sheng Bi (Washington State University, USA); Nik Nikolov (Washington State University, USA); Julio Sevilla (University of Georgia, USA)

This research proposes a recipient effect on products displayed in different horizontal locations. The congruence between recipient and product position increases information processing fluency, leading

to favorable product attitudes. This effect is mitigated by making consumers conceptualize time vertically, or by changing purchasing scenarios from buying for others to selves.

L14. Christmas Decorations in September – What Happened to Halloween? The Effect of Prospective Event Markers on Time Perceptions and Attitudes Towards Promotions

Chaumanix Dutton (University of Southern California, USA); Kristin Diehl (University of Southern California, USA)

We propose that reminders of future events, such as holiday promotions, trigger prospective event markers which affect time perceptions and attitudes towards the promotion. In three studies we show that event-related markers decrease time perceptions, rendering early holiday promotions more acceptable, while unrelated event markers have opposing effects.

Pod M: Nostalgia and Experiential Consumption - Working Paper Session, *Imperial Ballroom*

M1. How Rewarding is Your Rewards Program? Experiential vs. Material Rewards

Ayalla Ruvio (Michigan State University, USA); Farnoosh Khodakarami (Michigan State University, USA); Clay Voorhees (Michigan State University, USA)

The research on loyalty rewards programs focuses on material rewards. In four studies, we explore consumers' preference for experiential (vs. material) rewards. They view experiential (vs. material) rewards as having greater expected utility, which, in turn, increases their behavioral intentions and engagement with the loyalty program.

M2. Of Expectations and Experiences: The Moderating Effect of Valenced Expectations on Enjoyment of a Positive versus Negative Experience

Brian Gillespie (University of New Mexico); Molly McGehee (University of New Mexico)

Some extant literature argues that expectations drive enjoyment of experiences, while other literature argues that expectations only comparatively influence enjoyment. The current work addresses this discrepancy and demonstrates that while positive expectations do result in favorable enjoyment of experiences, negative expectations result in the comparative process suggested by others.

M3. #FOMO: How the Fear of Missing Out Drives Consumer Purchase Decisions

Michelle van Solt (Florida International University); Jessica Rixom (University of Nevada, Reno); Kimberly Taylor (Florida International University)

This research focuses on consumers' purchase decisions motivated by FOMO. Two studies demonstrate that purchase intent is higher when participants' imagine that their close social groups will attend, an effect mediated by FOMO. Furthermore, the type of experience (ordinary, extraordinary) moderates the relationship of social groups (close, distant) on FOMO.

M4. How Consumption Experiences Create Value

Gia Nardini (University of Denver); Melissa Archpru Akaka (University of Denver); Deborah MacInnis (University of Southern California, USA); Richard J Lutz (University of Florida, USA)

Consumption experiences are the heart of consumer behavior. However, research in this area varies widely. We integrate prior literature to develop a conceptual framework of consumption experience. Our framework organizes the fragmented literature on consumption experience and identifies avenues for future research in investigating how consumption experiences drive value creation.

M5. The More Expensive a Gift Is, the More It Is Appreciated? The Effect of Gift

Price on Recipients' Appreciation

Jooyoung Park (Peking University); MENGSHU CHEN (Tencent Holdings Limited)

Two studies show that a gift with a higher or lower price than the recipient expects decreases their appreciation. Our findings suggest that recipients perceive givers as being less thoughtful when the gift price is lower than expected, whereas they feel burden to repay when the gift price is higher.

M6. Approaching Negative Experience

Liang Shen (Shanghai Jiao Tong University); Fengyan Cai (Shanghai Jiao Tong University); Ying Yu (Huazhong Agricultural University)

Because approaching unfamiliar negative experiences could dissipate one's uncertainty of the environment, we propose that people are more curious about, and hence more likely to choose a negative experience over a positive experience. Three experiments provide preliminary evidence for this effect.

M7. The Mixed Effects of Nostalgia on Consumer Switching Behavior

Zhongqiang (Tak) Huang (University of Hong Kong); Xun (Irene) Huang (Nanyang Technological University, Singapore); Yuwei Jiang (Hong Kong Polytechnic University)

This research shows that contrary to conventional wisdom, nostalgia can increase consumer switching behavior. However, this effect only occurs when consumers focus on the consumption outcome and it is reversed when consumers are led to focus on the process of consumption. These findings provide a nuanced understanding of nostalgia marketing.

M8. Nostalgia Increases Healthy Attitudes and Behaviors

Jannine Lasaleta (Yeshiva University); Carolina O. C. Werle (Grenoble Ecole de Management); Amanda Pruski Yamim (Grenoble Ecole de Management)

This research tests nostalgia as a motivation force in healthful food consumption. Across three studies we find support for the hypothesis that nostalgia increases positive attitudes and behaviors toward healthy food, but decreases them toward unhealthy food. Moderated mediation evidence demonstrated this effect is driven by nostalgia-evoked social support.

M9. Exploring Historical Nostalgia and its Relevance to Consumer Research

Matthew Farmer (University of Arizona, USA); Caleb Warren (University of Arizona, USA)

Historical nostalgia, a sentimental longing for a time outside of one's own personal past, appears to draw a comparison between present-day values and past values, making it a potentially distinct construct from personal nostalgia. We report a pilot study that supports this claim and develop a program of promising research.

M10. I Need a Hero: How Loneliness Interacts with the Symbolic Meaning of Products to Affect Consumer Attitude

Sirajul Arefin Shibly (SUNY Binghamton, USA); Jinfeng Jiao (SUNY Binghamton, USA)

While extensive literature exists on symbolic meaning of products and on loneliness, how the interaction of these two concepts can affect attitude development towards a product has not been assessed. The current paper demonstrated that lonely people have a more positive attitude towards products that bear a superhero symbolic meaning.

M11. Motivated to Be Moral: The Effect of Nostalgia on Consumers' Recycling Behavior

Xiadan Zhang (Renmin University of China); Xiushuang Gong (Jiangnan University); Jing Jiang (Renmin University of China)

Prior research on nostalgia has primarily focused on its psychological and social functions. However, little has been done about whether and how nostalgia affects individuals' pro-environmental behaviors. Through two studies, we demonstrate that nostalgia can increase consumers' intention to recycle, and this effect is mediated by moral purity.

M12. From the Occult to Mainstream – Tracing Commodification of the Spiritual in the Context of Alternative Spiritualities

Richard Kedzior (Bucknell University)

In this paper we focus on examining various institutional logics that facilitated the evolution of a sacred object into a marketplace phenomenon.

M13. Keep Consistency in Good Old Days: The Effect of Nostalgia on Consumers' Consistency Seeking Behavior

Yafeng Fan (Tsinghua University); Jing Jiang (Renmin University of China)

The present research explored how nostalgia affects consumer's consistency seeking behavior. Three studies demonstrated that nostalgic feelings increase consumers' consistency seeking behavior in consumption. The results showed that nostalgia (vs. control) condition participants higher self-continuity preference which increases their consistency seeking behavior in subsequent consumption situation.

Pod N: Emotions - Working Paper Session, *Imperial Ballroom*

N1. The Experiential Advantage in Eudaimonic Well-being – An Experimental Assessment

Aditya Gupta (University of Nebraska-Lincoln); James Gentry (University of Nebraska-Lincoln)

Despite the documented hedonic superiority of experiential purchases to material purchases, a focus on their relative well-being implications remains unexplored. Given that the very idea of well-being is changing, the authors report results from two experimental studies that evaluate the experiential advantage in terms of a new framework – eudaimonic well-being.

N2. The Devil Wears FAKE Prada: Dual Envy Theory Explains Why Consumers Intend to Purchase Non-Deceptive Luxury Counterfeits

Tanvi Gupta (Indian Institute of Management Bangalore); Preeti Krishnan Lyndem (Indian Institute of Management Bangalore)

Applying the dual envy theory to understand why consumers deliberately intend to purchase non-deceptive luxury counterfeits, we posit that benign enviers intend to purchase such counterfeits when they cannot afford the original, whereas malicious enviers are driven to purchase such counterfeits by a desire to punish the unfair original brand.

N3. Emotion Regulation and Memory for Negative Emotion Ads

Sandra Segal (Ben Gurion University, Israel); Hila Riemer (Ben Gurion University, Israel); Shai Danziger (Tel Aviv University, Israel); Gal Sheppes (Tel Aviv University, Israel)

People may employ emotion regulation to process negative emotion stimuli. We find that when people use emotion regulation they regulate high-arousal negative ads using distraction and low-arousal negative ads using reappraisal, resulting in better memory for low-arousal ads. When they do not use emotion regulation, people better remember high-arousal ads.

N4. Induction of Construal-Level Mindset via Surprise and the Follow-up Effect on Consumer Evaluations and Judgments

Atul A Kulkarni (University of Missouri, USA); Joëlle Vanhamme (EDHEC Business School, France)

We find that an experience of surprise may influence response to subsequently presented stimuli in the same fashion as abstract/concrete processing would do. Three studies show that when primed with positive (negative) surprise, participants evaluated promotionally (preventionally) framed ad messages more favorably and leaned toward desirability (feasibility) laden shopping options.

N5. Mixed Feelings, Mixed Baskets: How Emotions of Pride and Guilt Drive the Relative Healthiness of Sequential Food Choices

Julia Storch (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands); Jing Wan (University of Groningen, The Netherlands)

Although healthy diets start with healthy shopping baskets, previous research primarily investigated factors influencing the healthiness of isolated food purchases. Instead, we propose that dependencies exist between the healthiness of shoppers' sequential choices. We address this research gap and investigate whether emotions experienced while shopping underlie these dependencies.

N6. Not Myself: The Impact of Secret-Keeping on Consumer Choice Regret

DONGJIN HE (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University)

This research investigates how the experience of secret-keeping affects consumers' perception of their previous choice. Three studies reveal that the experience of secret-keeping increases consumers' regret for the consumption choices they made previously, and show that this effect is driven by the perceived low intrinsic motivation for the chosen option.

N7. Emotion Or Information ? Effects Of Online Social Support On Customer Engagement

Chuang Wei (Tsinghua University); Maggie Wenjing Liu (Tsinghua University); Qichao Zhu (Tsinghua University)

Short Abstract: This paper investigates the interactive effect and the underlying mechanism of social support and source on customer engagement.. We conducted a study to show that consumer engagement in online brand communities is affected by the support type (informational vs. emotional) and the effect is moderated by source of support.

N8. Effect of Awe on Collectable Consumer Experience

Eujin Park (Washington State University, USA); Andrew Perkins (Washington State University, USA); Betsy Howlett (Washington State University, USA)

It has been known that awe is caused by encountering an unexpected event and stimulates explanation-seeking via a need for cognitive accommodation (Valdesolo, Shtulman, and Baron 2017). Collectable experiences are often unusual and unconventional (Keinan and Kivetz 2010). Hence, we hypothesize that awe increases individual's preference for collectable consumer experience.

N9. Effects of Awe on Consumers' Preferences for Bounded Brand Logos

Fei Cao (Renmin University of China); Xia Wang (Renmin University of China)

Two studies probe and demonstrate that experiencing awe, a positive emotion characterized by perceived vastness and need for accommodation, compared with neutral emotion, enhances consumers' preferences for bounded brand logos and this effect is probably driven by loss of control.

The effect is stronger for chronic promotion-focused (versus prevention-focused) consumers.

N10. How Does It Make You Feel? Emotional Reasoning and Consumer Decisions

Andrea Rochelle Bennett (University of North Texas); Blair Kidwell (University of North Texas); Jonathan Hasford (University of Central Florida, USA); David Hardesty (University of Kentucky, USA); Molly Burchett (University of Kentucky, USA)

The authors examine how consumers' think about their emotions and the favorable outcomes that result. The conscious contemplation of emotions in decision making (emotional reasoning) was found to improve consumer choice quality beyond the effects of other types of emotional processing, including trust-in-feelings and affect-as-information.

N12. Untangling Different Envy Episodes and their Effects on Brand Attitude

Kirla C Ferreira (EAESP-FGV, Brazil & City University of London, UK); Delane Botelho (EAESP-FGV); Suzana Valente Battistella-Lima (EAESP-FGV)

An envy episode develops in various directions depending on individual and contextual factors, and its effect on brand attitude varies accordingly. Based on three studies we suggest that brand attitude decreases linearly across envy episodes (from no envy, benign envy, malicious envy by luck to malicious envy by deceit).

N13. Smaller Self but Larger Tips? The Effect of Awe on Consumers' Tipping Intention

Ran Li (Chinese University of Hong Kong, China)

Two experiments showed that feeling awe can systematically affect consumers' tipping intention. Specifically, this awe-tipping relationship is driven by two countervailing processes: feeling awe makes consumers feel closer to the server (which increases the tendency of tipping) but simultaneously decrease their power distance belief (which decreases the tendency of tipping).

N14. The Bright Side of Sadness: How Mood Affects Goal Initiation

Yunqing Chen (Chinese University of Hong Kong, China); Leilei Gao (Chinese University of Hong Kong, China)

How does mood affect people's likelihood to initiate a long-term goal pursuit? Two studies show that compared to happy individuals, sad individuals have stronger preference for self-discontinuity, which leads to greater motivation to start pursuing a long-term goal.

Pod O: Judgment and Decision Making - Working Paper Session, *Imperial Ballroom*

O1. Choice, Rejection, and Context Effects

Shih-Chieh Chuang (National Chung Cheng University); Yin-Hui Cheng (National Taichung University of Education)

Most research on the context effect (compromise effect and attraction effect) has focused on choice-making tasks rather than rejection tasks. The data reported for two experiments show that the context effect is alleviated when decision-making tasks are performed in a selection scenario, rather than a rejection scenario.

O2. The Streaking Star Effect: Why People Want Individual Winning Streaks to Continue More than Group Streaks

Jesse Walker (Cornell University, USA); Thomas Gilovich (Cornell University, USA)

In seven studies, participants exhibited a greater desire for streaks of individual success to continue than identical streaks of success by groups. Fairness, or concern about the other competitors, and the experience of awe inspired by an individual streak mediate this effect. This phenomenon has downstream consequences for consumer behavior.

O3. The Effect of Numeric Information on Product Evaluation

Zhen Yang (Drexel University, USA); Yanliu Huang (Drexel University, USA);

Dengfeng Yan (University of Texas at San Antonio, USA)

This research proposes that precise number will polarize product evaluation, making the judgment of positive product information more positive, and negative information more negative. It happens because processing precise number is more arousing, and the heightened arousal leads to evaluative extremity. Three studies were conducted to test our predictions.

O4. Will Winning Always Encourage Risk Taking? The Effect of Competition

Results and the Closeness of These Results

Beixi Wen (Renmin University of China); En-Chung Chang (Renmin University of China); Chunya Xie (Renmin University of China)

In this research, we found that winning a competition or hearing news that a familiar team has won a game will increase people's risk preference. However, a close result can reverse this effect; that is, compared with narrow-winners, narrow-losers will be more willing to take risks.

O5. The Effect of Synchrony on Non-Human Objects Involved in the Synchronous Performance

Xiaoyin YE (Xiamen University); Jun YE (Xiamen University)

Drawing from an embodied cognition framework, this study examines the main effect and the mediating mechanism of synchrony on product evaluation. Four experiments were conducted and our findings indicate that exposure to synchrony experience activates the concept of harmony, which has a spillover effect that positive product evaluation.

O6. Be Aware of Your Suspicion: When “Being Suspicious” Ironically Leads to Suboptimal Judgment- and Decision-Making

Julie Verstraeten (Ghent University, Belgium); Tina Tessitore (INSEEC Business School, France); Maggie Geuens (Ghent University, Belgium)

Contrary to the belief that “being suspicious” benefits judgment- and decision-making, four studies demonstrate the opposite to hold true. Suspicion rendered judgments and decisions suboptimal for money and food in an unrelated context. As suspicion is ever-prevailing in nowadays' marketplace, these findings highlight relevant and important consequences for consumer welfare.

O7. Helpful Mental Shortcuts or a Shortcut to Bias? Two Perspectives on Heuristics and One New Direction for Consumer Research

Carly Drake (University of Calgary, Canada); Mehdi Murali (University of Calgary, Canada)

Consumer research tends to follow a perspective on heuristics that argues heuristics bias and mislead those who use them. However, a second perspective posits that heuristics may be more efficient and accurate than complex computations, despite using less information. We explore what this perspective can offer future consumer research.

O8. Valuation and Allocation of Bought Time

Eisa Sahabeh Tabrizi (University of Southeast Norway); Marit Engeset (University of Southeast Norway); Luk Warlop (Norwegian School of Management, Norway)

We show when consumers buy time by outsourcing their tasks, they may be willing to pay less for the service and are more likely to find the price unfair. We propose this is driven by higher domain self-efficacy. We also document consumers' tendency for allocating bought time more to hedonic activities.

O9. The Role of Numerical Identification in Customer Reaction toward Service Failure

JIEXIAN (Chloe) HUANG (Hong Kong Polytechnic University); Yuwei Jiang (Hong

Kong Polytechnic University)

This research investigates the consequence of assigning numbers to customers (e.g., room numbers) in a service context. Two experiments show that, after being identified by a number, customers would be more tolerant of service failure. This effect is found to be driven by the self-dehumanization process triggered by numerical identification.

O10. Individual Differences in Consumers' Need For Cognition and Affect: A Neuromarketing Study Using Voxel-Based Morphometry

Jianping Huang (Tsinghua University); Yang Sun (Tsinghua University); Jie Sui (University of Bath, UK); Xiaoang Wan (Tsinghua University)

We revealed the anatomical variations in consumers' need for cognition (NFC) and need for affect (NFA) in a neuromarketing study. The right lingual gyrus was associated with NFC, whereas the right inferior occipital gyrus was linked to NFA.

O11. Have Less, Compromise Less: How the perception of resource scarcity influences compromise decisions

Kate Kooi (University of Miami, USA); Caglar Irmak (University of Miami, USA)

The compromise effect has been shown to be robust, however the current research seeks to illuminate a circumstance under which it is less predictive by demonstrating that under the perception of resource scarcity, consumers are less susceptible to the compromise effect because of their proclivity for status-seeking and risky choices.

O12. When do People Waste Time? Testing a Mechanism for Parkinson's Law.

Holly S Howe (Duke University, USA); Tanya Chartrand (Duke University, USA)

Parkinson's law states that work expands to fill the time available for its completion. In a series of studies, we demonstrate this law and identify a possible mechanism. Specifically, we demonstrate that people who allot too much time to complete a task fail to use time-saving strategies.

O13. Pain of Loss: How Losing in a Promotional Competition Influences Consumer Attitude

Arash Talebi (ESSEC Business School); Sonja Prokopec (ESSEC Business School); Ayse Onculer (ESSEC Business School)

This research shows that the increase in brand attitude of the winners of an uncertain promotion comes at the cost of a greater decrease in the attitude of the losers; in turn, that leads to an overall decrease in brand attitude. We show that the solution lies in unresolved uncertainty.

Pod P: Financial Decision Making - Working Paper Session, *Imperial Ballroom*

P1. Constructed Preferences in Time-Money Tradeoffs: Evidence for Greater Violation of Procedural Invariance for Time as Opposed to Money Elicitations

Nazli Gurdamar Okutur (London Business School, UK); Jonathan Zev Berman (London Business School, UK)

When are preferences for time-money tradeoffs likely to be constructed? We argue that, due to the ambiguous value of time, consumers tend to construct their preferences and exhibit failures of procedural invariance more when their preferences are elicited based on the time (vs. money) dimension of the tradeoff.

P2. The Upside of Myopic Loss Aversion

Daniel Wall (Carnegie Mellon University, USA); Gretchen Chapman (Carnegie Mellon University, USA)

Broad brackets lead to increased risk taking, which is normative without reinvestment but can be

disastrous with reinvestment. In our study, narrow bracketed participants are more loss averse—a better decision—yielding higher expected log wealth. Myopia can be good.

P3. Cash Costs You: The Pain of Holding

J Zenkic (University of Melbourne, Australia); Kobe Millet (Vrije Universiteit Amsterdam); Nicole Mead (University of Melbourne, Australia)

Cash can have an associated psychological cost: the pain of holding. This pain is aversive, varies with the physical properties of money – such as the differences in weight and bulk between coins and notes - and may in turn encourage needless spending.

P4. Consistent Price Endings Increase Consumers Perceptions of Cheapness

Shih-Chieh Chuang (National Chung Cheng University); Yin-Hui Cheng (National Taichung University of Education)

Should marketers make the last digit of a sale price consistent with the last digit of the original price? Across multiple studies, including field studies and a variety of product categories, this research shows price perception and purchase intention are related to consistency between the sale price and original price

P5. Can(Can't) Control, thus Try to Save (Earn): The Joint Effect of Perceived Control and Financial Deprivation on Financial Decisions

Min Jung Kim (Manhattan College)

This research suggests that one's preference for earning vs. saving will depend on their personal control and financial deprivation. We predict that individuals who perceive low personal control are more likely to prefer earning to saving, but such a tendency can be reversed when their financial deprivation is considered.

P6. Marginal Cost Consideration

Ethan Pew (Stony Brook University); Hyunhwan Lee (University of Miami, USA)

A large-scale study (N=12,003) examines how price presentation influences choice. Six experimental conditions present absolute and marginal prices (across 30 price levels) for a flight selection task. Highlighting savings accruing from choosing the lower price option results in greater choice share for the higher priced option, particularly as prices increase.

P7. Consumer Evaluations of Sale Prices: The Role of the Spatial Representation of Time

Yaeun Kim (Temple University, USA); Joydeep Srivastava (Temple University, USA)

Based on the ease of the subtraction task, we tested whether value perception is influenced by the interaction between sale price displays and temporal information. The findings revealed that participants perceived the price offer as more valuable with time information. The studies contribute to the pricing and fluency literature streams.

P8. Understanding Financial Literacy: a Meta-Analysis of the Antecedents, Consequents and Moderators

FERNANDO DE OLIVEIRA SANTINI (UNIVERSIDADE DO VALE DO RIO DOS SINOS - UNISINOS); Frederike Monika Budiner Mette (ESPM, Brazil); Mateus Canniatti Ponchio (ESPM, Brazil); Wagner Junior Ladeira (Unisinos)

A meta-analysis was conducted to evaluate the antecedents, consequents and moderators of financial literacy. We obtained 13 significant antecedents of the financial literacy construct and four significant consequent constructs. The observations reflected the moderating effect of culture and the level of economic development of the country of origin.

P9. Gift Budget Adherence and Price Discounts

Yuna Choe (Texas A&M University, USA); Christina Kan (Texas A&M University, USA)

This research suggests that people are more likely to spend extra money to adhere to their budgets when the budgeted purchase is sold at a discount if that budget is for a gift than if it is for the self.

P10. Omission Bias in the Gain vs. Loss Domain

Jen H. Park (Stanford University, USA)

This paper examines whether individuals exhibit greater omission bias in a loss-framed risky choice (lose \$10,000 or lose \$0) compared to the gain frame (earn \$0 or earn \$10,000). While prior studies reveal mixed results, this research introduces anticipated regret as a moderator and uses the Monty Hall problem.

P11. A Price Premium on A Trivial but Weak Preferred Attribute Increase Choice: The Roles of Scarcity, Arousal and Perceived Risk

Yueyan Wu (Hunan University, China); Chunyan Xie (Western Norway University of Applied Sciences); Zhi Yang (Hunan University, China); Luluo Peng (Hunan University, China)

We add to extant research on trivial attribute by addressing a “small price premium effect” on choice and providing a psychological mechanism. Results showed that a small price premium on a trivial attribute increases choice share of weak preferred options. Large price premium eliminates this kind of effect. Underlying mechanisms were explored.

P12. Disclosure of Project Risk in Crowdfunding

Jooyoung Park (Peking University); KEONGTAE KIM (Chinese University of Hong Kong, China)

This research examines whether and how risk disclosure of crowdfunding projects influences crowdfunders’ project perceptions and funding decisions, with a particular focus on the contrast between technology and non-technology projects. We find that crowdfunders respond to the risk disclosure of projects, but differently between technology projects and non-technology projects.

P13. Self-Selected versus Fixed Price Bundling: The Effect of Bundle Type on Perceived Quality

Burcak Bas (Bocconi University, Italy); GULEN SARIAL ABI (Bocconi University, Italy)

This research explores the effect of bundle type on perceived quality. A lab experiment shows that self-selected (versus fixed) price bundling increases perceived quality and psychological ownership is the mechanism underlying this effect.

P14. Financial Behavior Among Young Adult Consumers: The Influence of Self-determination and Financial Psychology

Heejung Park (University of Wyoming, USA)

Research of the consumer financial behavior has been investigated in various ways. Better financial behaviors are essential for improving quality of life. Specifically, young adult consumers have particular difficulty making decisions involving accruing debt. Therefore, this paper deals with the financial behavior of young adult consumers through self-determination theory.

Pod Q: Digital Consumption - Working Paper Session, Imperial Ballroom

Q1. Algorithm Attraction versus Aversion: The Role of the Perceived Expertise of the Decision Maker

Gizem Yalcin (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse

(Erasmus University Rotterdam, The Netherlands); Darren Dahl (University of British Columbia, Canada)

Nowadays algorithms are used to generate recommendations in numerous areas, including ones that are pure matter of taste. Across four studies, we demonstrate that consumers value the same recommendation differently depending on the framing of its source—an algorithm versus human expert—and their own perceived level of expertise.

Q2. Why do Kids Love Watching Unboxing Videos? Understanding The Motivations of Children to Consume Unboxing Toy Videos

Teresa Trevino (Universidad de Monterrey); Mariela Coronel (UDEM); Valeria Martínez (UDEM); Ivanna Martínez (UDEM); Daniela Kuri (UDEM)

Unboxing videos are videos that shows the opening, gathering and exhibit of products across social media platforms, such as YouTube. This paper contributes to the literature of consumer behavior by shedding light on the motivations of children to consume unboxing videos, and its effects on brand engagement with toy brands.

Q3. Academic Branding on Social Media: Examining the Influence of Personal Brands on the Professor-Student Relationships

Edita Petrylaite (Northumbria University, UK); Darija Aleksic (University of Ljubljana)

With the increasing interaction on social media and its proliferated impact on personal image, professionals including university lecturers communicate on digital channels for work and personal purposes. This research aims to find out how personal branding using the same social media account influences professors' relationships with students as university clients.

Q4. The notion of self-optimization in context of self-tracking and beyond

Agnieszka Krzeminska (Leuphana University Lüneburg); Dorthe Brogård Kristensen (University of Southern Denmark, Denmark)

The aim of this paper is to analyse the metaphors and ideologies of optimization with a special consideration of the notion of self-optimization which is being prevalently used in descriptions of goals of people using self tracking devices or apps (e.g. Lupton 2014, Ruckenstein 2014, Selke 2016).

Q5. Conceptualizing the Digital Experience in Luxury

Wided Batat (American University Beirut)

This research introduces a theory of digital luxury experience, conceptualizing what it is and identifying its drivers. This is of importance to luxury consumption as it offers a conceptual framework to understand digital luxury, an empirical phenomenon which has gained prominence in the last 10 years and has remained poorly understood.

Q6. Online Social Status Predicts Subjective Well-being: a Two Population Study

Rui Du (University of Hawaii, USA); Miao Hu (University of Hawaii, USA)

Through three studies across two populations, we identified a novel construct: online social status. Online social status is positively related to consumers' subjective well-being (Study 1 and Study 2). Additionally, only when online and offline identities were highly overlapped, online social status is related to subjective well-being (Study 3).

Q7. Desire in Performed Consumption: Examining the Case of Korean Beauty Vlogging

Marie-Eve Jodoin (HEC Montreal, Canada); Marie-Agnès Parmentier (HEC Montreal, Canada)

This research project examines the processes of territorializing and sustaining desire on YouTube in the context of Korean beauty vlogging. It finds that, in consuming the performed consumption of

vloggers, material desire, social desire and desire for otherness are territorialized on the network and are sustained outside of bodily-reality.

Q8. Avatars, Consumers and Possession in Online Gaming

Feihong Hu (Lancaster University, UK); Xin Zhao (Lancaster University, UK);
Chihling Liu (Lancaster University, UK)

This study seeks to re-examine the relationship between consumers and their possessions. We observed online gamer interactions and conducted depth-interviews with Chinese online gamers. Initial findings have generated rich insights into how consumers experience and manage the relationships between their sense of self, avatars and virtual possessions.

Q9. Free or Fee? Consumers' Decision to Pay for the Premium Version of a Music Streaming Service Rather than Using its Free Version

Sebastian Danckwerts (Heinrich-Heine-University); Peter Kenning (Heinrich-Heine-University)

This research examines factors that influence consumers' likelihood of subscribing to the chargeable premium version of a music streaming service rather than using its free basic version. The results show that both the similarity between the two versions' functionality and the perceived quality of personalized content significantly affect consumers' decision.

Q10. Social Media Agency: Exploring the Role of Social Media Structures in Shaping Consumers' Identity Projects

Gabrielle Patry-Beaudoin (Queens University, Canada); Jay Handelman (Queens University, Canada)

Drawing on the mediatization theory (Hjarvard 2008), this study analyzes the role of social media in shaping consumers' online identity projects. Our qualitative empirical investigation contributes to the consumer identity literature by examining how three YouTube structures create unique tensions for consumers that affect their identity projects.

Q11. The Effect of Message Ephemerality on Information Processing

Uri Barnea (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA); Gideon Nave (University of Pennsylvania, USA)

Ephemeral communication - the transmission of messages which can be accessed only a limited number of times - is ubiquitous in social interactions (e.g., verbal conversations, Snapchat messaging). In three studies, we find that message ephemerality increases attention, improves memory recall, and leads to longer observation time.

Q12. Exploring Effects of Perceived Authenticity Of Instagram Models on Aad and Buying Intentions

Heather Shoenberger (University of Oregon, USA); Eunjin Kim (Southern Methodist University, USA)

This study suggests that consumers' ad evaluations and purchase intention are highest when a plus size, not-airbrushed model is featured on a brand's Instagram account. More importantly, this study confirms that perceived authenticity plays a significant mediating role for the effects of model-image modification and body size on ad evaluations.

Q13. Liquid Consumption From Another Perspective: The Case of "Investomers"

Carina Hoffmann (Heinrich-Heine-University); Lasse Meißner (Heinrich-Heine-University); Peter Kenning (Heinrich-Heine-University)

To extend recent theorizing on liquid consumption and to add a new perspective to this field, we investigate the case of investors turning into consumers or reverse ("investomer"). We assume

commitment and trust as “coupling” factors between these two categories and find support for this assumption.

Pod R: Branding - Working Paper Session, *Imperial Ballroom*

R1. How Consumers Deal With Brand Failure-An Individual Differences Approach

Melika Kordrostami (California State University-San Bernardino); Erika Kordrostami (Rowan University)

The impact of individual differences (regulatory focus and attachment style) on consumers’ reactions at the time of brand failure is studied. Our three studies showed that higher promotion leads to higher positive and lower negative behaviors. Furthermore, this effect is moderated by individuals’ attachment styles.

R2. Brand-to-Brand Communications: How Consumers React to Flattery Between Brands

Lingrui Zhou (Duke University, USA); Katherine Crain (Duke University, USA); Keisha Cutright (Duke University, USA)

Should brands go out of their way to talk positively about their competitors? We find that brand-to-brand flattery changes the consumer’s perception of how a brand values its relationships globally, which influences brand trust and subsequently, brand evaluations.

R3. In Experiences We Trust: From Brand-centric Experiences to Experience-centric Brands

Melissa Archpru Akaka (University of Denver); Ana Babic Rosario (University of Denver); Gia Nardini (University of Denver)

Experiences are replacing brands as the most sought-after market offerings. In the context of American Yoga, we investigate the role of brands in the assemblage of extended consumption experiences. We find that consumers’ shifting institutional logics influence their polygamous relationships with brands and guide the reassemblage of experiences over time.

R4. Human Brands and Their Consumers: How Consumers Reform Brand Understandings Following Critical Incidents

Kimberley Mosher Preiksaitis (Siena College)

Human brands offer consumers cultural material that differs from traditional brands. When human brands encounter critical incidents, consumers face the tension of separating the celebrity from the person to understand their relationship with the brand. This paper offers insights of three ways consumers reform brand understandings following critical incidents.

R5. Autonomy or Enjoyment? The Contingent Nature of Brand Ritual

Yaxuan Ran (Zhongnan University of Economics and Law); Echo Wen Wan (University of Hong Kong)

Brand rituals can affect consumers’ feelings and experience. Adding to this literature, the present research demonstrates the contingent nature of brand ritual by showing that brand ritualization can increase enjoyment but simultaneously decrease autonomy, both of which increase WTP. Furthermore, brand personality moderates the relative salience of the two perception-processes.

R6. The Anatomy of a Rival: The Influence of Inequity and Resentment on Rival Brands

Diego Alvarado-Karste (University of North Texas); Blair Kidwell (University of North Texas)

The authors examine whether brand rivalries can be formed and why they influence consumer’s

perceptions of brands and subsequent intentions to purchase. We propose a new model that incorporates the emotional side of rivalries, beyond current research, to demonstrate that inequity and resentment are the drivers of these unique relationships.

R7. How and Why Life Transition Influences Brand Extension Evaluation

lei su (Hong Kong Baptist University); Alokparna (Sonia) Monga (Rutgers University, USA); Yuwei Jiang (Hong Kong Polytechnic University)

Life transition is a ubiquitous aspect of life and occurs as people transcend various life stages. Four studies showed that life transition resulted in higher perceived fit and more favorable brand extension evaluation. This effect is mediated by self-concept ambiguity, and consequently, dialectical thinking.

R8. Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence

Summer Hyoyeon Kim (University of Kansas, USA); Jessica Li (University of Kansas, USA); Jenny Olson (Indiana University, USA); SHAILENDRA PRATAP JAIN (University of Washington, USA)

We examined the role of brand perception in consumer judgment and support following a brand transgression. Consumers blame warm brands less for the same product failure. They are also more likely to support warm brands following a moral transgression. We explain this link through the process of moral decoupling.

R9. The Asymmetric Effects Of Attitude Toward The Brand (Symbolic Vs. Functional) Upon Recommendation System (Artificial Intelligence Vs. Human)

Kiwan Park (Seoul National University, USA); Yaeri Kim (Seoul National University, USA); Seojin Stacey Lee (Seoul National University, USA)

We investigated how the recommendation system types (AI vs. Human) affect brand attitude depending on the brand image (Symbolic vs. Functional). We found consumers are reluctant to accept a recommendation from AI where in symbolic brand (Study1). This effect was further explained by uncanny-feeling toward the AI recommendation system (Study2).

R10. Emotional-Transference or Exclusivity? an Emotional Attachment Approach to Brand Extension for Cultural and Creative Products

Wu Zhiyan (Shanghai University of International Business and Economics); Luo Jifeng (Shanghai Jiao Tong University); Liu Xin (Shanghai University of International Business and Economics)

This research uses three studies to examine how brand fit and self-construal moderate the relationship between brand attachment (emotional-transference versus exclusive) and the brand extension effect and how online social interaction moderates the moderating effect of self-construal on the relationship between brand attachment and the brand extension effect.

R11. The Influence of Brand Rituals on Perceived Brand Authenticity

Lijing Zheng (University of Hong Kong); Echo Wen Wan (University of Hong Kong); Zhongqiang (Tak) Huang (University of Hong Kong)

Built on literature of ritual and brand authenticity, we predicted that consumers will perceive greater brand authenticity from brand rituals and that this effect is driven by perceived symbolism in the brand. Three studies provide initial evidences for our hypotheses. This research provides new insights into the influence of brand rituals.

R12. Brand Primes Can Satisfy (Important) Consumer Goals

Darlene Walsh (Concordia University, Canada); Chunxiang Huang (Concordia

University, Canada)

In Study 1, we show that exposure to a brand can satiate a previously primed brand-related goal. However, the satiating effect only occurs when the goal is important to the individual. In Study 2, we show that perceived goal progress can, in part, explain this effect.

R13. Brand Humanization: Applying Two Dimensions of Humanness to Brand

Mycah L Harrold (Washington State University, USA); Andrew Perkins (Washington State University, USA)

We create a measure of brand humanness that, unlike past measures of anthropomorphism, is easily applied to a variety of study paradigms. We situate brand humanness along two independent dimensions: characteristics descriptive of basic human nature and characteristics that identify ways in which humans are unique from other species.

R14. Are Lonely Consumers Loyal Consumers? Loneliness Breadth and Depth

Eunyoung Jang (Oklahoma State University, USA); Zachary Arens (Oklahoma State University, USA)

People feel loneliness either due to inadequate closeness in their relationships or inadequate number of relationships. Across two studies, we show that lonely people who lack deep relationship exhibit higher brand loyalty, whereas lonely people who lack broad relationships choose a larger variety of brands.

SATURDAY, OCTOBER, 13

Journal of Marketing Associate Editor and ERB Breakfast Meeting

7:30 to 8:45 am Madrid

Continental Breakfast

8:00 to 9:00 am East Atrium

Conference Check-in/Registration

8:00 to 4:00 pm East Atrium Registration

Improv for Academics Workshop

8:00 to 9:00 am Wyeth

Session 5

9:00 am - 10:15 am

5.1 Perspectives on Materialism - Competitive Paper Session, Batik (A)

Session Chair: Mateus Canniatti Ponchio, ESPM, Brazil

Analyzing the Perception of experiential luxury consumption of millennials on instagram: A new methodological approach

Marina Leban (ESCP Europe, France); Matthias Plennert (Friedrich-Alexander Universität Erlangen-Nürnberg)

This methodological paper presents a new multidisciplinary mix-method web content mining approach, bridging marketing and geography. Results demonstrate how rich millennial micro-celebrities signal experiential luxury consumption through geo-tags on Instagram, and how followers of these rich millennial micro-celebrities perceive experiential luxury consumption.

The Materialism - Well-Being Cycle: On Wanting More and Feeling Bad or Feeling

Bad and Wanting More

Esther Doriette Tamara Jaspers (Massey University); Rik Pieters (Tilburg University, The Netherlands)

Using longitudinal survey data (2013-2015) we show that materialism and well-being influence each other over time. Importantly, acquisition as the pursuit of happiness is the only materialism dimension that negatively influences well-being. The materialism dimensions acquisition centrality and possession-defined success had positive effects on well-being.

Growing Up Rich and Insecure Makes Objects Seem Human: Childhood Material and Social Environments Predict Anthropomorphism

Jodie Whelan (York University, Canada); Sean T. Hingston (York University, Canada); Matthew Thomson (Western University, Canada); Allison R. Johnson (Western University, Canada)

Research tends to focus on why certain brands or products are anthropomorphized and the implications of anthropomorphism, leaving the psychological determinants of anthropomorphism largely unaddressed. We address this gap by examining whether important developmental factors, namely, childhood socioeconomic status and attachment styles, interact to predict consumers' tendency to anthropomorphize.

Trust in the Holy or the Material: The Combined Impact of Religiousness and Materialism on Life Satisfaction

Kelly Gabriel (Vilanova University, USA); Aronte Bennett (Vilanova University, USA)

The current research examines relationships between life satisfaction, trust placed in religious beliefs, and that placed in material possessions. Findings indicate that the impact of materialism and religiousness on life satisfaction is qualified by an interaction, evidencing circumstances in which religiousness and materialism combine for counterintuitive outcomes.

5.2 Managing Finances: Insights into Consumers' Perceptions of Budgeting, Savings and Debt Management - Special Session, *Batik (B)*

Session Chairs: Eleanor Putnam-Farr, Rice University, USA; Anastasiya Pocheptsova Ghosh, University of Arizona, USA

Consumer financial decision-making is an important topic for the ACR community both from academic and public policy perspectives. Consumers' financial well-being is linked to overall well-being (Netemeyer et al. 2018) and positively affects a number of societal outcomes (Diener 2000). Numerous public opinion polls demonstrate that consumers feel uncertain or insecure in their ability to successfully manage their family's limited financial resources, plan for the future (retirement, college funds) and pay off debt (credit cards, loans; PWC 2016). The session looks at three critical financial management issues facing consumers: budgeting, savings and credit card debt repayment. Significant research has examined how a lack of basic understanding of financial decisions negatively affects consumer decision making (Benartzi and Thaler 2001; Fernandez et al. 2014; Soll et al. 2013). Similarly, a large body of work in mental accounting examined how cognitive biases in categorization of funds into mental accounts leads to suboptimal financial choices (see Soman & Ahn 2011; Zhang & Sussman 2017 for review). Finally, more recent work has started to examine how consumers' subjective feelings about and while completing various financial tasks affect their financial decision-making (Park & Sela 2018). Complementing this line of work, the four papers in this session look at a novel factor affecting financial decisions - consumers' subjective feelings about three critical financial tasks. The first two papers in the session focus on the domain of budgeting. First, Putnam-Farr & Ghosh explore consumers' differential feelings of control over their discretionary and non-discretionary spending and how these feelings affect consumers' ability to set

and follow realistic budgets across different spending domains. Second, Huang & Ghosh examine budget tracking and adherence. They find that subjective feelings of progress in budgeting adversely affect consumer spending, increasing spending over the time of the budget. Next, Morris, Huang & Bechler examine how perceived feeling of difficulty impact savings behavior. They find that increases in perceived saving difficulty affect consumers' willingness to invest the money to get higher future returns. Finally, Mochon, Mazar & Ariely examine the domain of credit card debt payment. They find that while consumers are insensitive to the size of their debt, they are also insensitive to the frequency of making payments. They demonstrate that increasing payment frequency positively affects repayment rate and the likelihood of paying off credit cards. Taken together the papers demonstrate that consumers' subjective feelings about their performance in three distinct financial decision-making domains have important consequences for their ability to successfully set and manage budgets, invest for the future and pay off debt. Importantly, all papers suggest simple interventions (for example, time-insensitive view of budgets and more frequent payment options for credit cards) that can improve consumers' financial management. We believe this session will be interesting to a broad ACR audience, including researchers in the area of financial decision making, affective influences on consumer behavior, and consumer welfare.

Turning “Expenses” into “Bills”: How spending Categorization Impacts Budget

Optimism and Likelihood of Success

Eleanor Putnam-Farr (Rice University, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA)

We examine the very first step of budgeting process – setting budgets –to understand how it impacts budget adherence. We demonstrate that the expected spending optimism is confined to certain spending categories. This optimism predisposes consumers to failure and is unresponsive to informational prompts or actual spending.

Time-insensitive Budget Tracking: Nudging Consumers to Spread out Spending over Time

Liang Huang (University of Arizona, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA)

We examine how different type of spending feedback affects consumers' purchasing over a budget period. When consumers focus on both the amount spent and budget's elapsed time it increases spending, while focus on the amount spent at a discrete point of time results in a constant rate of spending.

Doing it the Hard Way: More Effortful Saving Leads to Less Investing

Joshua I Morris (Stanford University, USA); Szu-chi Huang (Stanford University, USA); Christopher Bechler (Stanford University, USA)

Consumers can build wealth over time by saving and subsequently investing their money. While past research suggests encouraging effortful financial behaviors can increase consumers' savings, we show in seven studies using real money that perceiving saving as effortful can backfire, reducing individuals' willingness to invest, leading to lower accumulated wealth.

Scope Insensitivity in Debt Repayment

Daniel Mochon (Tulane University, USA); Nina Mazar (Boston University, USA); Dan Ariely (Duke University, USA)

We show that scope insensitivity can be used to help consumers pay off their credit card debt. Using both lab studies and field data, we show that consumers pay off more of their debt if their payment frequency is increased, a change to which they are largely insensitive.

5.3 Using Consumption to Facilitate Social Bonding - Competitive Paper Session,

Cardinal (A)

Session Chair: Yueyan Wu, Hunan University, China

Foods for Sharing: The Social Value of Handmade Foods

Xin Wang (Nanjing University); Chunqu Xiao (Nanjing University); Xingyu Duan (Nanjing University); Hong Zhu (Nanjing University)

Foods and beverages labelled as handmade are more popular than machine-made when eating with others. The social motive to initiate or maintain a close relationship directs people to choose the handmade foods over machine-made foods, owing to the sentimental value imbued in handmade foods rather than quality or price.

Material Gifts as Relationship Mnemonics: Why More Material Gifts Are Given Than Wanted?

Adelle Xue Yang (National University of Singapore, Singapore); Minjung Koo (Sungkyunkwan University); JAEWON HWANG (Sejong University)

Five experiments demonstrate that gift-givers show a stronger preference to endow receivers with material gifts (vs. experiential gifts), compared with receivers' preferences to receive them, because givers overestimate the extent to which material gifts will facilitate bonding as a relationship mnemonic and reminds the receivers of givers' obliging behavior.

Paying to Be Social? How Materialism Shapes Spending on Friends

William Ding (Washington State University, USA); David Sprott (Washington State University, USA); Andrew Perkins (Washington State University, USA)

While extant research suggests materialists are asocial, our investigation reveals a more dynamic and complete picture regarding how materialists navigate in social life. Specifically, the current research identifies the conditions and explains the reasons that materialists are willing to spend more (or, less) on friends than nonmaterialists.

Paying to Purchase a Conversation Topic

Hillary Wiener (University at Albany); Joshua Wiener (Oklahoma State University, USA)

Consumers pay a premium for self-expressive products, but will they also pay more for products that facilitate non-self-relevant conversations? In three experiments we find that consumers will purchase expensive products that have conversation-facilitating stories associated with them, but only if they can use the product to help them socially.

5.4 Tell Me Something I Don't Know: Consumer's Mistaken Beliefs - Special Session, Cardinal (B)

Session Chairs: Yuechen Wu, University of Maryland, USA; Rebecca Ratner, University of Maryland, USA

Though consumers (like lay psychologists) develop and use theories to help them understand and respond to the social world, their beliefs are not always aligned with actual experiences (Wilson and Gilbert 2003). In fact, consumers often fail to maximize utility derived from consumption due to their mistaken beliefs. For example, consumers are not skilled at predicting the duration and intensity of future emotional reactions (Kahneman and Snell 1992; Wilson et al. 2000). The discrepancy between forecasted and actual experiences can go beyond affective experiences, and occur in domains such as judgments of others' beliefs (DePaulo et al. 1987), choice alternatives (Iyengar and Lepper 2000), or the evaluation mode (Hsee 1996). This special session explores consumers' mistaken beliefs and highlights the recent developments across different domains including interpersonal context, gambling context, and goal pursuit. The session brings together four papers that offer insight into the underlying mechanism for this

discrepancy and demonstrates interesting and important downstream consequences for consumer well-being. The first paper by Buechel, Morewedge and Zhang begins by discussing consumers' misbeliefs in goal pursuit. Consumers intuit that working harder toward a goal makes attaining it sweeter ("sweat-equity"). However, exerting more effort during goal pursuit actually does not increase the happiness associated with goal achievement. Outcomes are less affect-rich and capture less attention when forecasting them than when experiencing them, leading forecasters to overestimate the role of effort in producing happiness. Moving from goal pursuit, the next two papers examine consumers' mistaken beliefs in interpersonal contexts. Wu and Ratner examine consumers' beliefs about others' evaluations about them if they engage in a public leisure activity alone versus accompanied, and compare these beliefs with people's actual evaluations. Consumers think that others will perceive them negatively when they engage in leisure activities alone. However, people actually make more positive inferences about the openness of solo relative to accompanied consumers, which is not anticipated by consumers themselves. Next, Schroeder, Risen, Gino and Norton examine the impact of handshake, a ubiquitous form of greeting in interpersonal contexts, on cooperation, and consumers' beliefs about its effects. The authors show that although consumers do not expect handshakes to affect negotiation outcomes, handshakes can actually induce cooperation in adversarial contexts, positively influencing dealmaking outcomes. Finally, Baskin, Novemsky and LeBoeuf identify consumers' mispredictions of their own decisions in a gambling context. While people predict that they will spend less on hedonic products after a gambling loss based on lowered wealth, losers actually spend as much as winners on expensive products. This is because consumers attempt to repair their mood through these purchases after experiencing a gambling loss. Together, this session investigates consumers' mistaken beliefs in various domains including interpersonal contexts, goal pursuit and gambling. These papers shed light on the underlying mechanism of these discrepancies, and provide important implications for consumers well-being. We expect this session to appeal to a broad audience, including researchers interested in social influence, interpersonal contexts, affective forecasting, consumer lay theory and decision making.

Mistaking the Journey for the Destination: Overestimating the Fruits of (More)

Labor

Eva C Buechel (University of Southern California, USA); Carey K. Morewedge (Boston University, USA); Jiao Zhang (University of Oregon, USA)

People believe that working harder toward a goal makes achieving it sweeter. We report four studies demonstrating that people overestimate the pleasure they will derive from sweat-equity. We attribute this forecasting error to the greater affect-richness of goal achievement when it is experienced than when it simulated during affective forecasting.

Inferring Personality from Solo vs. Accompanied Consumption: When Solo

Consumers are Perceived to be More Open

Yuechen Wu (University of Maryland, USA); Rebecca Ratner (University of Maryland, USA)

We examine how people evaluate solo (vs. accompanied) consumers, and how this compares to consumers' lay beliefs. As consumers expect, solo (vs. accompanied) consumers are perceived to be less socially connected; contrary to consumers' expectations, solo consumers are perceived as more open and overall as favorable as accompanied consumers.

Handshaking Promotes Deal-Making By Signaling Cooperative Intent

Juliana Schroeder (University of California Berkeley, USA); Jane Risen (University of Chicago, USA); Francesca Gino (Harvard Business School, USA); Michael Norton (Harvard Business School, USA)

We explore the impact of a ubiquitous form of greeting—a handshake—on cooperation. Although

people do not expect handshakes to affect negotiation outcomes, two correlational studies and five experiments demonstrate that handshakes can induce cooperation in negotiations and economic games.

Mispredicting Reactions to Gambling Losses and Their Impact on Consumer Choice

Ernest Baskin (Yale University, USA); Nathan Novemsky (Yale University, USA); Robyn LeBoeuf (Washington University, USA)

People incorrectly predict that they will spend less after gambling and losing, but losers attempt to repair mood by spending more, particularly on hedonic products. In contrast, people correctly predict that, if they win, they will spend more money on all products (not just hedonic), based on their higher wealth.

5.5 The Positive and Negative Effects of Brand Transgressions on Brand Relationships - Special Session, *Dardanelles*

Session Chairs: **Alberto Lopez**, *Tecnológico de Monterrey, MEXICO*; **Martin Reimann**, *University of Arizona, USA*; **Raquel Castaño**, *Tecnológico de Monterrey, MEXICO*

The premise that consumers relate to brands as they do with other humans is a well-documented phenomenon in the consumer behavior field (MacInnis & Folkes, 2017). As with humans, brands sometimes can do bad and, therefore, hurt a consumer–brand relationship. Indeed, brand transgressions have been identified as brand actions that can have negative effects on brand relationships (Grégoire, Tripp, & Legoux, 2009). On some occasions, however, brand transgressions may even yield positive effects (Aaker et al., 2004). These mixed results call for further research on this topic. For example, why are brand transgressions sometimes negative and sometimes positive to a brand relationship? Further, under which circumstances are brand transgressions either positive or negative? The purpose of this session is to shed new light on the effects of brand transgressions on brand relationships by bringing in new insights and perspectives from recent consumer research. In doing so, we hope to enhance our understanding of how consumers relate to brands and how those brand relationships are either positively or negatively affected by brand transgressions. The four papers discuss different aspects of consumers relating to brands in the face of a brand transgression and will, therefore, contribute to a diversified and vivid discussion. The articles are summarized as follows: In Paper #1, Kähr, Nyffenegger, Krohmer, and Hoyer show that consumers who were not directly involved in a brand transgression can also feel betrayed by observing a consumer brand sabotage activity from a consumer who indeed was involved in a brand transgression. This research proposes that observing a consumer brand sabotage activity can serve as a substitute for consumers' personal experiences, decreasing their own relationship with the brand. In Paper #2, Velloso and Fischer argue that consumers may interpret certain types of brand transgressions (those that defy authority but do not cause direct physical harm to individuals) as being either entirely normalized or even admirable. Surprisingly, this research demonstrates that consumers are not averse to maintaining or forming relationships with brands that conduct this type of brand transgressions. In Paper #3, Wiggins, Grimm, and Kuchmaner investigate the role that brand communities can play in helping brands recover from brand transgressions. The authors found that within brand communities, higher status and community cohesiveness increases psychological ownership of the brand. Furthermore, when the brand commits a brand transgression, this contributes to a sense of responsibility to help the brand recover and increases consumer likelihood to engage in constructive actions to help the brand recover from the brand transgression. In Paper #4, Lopez, Reimann, and Castaño propose that brand transgressions interact with relationship metaphors to influence brand relationships. This study demonstrates that in the face (vs. absence) of a brand transgression, consumers who break a pencil (vs. put together a pencil) have a weaker (vs. stronger) brand relationship. Moreover, after a brand transgression that causes a brand relationship breakup, consumers subjected to a puzzle metaphor are more likely to reconcile with the brand than consumers subjected to a breaking metaphor or a neutral condition.

When Consumer Brand Sabotage Harms Other Consumers Relationship with the

Brand

Andrea Kähr (University of Bern); Bettina Nyffenegger (University of Bern); Harley Krohmer (University of Bern); Wayne Hoyer (University of Texas at Austin, USA)

This article shows that consumer brand sabotage can damage the brand by decreasing consumers' brand attitude and purchase intention through their perceived betrayal and social identity threat. The indirect effects were strongest for consumers with high brand trust and consumer-brand identification.

Brand Relationships in a "Post-Fact" World

Luciana Velloso (York University, Canada); Eileen Fischer (York University, Canada)

Through an inductive analysis of consumer data obtained in the wake of Volkswagen's "Dieselgate" scandal, we explore how brands that have failed to be truthful may not only sustain relationships with existing customers but also form the basis of new relationships with individuals influenced by discourses that valorize institutional defiance.

"My Brand" Behaved Badly: Psychological Ownership and Consumer Responsibility for Helping Brands Recover from Transgressions

Jennifer Wiggins (Kent State University, USA); Pamela Grimm (Kent State University, USA); Christina Kuchmaner (Kent State University, USA)

Four field studies across multiple product categories find that within brand communities, higher status and community cohesiveness increase psychological ownership of the brand. When the brand commits a transgression, this contributes to a sense of responsibility to help the brand recover and increases consumer likelihood to engage in constructive actions.

Metaphorically Transgressing the Brand Relationship

Alberto Lopez (Tecnológico de Monterrey, MEXICO); Martin Reimann (University of Arizona, USA); Raquel Castaño (Tecnológico de Monterrey, MEXICO)

Across three experiments and one field-longitudinal study, this research investigates the effects of relationship metaphors and brand transgressions on brand relationship strength. This work demonstrates that in the face (vs. absence) of a transgression, consumers who break a pencil (vs. put together a puzzle) have a weaker (vs. stronger) brand-relationship.

5.6 Branding and Consumption Behavior - Competitive Paper Session, *Edelweiss*

Neural pattern similarity reveals brand equity

Feng Sheng (University of Pennsylvania, USA); Michael Platt (University of Pennsylvania, USA)

In an fMRI study, we illustrate that mental association between a brand and a product category can be operationally defined as the similarity of neural patterns between the brand and the product category, which predicts the top-of-mind accessibility of the brand in the product category as measured by brand recall.

Bundle Variety and Preference: A Neuromarketing Study Using Event-Related Potentials

Ruyi Qiu (Tsinghua University); Xiaoang Wan (Tsinghua University)

The present event-related potentials study revealed an increase in the N2 and P1 components for more preferred bundles, as well as an increase in the N2 and P2 components for more varied bundles. These findings suggested both associations and dissociations between consumer preference and variety seeking.

"Eww, It Has a Face!" Anthropomorphizing Food Products Deteriorates Consumption Experience

Roland Schroll (University of Innsbruck, Austria)

The current research demonstrates negative post-purchase consequences of anthropomorphizing food products. Drawing from mind perception theory and using both a lab and field study, we show that consumers feel as if they would hurt an anthropomorphized (vs. non-anthropomorphized) food product by eating it, which worsens consumption-related responses.

Effects of Brand Knowledge, Motivations, and Trust on Consumption Experience among Millennial Consumers

Ananya Rajagopal (Tecnológico de Monterrey, MEXICO)

This is an empirical study conducted in Mexico City among millennial consumers, who use vogue brands. The study addresses the effect of knowledge, motivations, and trust dimensions on consumption experiences analyzing the self-congruity theory. The study reveals that brand knowledge, self-congruence, peer motivations, and brand experience influence consumption behavior.

5.7 There is No Consumption in a Vacuum: Implications for Public Policy and the Sharing Economy - Competitive Paper Session, *Fleur De Lis (A)*

Session Chair: Jeremiah Iyamabo, IESE Business School

Enhancing the Effectiveness of Narratives Among Vaccine-Skeptical Parents

Sandra Praxmarer-Carus (Universität der Bundeswehr München); Stefan

Wolkenstoerfer (Universität der Bundeswehr München)

Vaccine-skeptics do not trust immunization recommendations and cause problems for public health. Among vaccine-skeptics we test how the mentioning of protagonists' vaccine-skepticism increases the effectiveness of anecdotal messages. A narrative that portrayed vaccine-skeptical protagonists in a positive way produced the highest intention to vaccinate. Our findings are easy to implement.

Remind Me of What I Have: Thinking about a Favorite Possession Mitigates the Negative Impact of Inequality on Subjective Well-being

(Joyce) Jingshi Liu (Hong Kong University of Science and Technology); Amy Dalton (Hong Kong University of Science and Technology); Anirban Mukhopadhyay (Hong Kong University of Science and Technology)

Income inequality negatively impacts consumers' subjective well-being. However, reminding consumers of a favorite possession, rather than a large number of possessions, that they own can effectively mitigate the negative impact of income inequality. This effect holds for consumers from both a U.S. sample and a larger sample from eight countries.

Consumer Attachment Styles and Preference for Sharing Products

Kivilcim Dogerlioglu Demir (Sabanci University); Ezgi Akpinar (Koc University, Turkey); mehmet okan (ITU)

The current research explores how attachment styles influence sharing (i.e., use of others' cars, houses, bags). The authors demonstrate that individuals with anxious attachment styles are more likely to use non-commercial (vs. commercial) sharing facilities. Further, the effect of anxious attachment on using shared facilities is moderated by contagion.

5.8 Understanding and Promoting Prosocial Behavior - Competitive Paper Session, *Fleur De Lis (B)*

Session Chair: Eda Anlamlier, University of Nevada Las Vegas, USA

What Converts Webpage Visits into Crowdfunding Contributions: Assessing the Role of Circumstantial Information

Lucia Salmonson Guimarães Barros (Universidade Federal de Sao Paulo); César Zucco

Jr (Brazilian School of Public and Business Administration, Brazil); Eduardo B. Andrade (FGV / EBAPE); Marcelo Salhab Brogliato (Brazilian School of Public and Business Administration, Brazil)

Crowdfunding projects display circumstantial information. Little is known about its role in funding decision-making. We assess whether the number of past contributions (NPC), the relative amount raised (RAR), and the time left in the campaign (TLC) influence the funding rate. RAR and TLC influence funding till the target is reached.

Does It Pay to Be Virtuous? Examining Whether and Why Firms Benefit From Their CSR Initiatives

Dionne A Nickerson (Georgia Tech, USA); Michael Lowe (Georgia Tech, USA); Adithya Pattabhiramaiah (Georgia Tech, USA)

This study makes the first attempt at documenting the potential influence of different types of corporate social responsibility (CSR) engagement on brand sales. Our empirical model supports this assertion. We then proceed to explore the mechanism behind this effect, brand sincerity, under controlled experimental settings.

Charity Donors' Response to Cause-Related Marketing: The Role of Attachment Styles

Sondes Zouaghi (Thema-Cergy University); Aïda Mimouni Chaabane (Thema-Cergy University)

Little work has examined the effect of cause-related marketing (CM) on the focal charity. Two studies show that donors' attachment styles influence donors' response to CM implementation by their charity. Secure donors continue to be loyal, avoidant donors reduce their loyalty, and anxious donors are ambivalent.

When do people learn more from others' prosocial behavior? A meta-analysis of prosocial modeling effect

Haesung Annie Jung (University of Texas at Austin, USA); Eunjoo Han (Auckland University of Technology, New Zealand); Eunjin Seo (Texas State University); Marlone Henderson (University of Texas at Austin, USA); Erika Patall (University of Southern California, USA)

The present research provides a meta-analytic review of the prosocial modeling effect and examines when prosocial modeling can be more or less effective in encouraging helping.

5.9 Gender Specific Effects: Price Sensitivity, Anthropomorphism, and WOM -

Competitive Paper Session, *Inverness*

Session Chair: Sevincgul Ulu, Rutgers University, USA

The Effect of Fertility on Women's Word-of-Mouth Behavior

Sevincgul Ulu (Rutgers University, USA); Kristina Durante (Rutgers University, USA); Jonah Berger (University of Pennsylvania, USA); Aekyoung Kim (Rutgers University, USA)

Current research examines a hidden biological factor that may influence women's desire to share WOM: ovulatory-cycle (high vs low fertility). Four studies showed that women express greater desire to share information near ovulation. However, the fertility-regulated-increase in desire to share information was specific to sharing with other women, not men.

The Effect of Identity Conflict on Price Sensitivity

Huachao Gao (University of Victoria); Yinlong Zhang (University of Texas at San

Antonio, USA); Vikas Mittal (Rice University, USA)

Across six studies, we found that consumers experiencing identity conflict (females with global identity, males with local identity) tend to show lower price sensitivity or higher acceptance of price increase than those experiencing identity congruence (females with local identity, males with global identity). Sacrifice mindset is identified as the mediator.

Linguistic Antecedents of Anthropomorphism

N. Alican Mecit (HEC Paris, France); tina m. lowrey (HEC Paris, France); L. J. Shrum (HEC Paris, France)

In four studies, we show that native speakers of languages that highlight the similarities, rather than the differences, between humans and nonhumans anthropomorphize more and implicitly consider linguistic cues, such as the grammatical gender, as characteristics of the anthropomorphized entity.

This happens even in the absence of observable humanlike cues.

The Impact of Anthropomorphized Cute Brands on Consumer Preferences for Distinctive and Majority-Endorsed Products

Marina Puzakova (Lehigh University); Nevena T Koukova (Lehigh University)

Does exposure to anthropomorphized cute brands affect preferences for other brands during a subsequent shopping task? While men's exposure to anthropomorphized cute brands decreases their preference for distinctive brands, it enhances their preference for majority-endorsed brands. The reason is that anthropomorphized cute brands threaten men's identity and activate self-protective responses.

5.10 Choices Across Time and Space - Competitive Paper Session, *Lalique*

Decisional Conflict Predicts Myopia

Paul Edgar Stillman (Ohio State University, USA); Melissa Ferguson (Cornell University, USA)

Despite the centrality of conflict to understanding self-control, conflict is often not measured directly. We measured real-time conflict through participants' mouse movements during an intertemporal choice task. Across four studies, conflict was correlated with the subjective difficulty of the decision, and conflict within these decisions predicted discount rates.

A Complete Consumer Journey: Tracking Motivation in the Marketplace

Jacob Suher (Portland State University); Szu-chi Huang (Stanford University, USA); Leonard Lee (National University of Singapore, Singapore)

A field study and two experiments use novel methods to capture consumers' dynamic motivation within a shopping trip. The results provide evidence that pre-trip planning manipulates consumers' motivational reference points and moderates whether inter-choice time (i.e., the time between purchases) exhibits a linear goal-gradient trend or a curvilinear pattern.

Predicting memory-based consumer choices from recall and preferences

Zhihao Zhang (University of California Berkeley, USA); Aniruddha Nrusingha (University of California Berkeley, USA); Andrew Kayser (University of California, San Francisco); Ming Hsu (University of California Berkeley, USA)

We present a two-stage model of consumer brand choice using behavioral measures of both brand memory and preference. This model outperforms standard models accounting for preferences alone in predicting memory-based choices, and also sheds new light on the mechanism by which brand memory is translated into purchase behavior.

Show Me More! Powerlessness Drives Variety Seeking

Wangshuai Wang (Shanghai University of International Business and Economics); Raj

Raghunathan (University of Texas at Austin, USA); Dinesh Gauri (University of Arkansas, USA)

This research investigates the impact of power on variety seeking behavior. Results from six studies provide convergent support that feeling powerless nudges individuals toward variety seeking. Additionally, we reveal that need for autonomy mediates this relationship and that the powerlessness-variety seeking effect is mitigated once need for autonomy is satiated.

5.11 Perspectives on Consumer Trust in Artificial Intelligence - Special Session, *Obelisk* (A)

Session Chair: Chiara Longoni, Boston University, USA

Artificial intelligence (AI) is becoming ubiquitous in our society. A.I.-based technologies are manifold and pervade just about every aspect of consumers' lives. Dating sites use algorithms to match people looking for love. Hospitals use IBM's Watson to diagnose cancer and heart disease. Companies use chatbots to deliver customer care. Financial institutions use algorithms to automate trading and investment decisions. What are the implications of AI-based applications for consumer trust? This session features research offering a wide range of perspectives on this question. In particular, this session showcases the most up-to-date research that examines what factors hinder versus foster consumers' trust in AI and what psychological processes are at play when consumers interact with AI. The topics covered in this session include: (1) when do consumers prefer the input of an algorithm over the input of a human; (2) when do consumers rely on algorithmic advice, (3) what is consumer receptivity to artificial intelligence providing medical care; and (4) what are the psychological consequences of robotic replacement of human labor. Castelo, Bos and Lehmann investigate when and why consumers trust algorithms more than expert humans. Trust in algorithms depends on three main factors: objectiveness of the task, performance of the algorithm, and reliance on feelings versus reason. Logg shows that algorithm aversion might not be as pervasive as we thought, as people are willing to rely on algorithms depending on factors such as the role of the self and the expertise of the decision maker. Longoni, Bonezzi and Morewedge examine consumer receptivity to a AI as provider of medical care. Consumers exhibit a robust reluctance toward medical AI, which is driven by uniqueness neglect, a concern that AI providers cannot account for a person's unique characteristics as well as human providers. Granulo, Fuchs and Puntoni investigate the psychological repercussions of robotic job replacement. Whereas observers prefer human job replacement to robotic job replacement, workers whose jobs are threatened prefer robotic to human job replacement, as the former is viewed as a stronger long-term threat to one's profession. Overall, the research featured in this session examines a timely and important topic: the multi-faceted impact of AI on consumer trust. These papers raise and answer questions that are both practically relevant and theoretically interesting, such as: How does AI influence choices and behaviors across various consumer contexts? What processes explain these influences? Under what conditions can policy makers ensure that A.I. improves consumer and social welfare? We hope that this session will spur new research delving deeper into how AI affects consumer trust. We expect this special session to attract a wide audience, including scholars whose theoretical interests fall at the intersection of prediction, attitudes, advice giving/taking, and medical decision making. Due to the breadth of the domains investigated (i.e., AI, recommendations, robotics), this session is also likely to attract researchers interested in innovation. None of the papers here included have been presented at ACR before, and they are all at an advanced stage of completion.

Consumers' Trust in Algorithms

Noah Castelo (Columbia University, USA); Maarten Bos (Disney Research); Donald Lehmann (Columbia University, USA)

We explore when and why consumers trust algorithms more than humans. We find that trust in algorithms depends on the objectiveness and consequentialness of the task and the perceived threat that algorithms pose to human distinctiveness. We develop interventions to increase trust and use of

algorithms when they outperform humans.

Robo-Advising: Algorithm Appreciation

Jennifer Logg (Harvard Business School, USA); Julia Minson (Harvard Business School, USA); Don Moore (University of California Berkeley, USA)

Counter to the widespread conclusion of algorithm aversion, our results suggest that people are willing to rely on algorithmic advice under circumstances that apply to many decisions. They suggest moderators to algorithm aversion and contribute to “theory of machine,” which examines lay beliefs about how algorithmic and human judgment differ.

Consumer Reluctance Toward Medical Artificial Intelligence: The Underlying Role of Uniqueness Neglect

Chiara Longoni (Boston University, USA); Andrea Bonezzi (New York University, USA); Carey K. Morewedge (Boston University, USA)

Artificial Intelligence is revolutionizing healthcare, but little is known about consumer receptivity toward medical A.I. In real and hypothetical choices, separate and joint evaluations, consumers are reluctant to utilize healthcare provided by AI because of uniqueness neglect, a concern that AI providers are not able to account for one’s uniqueness.

Psychological Reactions to Human Versus Robotic Job Replacement

Armin Granulo (Technical University of Munich); Christopher Fuchs (Technical University of Munich); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands)

Current forecasts predict that modern technology will displace significant sections of the labor force. Despite the importance of these issues, research has not investigated the psychological consequences of technological replacement of human labor. This research helps increase our understanding of how workers, society and consumers respond to this phenomenon.

5.12 Money Minding in an Era of Declining Trust - Special Session, *Obelisk (B)*

Session Chairs: Russ Nelson, Northwestern University, USA; Hope Schau, University of Arizona, USA

The world is a tumultuous place. The value of currency fluctuates constantly: by the day and the hour. Consumers struggle to mind their money through fiscally responsible decisions in the midst of chronic volatility and future uncertainty (Joireman et al. 2005; Sato 2011). In addition, the Edelman Trust Barometer shows there is declining trust in government and business (Harrington 2017). To cope with financial ambiguity, consumers adopt strategies including personal budgeting (Wagoner 2011), willful cognitive disengagement, rational ignorance (Caplan 2001), and boycotting traditional markets (Yosupov 2015). With varying levels of financial literacy, consumers navigate financial decision-making using a combination of prescribed and folk/lay semantics (Baroni et al. 2011), and utilizing and foregoing institutional advice, assistance, and programming. This session ties to the ACR 2018 conference theme, “Trust in Doubt? Consuming in a Post Trust World,” addressing the issue of consumer financial decision-making in a low trust context. Two questions guide this session: 1) how do consumers orient to institutions when seeking fiscal responsibility in low trust contexts and 2) how do consumers operationalize semantics to make sound financial decisions. The first paper examines consumers’ efforts to use pre-commitment programs to inspire healthy habits. The author shows that consumers sign up for a pre-commitment program through their health insurance provider and voluntarily risk guaranteed financial resources to incentivize themselves to engage in healthier eating. This provider-designed program motivates compliance by linking financial and healthful decisions. The second paper investigates how indebted consumers utilize debt management programs to strategize repayment, avoid future debt obligations, and enhance financial literacy. In this study, consumers engage in semantic manipulation to

distinguish needs from wants and legitimize the purchase of certain wants in well-planned purposeful ways. The third paper illustrates how consumers collaborate to stretch their financial resources by actively opposing established market institutions. The authors reveal how consumer collectives adopt an antagonistic stance toward corporations, creating deals by bundling promotions across manufacturers, retailers and third-party payers. The final paper examines the consumption of bitcoin, a new technology-enabled peer-to-peer currency, which allows consumers to opt out of traditional institutions. The authors show how cryptocurrency enhances financial decision-making by recording and tracking financial flows. With bitcoin, financial arrangements become transparent, as exchanges are catalogued and traced. This transactional transparency subverts established institutions, creating a new standard for financial responsibility, and new semantics to convey the standards. Taken together, these papers show an array of ways consumers act fiscally responsible in low trust contexts: institutional reliance, institutional resistance, and institutional abandonment. The first two papers show consumers relying on traditional health insurance and financial institutions to assist their money minding while the last two papers show consumers turning their backs on institutions and creating and promoting peer-to-peer systems to enhance financial decision-making. All four papers demonstrate consumers engaging in active semantic manipulation to evaluate and implement fiscal responsibility. We expect the session to generate substantive discussion from researchers interested in consumer financial decision-making, Fintech, cryptocurrencies, and peer-to-peer collaboration.

Silencing the Call of the Sirens

Janet Schwartz (Tulane University, USA)

Building on previous research, this paper explores how commitment devices can help consumers make better financial decisions. I focus on in-the-moment decisions that may feel inconsequential in isolation, but accumulate into poor financial outcomes. Using some relatively simple strategies, consumers can avoid the temptation to spend without feeling sacrifice.

Institutional Influence on Indebted Consumers' Understanding of Wants and Needs

Mary Celsi (California State University Long Beach, USA); Stephanie Dellande (Menlo College); Mary Gilly (University of California Irvine, USA); Russ Nelson (Northwestern University, USA)

We examine financial decision-making from the perspective of consumers who have sought professional debt management counseling services and are voluntarily living on a reduced budget. We examine how consumers complying with professional advice distinguish wants from needs, subverting the definition of want by adopting the language of need.

Beyond Needs and Wants: How Networked Hyper-rational Economic Actors “Win” the Deal but “Lose” the Shopping Trip

Colin Campbell (University of San Diego, USA); Hope Schau (University of Arizona, USA)

Traditional economic theory postulates an assumption of an economic, rational, and independent actor. We examine independent rational actors embedded in a technology-enabled network, who collaborate to construct elaborate combinations of promotions. A hyper-rational focus on economic value backfires, leading consumers to purchase superfluous items, resulting in stockpiling, gifting, and resale.

Trading Crypto Currency: The Ideological Shaping of Consumer Financial Decision Making

Burcak Ertimur (Fairleigh Dickinson University); Ela Veresiu (York University, Canada); Markus Giesler (York University, Canada)

We theorize the role of public (government, universities) and private (corporations, banks) institutions

in the transformation of a new technology (bitcoin) from a market-undermining political instrument into a market-supporting object of consumer investment and speculation (blockchain).

5.13 Going Deeper: How Deep Feelings, Neural Processes and Temperature Influence Consumer Evaluations - Competitive Paper Session, *Peridot*

The Mystique of Masculine and Feminine Choices: How Aversive Feelings Underlie Preferences

Niusha Jones (University of North Texas); Blair Kidwell (University of North Texas)

The authors examine whether preferences for masculine and feminine choices are fostered through specific aversive feelings. Findings indicate that consumers' select masculine choices to alleviate low-agentic feelings (e.g., feeling incompetent, powerless, or inferior) and feminine choices to allay aversive low-communion feelings (e.g., feeling excluded, disconnected, or isolated).

The Subjective Value of Popularity: A Neural Account of Socially Informed Functional Value and Social Value

Robert Goedegebure (Wageningen University, The Netherlands); Irene Tijssen (Wageningen University, The Netherlands); Nynke van der Laan (University of Amsterdam); Hans van Trijp (Wageningen University, The Netherlands)

The current study examines how popularity affects behaviour through inferences and neural correlates of functional value, social value, and reward value. In a fMRI and behavioural study this research demonstrates that a single popularity cue evokes different types of value, that influence behaviour dependent upon consumers' focus.

How Mortality Salience Shapes Consumers' Responses to Brands

Polina Landgraf (IE Business School, IE University); Antonios Stamatogiannakis (IE Business School, IE University); Haiyang Yang (Johns Hopkins University)

Six studies demonstrate that mortality salience can dampen responses to exciting (vs. other) brands, because mortality salience sensitizes consumers to perpetuity and exciting brands are associated with lack of perpetuity. We reveal how consumer judgments incorporate perpetuity under mortality salience and document this novel distinction among brand personalities.

Increasing Consumption of Larger Product Sizes through Symbolic Congruity: Size Label Color and Product Temperature

Seth Ketron (East Carolina University); Nancy Spears (University of North Texas)

Four experiments reveal that matching size label color and product temperature cues lead to higher arousal, which increases willingness-to-pay for and larger selected sizes of products; this effect is moderated by air temperature, with cooler (warmer) air temperatures increasing (decreasing) desired size of a product through increased (decreased) arousal.

5.14 What's Your Construct? Exploring the Different Definitions and Operationalizations of Scarcity - Research Methods Forum, *Rosetta*

This forum aims to encourage constructive discussions around the different definitions and operationalizations of scarcity in order to 1) start delimiting the boundaries of the construct, 2) overcome some of the challenges for advancing this literature, given the differences between various scarcity-related manipulations, and 3) stimulate future collaborations.

What's Your Construct? Exploring the Different Definitions and Operationalizations of Scarcity

Kelly Goldsmith (Vanderbilt University, USA); Rebecca Hamilton (Georgetown University, USA); Caroline Roux (Concordia University, Canada); meng zhu (Johns

Hopkins University)

This forum aims to encourage constructive discussions around the different definitions and operationalizations of scarcity in order to 1) start delimiting the boundaries of the construct, 2) overcome some of the challenges for advancing this literature, given the differences between various scarcity-related manipulations, and 3) stimulate future collaborations.

*Presenters: **ronald paul hill**, American University, USA; **Ravi Mehta**, University of Illinois at Urbana-Champaign, USA; **Barbara Briers**, Vlerick Business School; **Vladas Griskevicius**, University of Minnesota, USA; **Eesha Sharma**, Dartmouth College, USA; **Jeffrey Inman**, University of Pittsburgh, USA*

5.15 Do you Think Maybe They're Compensating for Something? But Why and How?

New Insights into Compensatory Consumption - Special Session, Steuben

*Session Chair: **Patti Williams**, University of Pennsylvania, USA*

Recently, a growing body of research has suggested that threatening self-discrepancies can motivate consumers to reduce or eliminate the discrepancy via compensatory consumption (see Mandel et al. 2017). This session examines threatening self-discrepancies and their impact on consumption via several different perspectives. In so doing, the session seeks to understand: What are the psychological processes that drive compensatory consumption? And, what are the different paths through which consumers choose to compensate? The first paper examines the cognitive implications of self-discrepancies that lead to compensatory consumption. Most research in this domain has treated compensatory consumption as evidence for the unobserved internal process associated with threat. In contrast, this paper directly investigates the intervening psychological processes that drive compensation. Results suggest that threatening self-discrepancies reduce working memory capacity. These decrements further cause consumers to selectively attend to and process identity-relevant products more quickly and positively than neutral products, resulting in heightened attitudes toward items within the domain of the threatened self. The second paper investigates when consumers cope with a threatened self via fluid compensation processes, which affirm the self in important domains unrelated to the threat. Little research to date has examined when consumers are more likely to choose one type of compensation over another. This paper finds evidence that cultural differences in self-identity lead to a greater tendency to make use of fluid compensation. They find that when interdependent individuals experience a self-threat, holistic thinking about their many different identities is activated, leading them to better see the relations among those identities as sources of global self-esteem, and thus offering paths for fluid compensation processes. This paper identifies cultural psychology as an important predictor of the paths consumers take to compensate in response to a self-discrepancy. The third paper examines mortality salience as a threat to personal meaning. Consistent with the view that mortality salience leads to a heightened desire to maintain and restore a sense of personal meaning, they argue that it will also lead consumers to prefer market-place options that imbue one's life with a sense of meaning. Experiential goods have been found to be more self-defining and more socially connecting. Thus, they find that mortality salience will prompt compensatory consumption via experiential choices, while also showing that individuals who can restore meaning via another path do not show preferences for experiential over material goods. Finally, the fourth paper examines inter-personal effects on processes of compensatory consumption. Prior work has largely focused on compensation in individual decision-making settings, devoid of social context. This research examines how compensatory consumption varies in the presence of observers who are perceived to be judgmental and critical versus those who are benevolent and accepting. They find that judgmental observers drive consumers to compensate in an important domain unrelated to the threatening self-discrepancy, whereas benevolent observers motivate within-domain compensation, offering insights to both the processes driving compensatory consumption and the paths available for such compensation. Collectively, these four papers provide a deeper understanding about when, why and how consumers

compensate through their consumption choices.

1. Identity Threats, Compensatory Consumption and Working Memory Capacity:

When and Why Feeling Threatened Leads to Heightened Evaluations of Identity-Relevant Products

Nicole Marie Coleman (University of Pittsburgh, USA); Patti Williams (University of Pennsylvania, USA); Andrea Morales (Arizona State University, USA)

This research investigates the underlying psychological processes that drive compensatory consumption. In five experiments, we demonstrate a causal chain whereby identity-threats reduce working memory capacity (WMC), and these reductions mediate compensatory consumption. In so doing, we show that changes in executive cognitive control are instrumental in the compensatory consumption process.

The Interdependent Self: High Identity Holism Facilitates Fluid Compensation

Qin Wang (Arizona State University, USA); Monika Lisjak (Arizona State University, USA); Naomi Mandel (Arizona State University, USA)

This research investigates when consumers cope with threat by affirming the self in important domains unrelated to the threat (fluid compensation). Five experiments show that people with an interdependent (vs. independent) self are more likely to engage in fluid compensation because they are high (vs. low) in identity holism.

Embracing Experiential over Material Consumption as a Compensatory Response:

Thinking about Death Increases Consumer Preferences for Experiences

Yoonji Shim (University of British Columbia, Canada); Katherine White (University of British Columbia, Canada)

We examine the effect of mortality salience on consumer preferences for experiential versus material consumption. We demonstrate that mortality reminders lead people to prefer experiential over material options, and this tendency is driven by an activated desire for meaningfulness following mortality salience. We further show the boundary condition of meaning-fulfillment.

ough Crowd! How Observers Influence Compensatory Consumption

Monika Lisjak (Arizona State University, USA); Soo Kim (Cornell University, USA); Sean Blair (Georgetown University, USA); Derek Rucker (Northwestern University, USA)

How do observers influence compensatory consumption? Results show that consumers strategically refrain from compensating in the domain of the self-discrepancy when observed by judgmental (vs. benevolent) others, even when these others are unaware of their shortcomings. However, judgmental observers do not curtail compensation in important domains unrelated to the self-discrepancy.

5.16 The Technological Consumer in an Interconnected World - Special Session, Wyeth Session Chair: Eugina (Wai Lun) Leung, Erasmus University Rotterdam, The Netherlands

Advances in digital technologies are transforming the way consumers connect with others and with machines. Recent development in crowdfunding and cryptocurrencies allow us to easily share resources. Similarly, search engines provide us with easy access to information. These technologies facilitate the sharing of information and resources among consumers. However, emerging technologies achieve more than connecting consumers together – they connect consumers with machines. Consumers increasingly interact with machines, from a connected network of devices to online chatbots. In short, technological innovations create an ever-more interconnected world. Nonetheless, despite the transformational impact on everyday consumption of recent technological progress, we know surprisingly little about the interaction between consumers and technology. For instance, does interaction with machines shape

consumption experience? Does interaction with others using these technologies facilitate the sharing of information and resources? If these technologies do facilitate information sharing, do they improve the quality of judgement consumers make? This special session brings together papers spanning different aspects of emerging technological innovations to showcase this exciting research domain. The papers feature research on crowdfunding and cryptocurrencies, search engines, the Internet of Things, and chatbots. This special session will contribute to the consumer behavior literature by providing timely insights into the value of technology. It complements the literature on the consumption experience of technological products. Previous research shows that interaction with technological products can create both positive and negative experiences (Etkin 2016; Mick and Fournier 1998; Wilcox and Stephen 2013). This special session complements this research stream to present these experiences from different perspectives. Given the lack of research on these new technologies, new theory is needed in order to define foundational constructs and processes and provide direction for future research. The overarching goal of the special session is to understand how interaction with technology shapes consumption experience. In particular, these papers aim to provide insights into how technology connects consumers with others and with machines. This special session starts with a review paper on how technological innovations are transforming the way we share resources and information. The first paper “Economic Tremors and Earthquakes: Sharing, The Sharing Economy, Crowdfunding, Cryptocurrencies, and DAOs” discusses how new digital phenomena, such as crowdfunding, cryptocurrencies, and Distributed Autonomous Organizations, are promising to be seen as major tremors for future consumption and economies. The second paper “Narrow Algorithmic Searches Perpetuate Bias” investigates empirically how consumers’ belief are biased by the search terms they use on search engines. The third paper “A Computational Social Science Framework for Visualizing the Possibility Space of Consumer-Object Assemblages from IoT Interaction Data” develops a computational science approach for understanding consumer experience from Internet of Things interactions. The final paper “Machine Talk: How Conversational Chatbots Promote Brand Intimacy and Influence Consumer Choice” empirically examines how interaction with conversational chatbots can impact consumers’ brand perceptions and purchase decisions. Together, these papers will advance our understanding of the technological trends in the marketplace and their significance. The session would be particularly of interest to researchers interested in technology, computer network, and experiential consumption.

Economic Tremors and Earthquakes: Sharing, The Sharing Economy, Crowdfunding, Cryptocurrencies, and DAOs

Russell W. Belk (York University, Canada)

The digital age has not only produced smart phones, Web 2.0, and social media, it has also produced or facilitated the phenomena highlighted in the title. DAOs (Distributed Autonomous Organizations) are likely the least understood, but all promise economic jolts. This presentation assesses the seismic readings of these jolts.

Narrow Algorithmic Searches Perpetuate Bias

Eugina (Wai Lun) Leung (Erasmus University Rotterdam, The Netherlands); Oleg Urminsky (University of Chicago, USA)

People increasingly rely on search engines to answer their questions (e.g. health, financial, political). We show across multiple studies that people’s beliefs are biased by the search terms they use and although people recognize the potential for bias when prompted, they do not sufficiently correct for search engine bias.

A Computational Social Science Framework for Visualizing the Possibility Space of Consumer-Object Assemblages from IoT Interaction Data

Donna Hoffman (George Washington University, USA); Thomas Novak (George Washington University, USA)

We develop a computational science approach for understanding consumer experience from IoT interactions that is anchored using assemblage theory. Our approach operationalizes the concept of an assemblage's underlying topological space of possibilities. We analyze structured IoT discourse data to reveal the realized possibility space of consumer-object interactions.

Machine Talk: How Conversational Chatbots Promote Brand Intimacy and Influence Consumer Choice

Thomas Hilden (University of Geneva, Switzerland); Christian Hildebrand (University of Geneva, Switzerland); Gerald Häubl (University of Alberta, Canada)

This work examines the effects of conversational chatbot interfaces on consumers' brand perceptions and purchase decisions. Evidence from four experiments shows that incorporating such interfaces into the shopping process promotes more intimate consumer-brand relationships and increases consumers' inclination to choose more higher-priced premium offers compared to traditional interfaces.

Break - Saturday Morning

10:15 to 10:35 am East Atrium

Session 6

10:30 am - 11:45 am

6.1 The Diverse Factors Influencing Healthy Decisions - Competitive Paper Session, *Batik (A)*

Session Chair: Rebecca Chae, University of Michigan, USA

Trapped in the rabbit hole: Life history strategies modulate the impact of mild stress on hedonic consumption

Bob Fennis (University of Groningen, The Netherlands); Justina Gineikiene (ISM University of Management and Economics); Dovile Barauskaite (ISM University of Management and Economics); Guido M. van Koningsbruggen (Vrije Universiteit Amsterdam)

We examine how and when consumer life history strategies –short-term, reward-sensitive (fast) vs. long-term, goal-oriented (slow) foci- affect food-related decision-making. Three experiments demonstrate that consumers with fast, but not slow, life-history strategies are more sensitive to mild stress levels, boosting hedonic food consumption, especially when foods are presented as scarce.

The psychological impact of annuities: Can pension payout choice influence health behavior?

Anja Schanbacher (London Business School, UK); David Faro (London Business School, UK); Simona Botti (London Business School, UK); Shlomo Benartzi (University of California Los Angeles, USA)

Policy makers around the world are discussing pension systems and debating whether to encourage or mandate annuities, where retirement savings are paid out as lifelong income. We find evidence that, compared to receiving a lump-sum, receiving lifelong income where total payout increases with length of life can boost health-related behavior.

The Subjective Experience of Goal Failure: How Choosing the Lesser Evil Eradicates the Negative Consequences of Goal Failure

Kamila Sobol (Concordia University, Canada)

Goal failure generally engenders further goal failure. Findings from five studies reveal that choosing

the lesser evil attenuates perceptions of goal digression and as such prevents goal disengagement that generally occurs after a goal transgression. This effect is only prevalent when the lesser evil is considered alongside a greater vice.

When Consumers Choose for Others, Their Preferences Diverge from Their Own Salient Goals

Olya Bullard (University of Winnipeg)

Consumers frequently make choices and purchase products for other people. The current research investigates how choices made for others are influenced by consumers own salient goals. Results demonstrate that consumers prefer goal-incongruent products for other people to enhance the perception of their own progress toward the salient goal.

6.2 Financial Decisions in the Information Age - Special Session, Batik (B)

Session Chairs: Adrian Ward, University of Texas at Austin, USA; Tito L. H. Grillo, University of Texas at Austin, USA

Consumer research has kept a close watch on how personal and household financial decisions are made and their influence on consumer welfare. However, the landscape of financial decisions now changes faster than ever. A large part of these transformations revolves around the rise of forms of access to information never experienced before. The current papers are guided by the question of, “What do financial decisions look and feel like in the Information Age?” A major hallmark of this age is the ready availability of information—including increased access to expert knowledge about investing through online platforms. Over the course of six months, Atlas, Porto, and Xiao monitored the effects of an online financial education intervention from one such platform on people’s financial knowledge, confidence in this knowledge, and intentions to adopt desirable financial behavior. Increases in confidence in one’s financial knowledge after the intervention were persistent over time, but effects on actual knowledge were negligible and on intentions were short-lived. Ward, Grillo, and Fernbach focused on another, perhaps more common, approach to accessing knowledge in our time: online search. Using the Internet and tools like Google, many consumers now rely on online search to educate themselves about investing before making financial decisions. The authors explored how using Google to learn basic information related to the “world of investing” inflates financial self-confidence and leads consumers to reject expert financial advice while also adopting riskier investing behavior. Although the Information Age offers consumers improved ease-of-access to financial information, processing this information is not always such an easy task. This is noteworthy when consumers deal with information about financial products that can be beneficial but, at the same time, are extremely complex. Dunn, Jhang, Fernbach, and Lynch used eye-tracking to show that high complexity of the presentation of financial products detracts attention from key information about the options. Decreased complexity, on the other hand, increases time reviewing product information, which improves comprehension of the product and its attributes and positively predicts identification of the best option. Lastly, Sussman, Egan, and Swift present an investigation of the use of online investment platforms, which can provide unique features to assist consumers in investment decisions. The authors examined the effects of a feature that allows investors to see real-time information on the tax impact of an action before they commit to this action. Results suggest that seeing this information on the investment platform reduces trading behavior, but there are nuances to this effect. Namely, levels of sensitivity to tax information in the platform are different for investors with different political affiliations and vary with tax popularity (inferred based on Google search popularity of the specific tax). Together, these papers give a snapshot of how factors related to information technologies are shaping financial decisions in the Information Age. This session acknowledges that these factors are incipient and likely to be intensified in the near future. Thus, looking at them and their consequences now serves us as a glimpse of future issues in financial decision making.

Discussants: Stephen Atlas, University of Rhode Island; Timothy Dunn, University of

Colorado, USA; Abigail Sussman, University of Chicago, USA

Financial Education and Confidence in Financial Knowledge

Stephen Atlas (University of Rhode Island); Nilton Porto (University of Rhode Island); Jing Jian Xiao (University of Rhode Island)

Contemporary consumer education interventions typically expect to improve welfare by expanding consumer access to knowledge. We examine how a comprehensive financial education intervention impacts knowledge and confidence in knowledge, over 6-months. We find evidence that financial confidence persists longer than financial knowledge. We discuss implications for improving consumer education interventions.

From Novice to Know-it-All: How Google-Based Financial Learning Affects Financial Confidence and Decisions

Adrian Ward (University of Texas at Austin, USA); Tito L. H. Grillo (University of Texas at Austin, USA); Philip M. Fernbach (University of Colorado, USA)

The Internet has become a primary source of information about investing. However, Google inflates people's sense of financial knowledge (Experiment 1). This Google-induced overconfidence makes people bet more on their own financial decisions without improving actual performance (Experiment 1) and deviate from professional recommendations, towards riskier investments (Experiment 2).

Product Complexity as a Barrier to Consumer Financial Decision-Making

Timothy Dunn (University of Colorado, USA); Philip M. Fernbach (University of Colorado, USA); Ji Hoon Jhang (Oklahoma State University, USA); John Lynch (University of Colorado, USA)

Product complexity is a major barrier to adaptive financial decision-making. The current experiments use eye-tracking and behavioral measures to investigate how complexity affects consumers' evaluations of annuity products. We demonstrate that increased product complexity leads to attention failures, lack of comprehension, and decisions that do not reflect preferences over attributes.

Increasing Tax Salience Alters Investment Behavior

Abigail Sussman (University of Chicago, USA); Daniel Egan (Betterment); Sam Swift (Bowery Farming)

In a field experiment with an online investment advisor, we examine the effect of highlighting tax consequences of portfolio allocation changes before investors commit to the change. Allocation changes drop significantly when investors are notified of taxes owed. We provide evidence that this pattern is specific to taxes.

6.3 Not All Experiences Are Created Equal: Factors that Influence Evaluations of Experiential Consumption - Special Session, *Cardinal (A)*

Experiential consumption has become an integral part of the market economy (Pine and Gilmore 2011), with consumers spending an increasing percentage of their incomes on restaurants, travel, and leisure (Quittner 2016). Extensive research has shown that this shift may be beneficial to consumers, as experiences bring people greater happiness and well-being than material goods (e.g., Dunn, Gilbert, and Wilson 2011; Gilovich and Kumar 2015; Nicolao, Irwin, and Goodman 2009; Van Boven and Gilovich 2003). However, not all experiences are created equal. Only recently has some work started to explore how consumers may evaluate their experiences more or less favorably depending on certain behaviors and mental processes that occur before, during, and after the experience (e.g., Barasch, Zauberaman, and Diehl 2018; Tully and Meyvis 2016; Yang, Gu, and Galak 2017). In the current session, we contribute to this growing stream of research by uncovering new perceptual, cognitive, and affective factors that can enhance, or sometimes diminish, the very same experience. In particular, we examine: How do memories,

perceptions, and expectations shape evaluations of consumption experiences in a positive (vs. negative) direction? Ibrahim, Häubl, and Waisman examine how the act of rating consumption experiences influences consumers' retrospective evaluation of those experiences. They find that rating a consumption experience, compared to not rating it, leads to polarization of evaluations (i.e., positive experiences become more positive, negative experiences become more negative). Four longitudinal studies support a memory account of this polarizing effect. Tully, Cheema, Amir, and Proserpio investigate the impact of eliciting different reference points on evaluations of experiences. Through a variety of lab experiments, extensive field studies, and analysis of online reviews, they demonstrate how making expectations salient reduces consumers' likelihood of recommending experiences by shifting their focus to external, less emotional components of the experience. Munz and Barasch examine consumers' preference for uncertainty resolution in experiences and its impact on subsequent appraisal of those experiences. Across four studies using real games, they observe that consumers prefer to resolve their uncertainty later (vs. earlier) in the experience when the outcome of experience is negative (vs. positive). But interestingly, after having the experience they prefer to resolve their uncertainty earlier, regardless of the outcome. Finally, Oh, Goodman, and Choi study the bi-directional relationship between happiness and experiential purchases. Across four studies, they demonstrate that happy people tend to think more abstractly (vs. concretely) and as a consequence, view their purchases as more experiential and less material. They discuss the implications of experiential framing of purchases as a way to enhance consumers' subjective well-being over time. Together, these papers highlight the diverse factors that can shape consumers' enjoyment of these experiences. Given the widespread interest and applicability of experiential consumption, we expect this session to have wide appeal and attract researchers interested in experiential versus material consumption, word-of-mouth, judgment and decision making, memory, and happiness/well-being. All four papers use a diverse set of approaches in studying this topic, which we believe will generate a lively and fruitful discussion.

Good Gets Better, Bad Gets Worse: The Polarizing Effect of Rating a Consumption Experience

Nahid Ibrahim (University of Alberta, Canada); Gerald Häubl (University of Alberta, Canada); Rory Waisman (University of Alberta, Canada)

We find that rating a consumption experience (vs. not rating it) leads to the polarization of retrospective evaluation of that experience (i.e., positive experiences become more positive, negative experiences become more negative). We propose and find support for an 'exemplar memory account' of this polarizing effect across four longitudinal studies.

My Experience or My Expectations: The Effect of Expectations as Reference Points on Willingness to Recommend Experiential Purchases

Stephanie Tully (University of Southern California, USA); Amar Cheema (University of Virginia, USA); On Amir (University of California San Diego, USA); Davide Proserpio (University of Southern California, USA)

Across a variety of lab studies, field studies, and millions of online reviews, we demonstrate that expectations as reference points decrease recommendation likelihood. This effect is specific to experiences (vs. material goods) and occurs by shifting consumers' focus away from their subjective experience (e.g., their emotional reactions).

Losing Fast or Slow? Preferences for Uncertainty Resolution

Kurt P. Munz (New York University, USA); Alixandra Barasch (New York University, USA)

Is losing better resolved quickly, or does holding onto hope for a positive outcome improve an otherwise negative experience? In three lab studies and one field study, consumers preferred to learn

that they would lose later in a game compared to winning, but changed their preference after playing the game.

Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material

Hyewon Oh (University of Illinois at Urbana-Champaign, USA); Joseph K Goodman (Ohio State University, USA); Incheol Choi (Seoul National University)

Consumers derive more happiness from purchasing experiences instead of material goods. However, we propose that at least part of this experiential advantage could be backwards. Four studies demonstrate how happy people (both chronic and incidentally induced) perceive their purchases as more experiential.

6.4 Information Processing and Decision Making - Competitive Paper Session, *Cardinal (B)*

Session Chair: Massimiliano Ostinelli, Winthrop University

Compatibility Theory

Ioannis Evangelidis (Bocconi University, Italy); Stijn M. J. van Osselaer (Cornell University, USA)

In this paper we advance a theory that describes how people evaluate attribute values. We propose that evaluations may be based on four different inputs that are ordered based on a combination of cognitive effort and diagnosticity. We provide support for our framework in 13 studies.

Dimming the Light Offers A Creative Lens: The Impact of Ambient Illuminance on Creativity Assessment

Chen Wang (Drexel University, USA); Ravi Mehta (University of Illinois at Urbana-Champaign, USA); Rui (Juliet) Zhu (Cheung Kong Graduate School of Business, China); Jennifer Argo (University of Alberta, Canada)

This research examines the effect of ambient illuminance on consumers' creativity assessment. We propose that under dim (vs. bright) illuminance, consumers experience reduced inhibition, which subsequently leads to higher creativity ratings to the assessment targets. The hypotheses were tested across three studies.

When Negative Observations Broaden Generalization of Product Attributes to Novel Products

Rui Chen (Tarleton State University); Marcus Cunha Jr. (University of Georgia, USA)

Three experiments document an under-studied pattern in which consumers broaden generalization of product attributes to novel products in presence of a negative observation from a distantly related product category. The findings expand our understanding about the processes that consumers use to integrate conflicting premises to generalize product knowledge.

Cueing Backwards: Attention Processes in Multi-Attribute Choices

Antonia Krefeld-Schwalb (Geneva School of Economics and Management); Agnes Scholz (University of Zurich); Ursa Bernadic (Geneva School of Economics and Management); Benjamin Scheibehenne (Geneva School of Economics and Management)

Cueing the location of previously presented information in a multi-attribute choice task, influences the decision-making process and the choice. We report three experiments supporting this claim and excluding alternative explanations. Cueing increases the weight of the cued information, and further leads to an increased use of compensatory decision strategies.

6.5 Consumer Trust in Brands, Retailers, and Service Providers - Competitive Paper Session, *Dardanelles*

Session Chair: Tejvir Singh Sekhon, Western Washington University, USA

Enhancing Perceptions toward In-Home Artificial Intelligence Devices through Trust: Anthropomorphism and Non-Branded Device Messages

Seth Ketron (East Carolina University); Brian Taillon (East Carolina University); Christine Kowalczyk (East Carolina University)

Three studies (one qualitative and two experimental) examine how owners and non-owners of in-home artificial intelligence (AI) devices feel about these devices and how barriers to adoption can be reduced through enhanced trust, using anthropomorphism and unbranded instructions related to general product usage as mechanisms.

Is Warm Always Trusting? The Effect of Seasonality on Trustworthiness

Gretchen Wilroy (Pennsylvania State University, USA); Margaret Meloy (Pennsylvania State University, USA); Simon Blanchard (Georgetown University, USA)

In contrast to past research that has equated warm temperatures with individuals being more trusting, we find that the trustworthiness is a function of the incongruence between inside and outside temperatures (i.e., season). We show this effect in multiple experiments and a longitudinal study.

Seeing Brands Through Rose-Colored Lenses: When Fear of Being Taken Advantage Of Leads to Increased Trust

Steven Shepherd (Oklahoma State University, USA); Gavan Fitzsimons (Duke University, USA)

When consumers are in a vulnerable position where they can be taken advantage of (i.e., when domain complexity is high and consumer knowledge is low), we find that consumers high in victim sensitivity (i.e., those with heightened concerns about being victimized) actually bolster trust in a brand and its products.

To Trace is to Trust: From Product Traceability to Brand Trust

Jing Wan (University of Groningen, The Netherlands); Pankaj Aggarwal (University of Toronto, Canada); Min Zhao (Boston College, USA)

With globalization, the distance between raw material and final product is increasing. Traceability is the ability to track activities in the supply chain to the origins of the product. We demonstrate that the mere presence of a traceability label leads consumers to perceive a firm as trustworthy and socially responsible.

6.6 Brands and Consumer Behavior - Competitive Paper Session, *Edelweiss*

Session Chair: Rajagopal Rajagopal, Tecnológico de Monterrey, MEXICO

This session examines surprisingly power effects of brands on consumers.

The Best of Both Worlds: Androgyny in Consumer Choice

Niusha Jones (University of North Texas); Blair Kidwell (University of North Texas)

The authors introduce the concept of choice androgyny to examine how and why consumers prefer choices that are associated with both masculinity and femininity, relative to polarized masculine and feminine choices. Four studies demonstrate that simultaneous pursuance of agentic and communal motivations underlies consumers' preferences for androgynous choices.

Brand Fan(atic)s: When Excessive Brand Loyalty Sends the Wrong Signal

Isabelle Engeler (IESE Business School); Kate Barasz (IESE Business School)

Observers trust recommendations less from a consumer who has purchased all of one brand ("brand

fanatic") versus a consumer who has purchased an array of brands ("brand eclectic"). This is driven by an inference that brand fanatics' decisions are motivated more by brand and less by quality.

When High-End Designers Partner With Low-Cost Retailers: Bridging the Access Gap

Gabriel E. Gonzales (Pennsylvania State University, USA); Johanna Slot (Pennsylvania State University, USA); Margaret Meloy (Pennsylvania State University, USA)

Designer-for-retailer co-branded products represent collaborations between high-end designers and low-cost retailers. They are attractive to consumers by bridging an "access gap" and provide consumers an opportunity to acquire status not accessible otherwise. Designers' creative control moderates this effect, while desirability is attenuated if product prices are below expectations.

How Do Consumers React to Anthropomorphized Brand Alliance? Applying Interpersonal Expectations to Business-to-Business Relationships

DONGJIN HE (Hong Kong Polytechnic University); Fangyuan Chen (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University)

Five studies show that consumers react more negatively to the termination of a brand alliance when the allied brands are anthropomorphized (vs. not). This effect occurs because brand anthropomorphism elicits human schemas, which lead consumers to treat brands as social agents and expect increased communal relationship strength between them.

6.7 Giving and Sharing Possessions and Social Media - Competitive Paper Session, *Fleur De Lis (A)*

Vicarious Pride: When Gift Customization Increases Recipients' Appreciation of the Gift

Marta Pizzetti (Università della Svizzera Italiana); Michael Gibbert (Università della Svizzera Italiana)

In three studies, we found that receiving a customized gift leads recipients to appreciate the gift more highly because of vicarious pride - the pride the customizer experiences after having self-created a product translates to the gift recipient. Relational anxiety hinders the elicitation of vicarious pride, reducing gift appreciation.

Consumers' Attribution of Mind to Possessions as an Impediment to Sharing

*Chi Hoang (Norwegian School of Management, Norway); Klemens Knoferle (Norwegian School of Management, Norway); Luk Warlop (Norwegian School of Management, Norway); aradhna krishna (University of Michigan, USA)

In five studies, we show that ascribing mind to possessions reduced consumers' intention to share possessions with strangers in different sharing contexts. The effect is driven by consumers' fear of possessions being morally contaminated during physical contacts with others. We discuss implications regarding the maintenance and facilitation of sharing economy.

Do Altruistic Individuals "Share" More Contents on Social Media?

Travis Tae Oh (Columbia University, USA); Keith Wilcox (Columbia University, USA)

We show that altruistic individuals are more likely to share videos on Facebook. This relationship is driven by self-presentational concerns and self-oriented rewards rather than purely altruistic motives. We also show that non-altruistic individuals become more likely to share contents on Facebook when primed with concerns for others' evaluations.

If No One Saw It on Instagram, Was It Any Good? Examining Received Attention as a Social Benefit of Experiential Consumption

Matthew J Hall (University of Nebraska-Lincoln); Jamie D. Hyodo (University of Nebraska-Lincoln)

The present research demonstrates that the ability of a shared experience to attract attention (i.e., views) is viewed as a social benefit of consumption (i.e., increases social self-esteem), which increases experiential satisfaction. These effects are dependent on consumers' attention expectations and their desire to attract attention (i.e., attention preferences).

6.8 Igniting Consumers' Prosocial Desires and Behaviors - Competitive Paper Session, *Fleur De Lis (B)*

Session Chair: Lily Lin, Simon Fraser University, Canada

Doing Good by Buying from a Peer: When and Why Consumers Prefer Peer Economy Purchases

John P. Costello (Ohio State University, USA); Rebecca Walker Reczek (Ohio State University, USA)

Across a series of lab and field studies we demonstrate that consumers perceive purchases from peer economy firms as more prosocial than purchases from traditional economy firms because of the sense that these purchases help an individual and, as a result, they express greater purchase intentions towards peer economy firms.

Feature A Benefactor or A Victim? How Charity Appeals with Different Protagonist Foci Affect Donation Behavior

Bingqing (Miranda) Yin (University of Kansas, USA); Jin Seok Pyone (University of Kansas, USA)

We examine charity appeals with different protagonist foci and demonstrate that a charity appeal featuring an identified benefactor can promote more donations than a comparable victim-focused charity appeal. We further examine when and why benefactor focused charity appeals might be more effective than victim focused appeals.

Let's Get Together and Make a Difference: Experiencing a Community in Donation-Based Crowdfunding

Danit Ein-Gar (Tel Aviv University, Israel)

This research shows that activating community perception in donation-based crowdfunding campaigns increases donation giving. The effect is mediated by prospective donors' sense of connectedness to other donors. The effect is stronger when prospective donors experience fear of social exclusion and is attenuated when they feel socially secure.

How Passive Form Messages in CSR Advertisement Improve Consumer Reaction to the Campaign

Taehoon Park (University of South Carolina, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA); Elise Chandon Ince (University of South Carolina, USA)

We show that passive form messages in a CSR advertisement improve consumer reaction to the company when high company-cause congruence signals self-benefit. This happens because passive form CSR messages increase the company's perceived commitment to the campaign by shifting focus from the agent (company) to the acted-upon agent (CSR campaign).

6.9 Imagining and Performing Consumption - Competitive Paper Session, *Inverness*

Exploring Consumers' Technology Dreams and Nightmares: A Collage-Elicitation Study

Céline Del Bucchia (Audencia Business School); CAROLINE LANCELOT-MILTGEN

(Audencia Business School); Cristel Russell (American University, USA); Burlat Claire (Audencia Business School)

Using collage-based elicitation we access the latent content of dreams and nightmares related to the integration of technology in consumption journeys. The dream approach offers a novel lens through which to uncover consumers' reflections of their experience in a technology-ridden consumer world.

Dancing with Commercialism: Emphasizing Dramatism to Persuade

Yuxin Bai (Lancaster University, UK); Xin Zhao (Lancaster University, UK); Hayley Cocker (Lancaster University, UK)

Drawing on performance theory, we examined how bloggers use dramatic performance to ease the tension between commercial intent and communal norms. We found blogging performance can produce transformation at different levels including transforming content to consumer desire, brand indifference to brand interests, and change accidental audience to integral audience.

Rituals Enhance Self-Brand Connection: The Role of Time Perception

Maggie Wenjing Liu (Tsinghua University); Xian Wang (Tsinghua University); Qichao Zhu (Tsinghua University)

Three studies (two lab experiments and one qualitative study) showed that consumers engaging in a brand ritual are more strongly connected to the brand than those that are not. Ritualistic behaviors have greater effect than ritual meanings in driving a higher self-brand connection. Time perception drives the above effect.

Beyond Subjectivity: Competing Governance Regimes and the Socio-Material Construction of Rational Consumer Action

Lena Pellandini-Simanyi (Università della Svizzera Italiana)

We propose a model that conceptualizes different degrees and modalities of rationality in consumer choice as an outcome of 'performance struggles' (Callon 2007) between devices and discourses, produced by different organizations, and shaped by organization-specific information on consumers, interpretative frames and organizational aims.

6.10 Framing and Priming of Time and Money - Competitive Paper Session, *Lalique*

Restrained by Resources: The Joint Effect of Scarcity Cues and Childhood Socioeconomic Status (SES) on Consumer Preference for Feasibility

Lili Wang (Zhejiang University); Yanfen You (New Mexico State University, USA); Chun-Ming Yang (Ming Chuan University, Taiwan)

Four studies provide converging evidence for the joint effect of scarcity cues and childhood socioeconomic status (SES) on consumers' preferences for high feasibility products, such that low-childhood-SES consumers who were reminded of resource scarcity seek more feasibility in product choices than do consumers in other conditions.

The Asymmetry between Time and Money Compensation effect when feeling Scarcity: Time helps the Money Poor, but Money doesn't help the Time Poor

Jane So (University of Washington, USA); Nidhi Agrawal (University of Washington, USA)

This research examines the interplay between resource abundance and scarcity in the domain of advice taking. We show that time abundance compensates for money scarcity but money abundance does not compensate for time scarcity. This asymmetry is due to the difference in the nature of time vs. money.

The Impact of Price and Size Comparisons on Consumer Perception and Choice

Jun Yao (Macquarie University, Australia); Harmen Oppewal (Monash University,

Australia); Yongfu He (Monash University, Australia)

We suggest that the value difference between two product options is perceived as a pure change when they differ in package size, whereas it is perceived as an incremental change when they differ in price.

Consumers perceive a larger value difference when comparing products on package size than on price.

The “Upper Limit Framing” Effect: Upper Limit Framing of a Cost Estimate Influences Consumption Choices

Sudipta Mukherjee (Virginia Tech, USA); Frank May (Virginia Tech, USA)

We demonstrate the upper-limit framing effect: framing the upper limit of a cost estimate as “less than X” (vs. “not more than X”) results in different expectations of the underlying costs. When estimates are small (large), less than (vs. not more than) framing results in contracted (expanded) cost perceptions.

6.11 What Can We Trust? Perceptions of, and Responses to, Fake Information - Special Session, *Obelisk (A)*

Session Chair: Jared Joseph Watson, New York University, USA

As consumer reliance on digital information increases, it is important that the information is credible. Unfortunately, consumers encounter more fake reviews (Luca and Zervas 2016) and fake news (Byers 2017; Lewandowsky et al. 2017) than ever before. Some websites, like Yelp and Facebook, have employed strategies to decrease the prominence of fake information on their platforms. Do these strategies work? Does it depend on the audience? What about other available information? These are the fundamental questions that are addressed in this session. While consumers generally accept information they encounter as honest (Gilbert 1991), the prominence of fake information online calls for an investigation into how consumers process this information, given the salient veracity concerns. This session takes a multi-methods approach to exploring this topic by combining traditional experiments with other forms of primary data and secondary data to provide comprehensive accounts of how consumers respond to fraudulent information, such as fake reviews and fake news. Across the four papers, we demonstrate how consumers form perceptions regarding the veracity of the information, and how they respond when it is deemed fake. In the first paper, Watson and Kirmani investigate consumer responses to fake review alerts. They demonstrate that consumers attempt to correct for fake reviews, but may also seek justice, depending on the valence of the fake reviews. Next, Ding, Mayrhofer, and Johar investigate how “related articles” can help reduce the effects of fake information. They demonstrate that related articles disputing a reader’s political ideology does not decrease the believability of the news, but related articles disputing the findings of news that is counter to their political ideology does decrease believability. Following this, Han and Rao continue the investigation in the political domain and demonstrate an asymmetric response to the acceptance of ambiguous claims. Republicans are more likely to accept, and less likely to fact check, claims in the presence of other Republicans, compared to Democrats. Lastly, Lane and Brucks present a conceptual overview of today’s information challenges, integrating the findings of prior literature and the other papers in this session to provide a path forward to investigating questions in the “information age”. Taken together, these four papers contribute to the literature by investigating similarities and differences in information acquisition and processing from the past to today. Practically, they also hold significant implications for current societal issues where fake information is more pervasive than ever before. With a diverse blend of methodologies and theoretic lenses applied to this issue, this session should have broad appeal to audiences interested in word-of-mouth, fake information, and consumer judgments and decision-making, more broadly.

Red Flag! The Consequences of Alerting Consumers to Fake Reviews

Jared Joseph Watson (New York University, USA); Amna Kirmani (University of Maryland, USA)

This research examines consumer responses to fake review alerts. Some websites inform consumers when they have identified fake reviews, which may lead consumers to overcorrect for inaccurate information and seek justice for the manipulative reviews. The valence of the fake reviews affects both of these measures differentially.

Can “Related Articles” Correct Misperceptions from False Information on Social Media?

Yu Ding (Columbia University, USA); Mira Mayrhofer (University of Vienna); Gita Venkataramani Johar (Columbia University, USA)

Preliminary findings from two experiments suggest that “related articles” do not reduce belief in headlines that match the reader’s political ideology. Debunking articles do, however, decrease belief in mismatched headlines, suggesting that belief in fake news can be lowered through debunking only if prior beliefs are low to begin with.

Asymmetry in Susceptibility to Fake News due to Political Orientation

Hyerin Han (University of Minnesota, USA); Ryan Wang (University of Minnesota, USA); Akshay Rao (University of Minnesota, USA)

The current research demonstrates that Republicans’ acceptance of ambiguous claims as true and reduction in vigilance are greater when they are in the presence of other Republicans. This effect appears to be driven by a greater level of shared reality and higher perceived consensus when they are amongst other Republicans.

Perspectives on “What Can We Trust? Perceptions of, and Responses to, Fake Information” and the Changing Values of Information

Kristen Lane (University of Arizona, USA); Merrie Brucks (University of Arizona, USA)

Consumers face new challenges in the emerging “Information Age”, where massive amounts of non-mediated information make information acquisition, evaluation, and use increasingly difficult. We integrate papers presented in this session both with recent findings and established research to envision a conceptual model for information behavior in a social, digital world.

6.12 A Discussion of Trust and Distrust in Word of Mouth - Conference Trust Theme Forum, Obelisk (B)

Session Chair: Uri Barnea, University of Pennsylvania, USA

This roundtable examines trust and distrust in the context of word of mouth. Past work by the discussants and others has examined the motivations of communicators and how audiences perceive them, providing a basis for discussion from three perspectives: the sharer, the audience, and the firm.

Participants: Alixandra Barasch, New York University, USA; Jonah Berger, University of Pennsylvania, USA; Eva C Buechel, University of Southern California, USA; Margaret C. Campbell, University of Colorado, USA; Zoey Chen, University of Miami, USA; Darren Dahl, University of British Columbia, Canada; David Dubois, INSEAD, France; Andrew D Gershoff, University of Texas at Austin, USA; Amna Kirmani, University of Maryland, USA; Sarah G Moore, University of Alberta, Canada; Grant M Packard, Wilfrid Laurier University, Canada

6.13 Factors that Affect Persuasion - Competitive Paper Session, Peridot

Session Chair: Xiang Fang, Oklahoma State University, USA

Reacting to Misinformation: The Role of Information Valence and its Congruity to Existing Predisposition

Satadruta Mookherjee (SUNY Binghamton, USA); Subimal Chatterjee (SUNY Binghamton, USA)

This study observes that while people do distinguish misinformation from facts, in certain scenarios the verification mechanism breaks down. Paradoxically, this distinction is stringent while evaluating congruent information (compared to incongruent information) especially to avoid false hopes (than false anxieties); minimum distinction occurs while evaluating positive information about disliked entity.

Shared Values, Trust, and Consumers' Deference to Experts

Samuel Johnson (University of Bath, UK); Max Rodrigues (DePaul University, USA); David Tuckett (University College London)

Four studies find that consumers defer to experts who share their values. Experts' values influenced purchase intentions and information-seeking for hedonic and utilitarian products (Studies 1–2) due to inferences about experts' judgment (Study 3) and trustworthiness (Study 4). These findings present opportunities to marketers but also risks to consumers.

Taking a Leaf out of my Review: The Asymmetrical Link between Linguistic Similarity and Attitude Certainty for Writers and Readers of Product Reviews

Ann Kronrod (University of Massachusetts, USA); Yakov Bart (Northeastern University, USA)

Six experiments reveal a paradoxical link between attitude certainty and linguistic similarity in product reviews: while less certain authors generate reviews that are more similar to other reviews, consumers who read more similar reviews become more certain about the product. Results are explained through validation theory. Implications are discussed.

Trust, but Verify: A Multi-level Examination of Online Reviews and Persuasion Knowledge

Martin A. Pyle (Ryerson University); Andrew Smith (Suffolk University); Yanina Chevtchouk (University of Glasgow)

This research examines data gathered from 22 depth-interviews through the lens of the Persuasion Knowledge Models to understand consumers' development of persuasion knowledge and coping behaviors in the context of online reviews, not only at the review level but also at the platform and system-wide level.

6.14 Big Data Approaches to Consumer Behavior - Special Session, Rosetta

Session Chair: Christopher Olivola, Carnegie Mellon University, USA

The past decade has witnessed the explosion of 'Big Data', and with it, many novel opportunities to study and model human cognition and behavior. Large-scale datasets of human activity "mined" from the Internet, in particular, have proven to be extremely useful for studying various aspects of human cognition. The papers in this session demonstrate that this approach can also be useful for studying consumer behavior. Specifically, they showcase various ways in which Big Data, combined with novel computational methods, can be used to derive insights about various aspects of consumer cognition and behavior. The first paper in this session, by Lu, Bradlow, and Hutchinson, develops and tests a model of goal progress that captures consumptions decisions related to online content, with parameters that can be mapped to specific theories from consumer psychology. They apply this model to large dataset of Coursera.com learners, and find that their consumption patterns are consistent with theories of goal gradient and resource slack. Moreover, they show that the model allows them to predict changes in consumption behavior when content release shifts from weekly installments (drip-release) to on-demand (all-at-once). The next three papers utilize large scale text corpora drawn from the Internet, combined

with machine learning and natural language processing techniques, to model and predict various aspects of consumer cognition and decision making. First, Bhatia demonstrates that this approach can be used to predict the items that come to consumers' minds when they need to construct choice sets from memory. Moreover, he shows the approach can be applied to a number of specific consumption domains (e.g., food shopping, gift-giving, etc.), and that it successfully predicts the responses of participants across six preregistered experiments. Next, Zhang, Nrusimha, and Hsu demonstrate that this approach can be used to predict the likelihood that consumers will recall specific brands (e.g., Coke) within a product category (e.g., soft drink). They verify the accuracy of this approach by comparing its predictions to the responses of a large sample of participants. Finally, Bhatia and Olivola demonstrate that this approach can be used to predict how entire product categories and individual brands are perceived along various trait dimensions by consumers. Specifically, they show that, across a wide range of product categories (e.g., beauty products, cars, etc.), across specific brands within each category (e.g., for cars: Mazda, Hyundai, etc.), and across evaluative trait dimensions (e.g., competence, excitement, etc.), their model of brand trait perceptions is consistently well correlated with the judgments of participants in studies of brand perceptions. In sum, the papers presented in this session showcase highly novel approaches to studying various aspects of consumer cognition and behavior. In particular, marketing researchers and practitioners can use the growing availability of 'Big Data', in combination with recently developed computational methods, to greatly advance consumer research. This session will appeal to marketing researchers interested in learning about cutting-edge approaches to studying consumer behavior.

Testing Theories of Goal Progress within Online Learning

Tong Lu (University of Pennsylvania, USA); Eric Bradlow (University of Pennsylvania, USA); Wesley Hutchinson (University of Pennsylvania, USA)

We use a large dataset on Coursera.com learners to test theories of how consumers progress towards goals. We find that consumption patterns are consistent with theories of goal gradient and resource slack, and use them to predict changes in behavior when content release shifts from weekly installments to on-demand.

Semantic Processes in Memory-Based Consumer Decision Making

Sudeep Bhatia (University of Pennsylvania, USA)

Participants were asked to list all items that came to their minds in a variety of everyday choice settings. I used techniques from machine learning and data science to predict the items listed by participants, and, in six preregistered experiments, found robust context effects and semantic clustering effects.

Predicting Consumer Brand Recall and Choice Using Large-Scale Text Corpora

Zhihao Zhang (University of California Berkeley, USA); Aniruddha Nrusimha (University of California Berkeley, USA); Ming Hsu (University of California Berkeley, USA)

We present a novel approach to predict core aspects of consumer memory by leveraging advances in machine learning (ML) and natural language processing (NLP). Specifically, we predict the likelihood that consumers will recall specific brands within a product category using word embeddings models trained on large scale text corpora.

Data-Driven Computational Brand Perception

Sudeep Bhatia (University of Pennsylvania, USA); Christopher Olivola (Carnegie Mellon University, USA)

We introduce a novel approach to predicting and mapping brand trait perceptions using Big Data mined from the Internet combined with machine learning techniques. We show this approach allows us to predict how entire product categories and individual brands are perceived along various trait

dimensions by consumers.

6.15 The Complexity of Consumer Identity: How Consumer Choices and Outcomes are Driven by the Dynamic and Multi-Faceted Self - Special Session, *Steuben*

Much research in consumer behavior has embraced the idea that identity drives choice. Consumers like and choose products associated with the social categories that they belong to (Escalas and Bettmen 2003; Reed 2004), and use brands and product choices to build and express their identities (Belk 1988; Berger and Heath 2007). In contrast to theoretical perspectives on the self-concept that construe it as dynamic and multi-faceted (Chen, Urminsky, and Bartels 2016; Markus and Wurf 1987), much work on how identity influences consumption has examined a single, stable identity's (i.e., a social category's) influence on choice. While recent calls have been made to examine identity-based consumption from a perspective more in line with a dynamic, multifaceted view of the self-concept (Reed and Forehand 2016), explorations of how multiple parts of or changes to the self-concept influence choice are relatively rare. Further, even though theoretical approaches to the self-concept include aspects of the self that are not social categories (e.g., Chen et al. 2016; Strohminger and Nichols 2014; 2015), most work on identity-based consumption has focused on social categories as the driver of choice. This session addresses the need to understand identity-based consumption with a more complex approach to the self-concept. These papers examine open questions in the identity-based consumption literature that cannot be addressed by considering each identity in isolation and treating the self-concept as static. How do beliefs about the interactions and relationships between various parts of the self-concept influence identity-based choices? How do beliefs about how the self will change over time relate to future well-being? And, how individual-level aspects of the self influence decisions? Taken together these papers seek to answer the question of how the complex and dynamic self-concept influences choice. The first two papers in the session examine how the various identities, roles, and personal characteristics that make up the self-concept influence use of mentally accounted funds and likelihood of displaying identity-consistent behaviors. The third paper examines how beliefs about the dynamic nature of the self-concept—beliefs about how one might change over time—are related to future life satisfaction. The second and fourth papers examine how aspects of the self-concept beyond social categories, individual-level traits like goals and desires, and the need for self-efficacy, drive consumption decisions. By embracing the perspective that identity-based consumption is influenced by a complex and dynamic self-concept, these papers provide valuable insights into how consumers' beliefs about the self drive their choices and outcomes. The research in this session also expands the study of identity-based consumption into new areas; it examines not only preferences for products and behaviors associated with the social groups that consumers belong to, but also use of budgeted funds, life satisfaction, and preferences for brand logos. Further, this session raises important questions regarding the relationship between identity-based choice and satisfaction, and category-level and individual-level aspects of the self. Overall, these papers provide both a more sophisticated view of how consumers think about the self and broaden the scope of identity-based consumption research.

Don't Forget the Accountant: Role-Integration Increases the Fungibility of Mentally Accounted Resources

Iman Paul (Georgia Tech, USA); Jeffrey Parker (Georgia State University, USA); Sara Loughran Dommer (Georgia Tech, USA)

This work shows that the more one's life roles (e.g., "employee" and "wife") are integrated (i.e., overlapping and influenced by each other) the more likely one is to spend resources from a mental account corresponding with one role to service the needs/wants of the other role.

Placing Identity into the Self-Concept: The Role of Causal Beliefs in Identity-Based Consumption

Stephanie Chen (London Business School, UK); Oleg Urminsky (University of

Chicago, USA)

This work aims to understand identity-based consumption by exploring consumers' beliefs about how their various identities fit into their broader self-concepts. We demonstrate that among consumers who share an identity, those who believe it is causally related to more aspects of the self-concept are more likely to display identity-consistent behaviors.

Examining the Link between Predicted Identity Change and Future Well-Being

Joseph Reiff (University of California Los Angeles, USA); Hal Hershfield (University of California Los Angeles, USA); Jordi Quoidbach (ESADE Business School, Spain)

Feeling disconnected from the future self is associated with choices that may provide present benefits and future detriments, though no work has examined whether such negative future outcomes actually arise. Using a 10-year longitudinal dataset, we demonstrate that greater predicted identity change is associated with less wellbeing ten years later.

When Prominent Logos Make You Feel Competent

Sara Caprioli (Technical University of Munich); Christopher Fuchs (Technical University of Munich); Nailya Ordabayeva (Boston College, USA)

We show that when a product is associated with an activity that has a performance-related component, consumers have a stronger preference for products with prominent brand logos over subtle brand logos. This effect occurs because prominent (vs. subtle) brand logos provide consumers with a more efficacious self-view in performance-related activities.

6.16 Consumer Behavior on Instagram - Competitive Paper Session, Wyeth

Session Chair: Chun Zhang, University of Dayton

Consuming Commodified Selves – Accelerated Identity Co-Construction Dynamics Through Fashion Performances on Instagram

Jonathan David Schöps (University of Innsbruck, Austria)

This paper enhances the understanding of the bi-directional relationship between performers as commodified selves and consumers in digital environments. Drawing on performativity theory, this study illuminates accelerated identity co-construction dynamics through visual fashion performances on Instagram. Analysis of interview data identifies three such dynamics: affirming, emulating, and immersing in dreams.

How Employees Relate to Their Brand Online: A Critical Visual Analysis of Hollister

Stephanie Kogler (University of Innsbruck, Austria)

This study aims to investigate the role of employees as co-creators of brand meaning on social networking sites. Analysis focuses on the fashion brand Hollister and their employees' visual practices. In particular, the findings shed light on visual practices of employees that intersect with identity assemblages of the company.

Millionaires on Instagram: Millennials' Display of Experiential Luxury and Personal Branding Strategies on Visual Social Media

Marina Leban (ESCP Europe, France); Benjamin G. Voyer (ESCP Europe, France)

This study draws from personal branding theory to explore how millennials display experiential luxury on Instagram. We use content analysis and thematic analysis to analyze and discuss the strategies held by micro-celebrities. We argue that the use of geo-tags can be seen as the materialization of experiential luxury on Instagram.

Understanding Trust Formation in Peer-to-peer Social Commerce

Lena Cavusoglu (Portland State University); Deniz Atik (University of Texas Rio

Grande Valley, USA)

Through a qualitative inquiry, we show how trust is established in an informal shopping context, Instagram. We propose a new dimension to credibility evaluations. Social credibility arises by lurking on Instagram profiles of others to get personal and social cues and implicitly measure the trustworthiness of the subject of interest.

ACR Awards Luncheon

12:00 to 1:30 pm Imperial Ballroom

Session 7

1:45 pm - 3:00 pm

7.1 Consumption and Social Change - Competitive Paper Session, *Batik (A)*

Session Chair: Cammy Crolic, University of Oxford

Brand movement

Andrea Lucarelli (Lund University); Gregorio Fuschillo (Kedge Business School); Jon Bertilsson (Lund University)

The paper conceptualizes, via the notion of brand movement, the process in which consumers-citizens turn to brands to deal with political frustrations and in which brands have the power to channel, coordinate, and mobilize these consumers

How Regional Diasporic Consumer Experiences Produce Transnational Imaginary

Mark Buschgens (RMIT University); Bernardo Figueiredo (RMIT University); Kaleel Rahman (RMIT University)

This paper examines individual experiences of regional diaspora consumers and how they combine to produce a transnational consciousness and belongingness in the marketplace. In-depth interviews with Middle Eastern diaspora identify five emotions to construct a transnational, imagined Middle Eastern world through three elements of re-enactment. Implications for marketing are discussed.

Indigenous Trust and Readiness Towards Development

Ding Hooi Ting (Universiti Teknologi PETRONAS); Chin Chuan Gan (Sunway University); Amir Zaib Abbasi (Capital University of Science and Technology); Sohail Ahmed (Universiti Teknologi PETRONAS)

This study aims to explore the influence of place attachment (the emotional and functional ties that connect the indigenous communities to their home), trust towards development and the readiness of the community to embrace change. The study areas are non-tourist areas.

Shopping for Freedom: Moroccan Women's Experience in Supermarkets

Delphine Godefroit-Winkel (Toulouse Business School, Casablanca Campus); lisa penaloza (Kedge Business School); Sammy Kwaku Bonsu (Ghana Institute of Management and Public Administration)

Our ethnographic search among Moroccan women contributes to the existing dialogue between philosophical, cognitive, and socio-cultural approaches on consumer freedom. We explore how consumers construct their freedoms within the specificities of their socio-cultural contexts. We propose an emergent conceptualization of consumer freedom that includes social dimensions.

7.2 Motivation to Save: New Insights into the Psychology of Saving Goals - Special Session, *Batik (B)*

Session Chairs: Grant E. Donnelly, Harvard Business School, USA; Masha Ksendzova,

Boston University, USA

Saving requires consumers to forego spending in the present to increase available resources for future use. It can reduce consumers' reliance on credit to fund consumption and may reduce financial stress. Despite the benefits of saving, consumers worldwide do not save enough. This symposium investigates consumers' psychological barriers toward saving, as well as steps for overcoming them, offering novel insights into the psychological and situational factors underlying saving motivation. Four papers shed light on the broad question of how current and future financial circumstances (actual and perceived) affect motivation to save. We discuss the influences of consumers' beliefs regarding future wealth, present financial identity, interaction of skills and mindset, and characteristics of their saving goals. First, Desiraju, Urminsky, and Sussman examine how consumers' optimistic beliefs of future wealth may hamper their motivation to save. Consumers who expect increased future wealth demonstrate less patience and higher discount rates-- suggesting that consumers who anticipate a positive boost to their future resources may be less likely to save. They find the belief in a more favorable financial future is widespread-- most consumers believe they will be better off in the future, and such optimism may weaken saving rates on a large scale. While perceptions of future financial resources impact current savings, Garbinsky and Mead explore how saving decisions are influenced by current financial behavior. They find that consumers who consider instances of spending money express greater saving intentions, whereas, considering instances of saving does not increase saving intentions. Consistent with the first paper, Garbinsky and Mead find a positive bias in financial perceptions: As American consumers are more likely to identify as savers, this mindset may prevalently dampen saving motivation. In addition to perceptions of future and current financial circumstances, Salisbury, Nenkov, and Zhao evaluate how consumer mindset in goal-pursuit influences savings decisions. They find that consumers with low savings knowledge save less in an implementation mindset (focusing on the steps to achieve a goal), rather than a deliberative mindset (focusing on whether one should pursue a goal). While implementation mindsets have long been hailed as a positive intervention to increase goal directed behavior, they find that such a mindset creates illusionary progress for low-knowledge consumers. While the first three papers speak to cognitive evaluations of oneself and one's future that help and hinder saving, our final paper considers characteristics of savings goals. Donnelly, Ksendzova, and Norton find that consideration of future experiential (vs. material) purchases better motivates consumers to save. Underlying this effect is that experiential purchases better allow for anticipatory pleasure in the process of saving. Together, the papers in this symposium identify important and previously unexamined influences on saving decisions (papers 1, 2 and 4) and uncover paradoxes in saving rates (papers 2 and 3). We present a cohesive view of how, why, and when consumers choose to spend in the present or save for future.

The Role of Expectations About Changes in Wealth in Discounting Decisions

Abigail Sussman (University of Chicago, USA); Oleg Urminsky (University of Chicago, USA); Shweta Desiraju (University of Chicago, USA)

Individuals incorporate expected changes in personal wealth when making decisions about intertemporal tradeoffs. Those who expected more wealth in the future (relative to the present) were less patient than those who expected less, and this result persists after accounting for current wealth.

When Perceiving Oneself as a Spender Increases Saving

Emily Garbinsky (University of Notre Dame, USA); Nicole Mead (University of Melbourne, Australia)

Although many Americans view themselves as savers, two studies suggest that prompting individuals to perceive themselves as spenders can facilitate saving in the present moment. By understanding and changing consumer self-perceptions (both in the lab and in the field), we present and discuss new opportunities for improving financial decision-making.

When Implementation Intentions Backfire: Illusion of Goal Progress in Financial

Decisions

Linda Court Salisbury (Boston College, USA); Gergana Y. Nenkov (Boston College, USA); Min Zhao (Boston College, USA)

Counter to prior research indicating the positive effects of an implemental mindset vs a deliberative mindset on goal pursuit, we show that an implementation mindset leads to an illusion of greater goal progress for consumers with low knowledge, reducing their goal pursuit in saving and debt repayment.

Saving for Experiences Versus Material Goods

Grant E. Donnelly (Harvard Business School, USA); Masha Ksendzova (Boston University, USA); Michael Norton (Harvard Business School, USA)

Consideration of future experiential (vs. material) consumption better encourages consumers to save. In a field experiment with financial-service customers, emphasis on experiential purchases generated greater interest in saving. Further, in two scenario-based experiments, participants allocated more money to saving when considering an aspirational experience, compared to a material good.

7.3 Surprise, Expectations, Fun and Risk: Consumption and Experiential Marketing - Competitive Paper Session, Cardinal (A)

Session Chair: Charlene Chu, Chapman University

Surprise! The Positive Impact of Uncertainty on the Evaluation of Experiential Purchases

Iñigo Gallo (IESE Business School); LILY JAMPOL (Queen Mary University of London); Alberto Rampullo (IESE Business School); Thomas Gilovich (Cornell University, USA)

We propose that while uncertainty is something that most consumers will typically want to avoid when making a material purchase, it plays a different, more positive role when evaluating and consuming an experiential purchase. Our conceptual framework is supported by a series of seven studies.

Unexpected-Framing Effect: Impact of Framing a Product Benefit as Unexpected on Product Desire

Monica Wadhwa (INSEAD, Singapore); Christine Kim (Hong Kong University of Science and Technology); Amitava Chattopadhyay (INSEAD, Singapore); Wenbo Wang (Hong Kong University of Science and Technology)

During pre-launch product testing, marketers might discover that the product can deliver additional unintended benefits. The current research shows that framing such product benefits as unexpected increases desire for the product, when consumers have a heightened motivation to seek rewards.

Framing an undesirable product feature as unexpected can backfire.

The Psychology of Fun: Inquiry into Consumers' Fun Experiences

Travis Tae Oh (Columbia University, USA); Michel Tuan Pham (Columbia University, USA)

We propose an original framework of fun as a distinct pleasure construct, often a central outcome of consumption behavior across product and experience categories. Through a multi-method approach, our findings show six psychological categories that underlie consumers' experiences of having fun, with the most important factor as Liberation.

Does a Blurry Background Make a High Roller? The Effects of Blurry versus Sharp Backgrounds on Consumers' Risk-Taking Behavior

Yoonho Jin (INSEAD, Singapore); Amitava Chattopadhyay (INSEAD, Singapore)

Six experiments document that a blurry background works as a distance cue and activates high-level

construal, thereby increasing risk-taking. By showing that blurriness can elevate construal level and promote risk-taking, our research contributes to construal level theory, risk-taking, and aesthetics literatures, and provides practical implications for advertisers and online marketers.

7.4 Coping with Uncertain Outcomes: How Consumers Judge and Get Affected by Probabilities of the World - Special Session, *Cardinal (B)*

Session Chairs: Jennifer Seok Hwa Hong, New York University, USA; Mansur Khamitov, Nanyang Technological University, Singapore

People constantly make probability judgments, and believe those judgments to be strong predictors of actual outcomes (Lieberman and Tversky 1993; Reyna and Brainerd 1994; Ronis and Yates 1987). In the last few years, however, we have witnessed mishaps of inaccurate estimations of probabilities yielding unexpected outcomes all around the world. For instance, vast majority of media predicted a significantly high chance of U.K. voting against Brexit as well as Clinton winning the 2016 U.S. presidential election. Yet the actual outcomes left the world with one less country in the E.U. and President Trump. These incidents allude to the possibility that people are not as accurate as they expect themselves to be when it comes to estimating probabilities (Tversky and Kahneman 1974). If that indeed is the case, what factors bias people to inaccurately make probability judgments? And if these inaccurate judgments are so prevalent, do people derive satisfaction from accurately making these judgments? In this session, four papers answer these questions by examining various aspects of probability estimates. The first two papers explore the impact of contextual factors related to numeric and visual cues on probability perceptions. Specifically, Sevilla and Bagchi investigate the effect of numeric roundness on probability perception. They show consumers perceive predictions that end with non-round numbers (e.g., 29%) as more likely to occur than with round numbers (e.g., 30%) because consumers perceive non-round numbers as more concrete and easier to materialize. Relatedly, Duclos and Khamitov examine how different visual representations of the same numeric information influence gamblers' perceived probability of winning. They show that manipulating the visual representation enhances the ease of processing probability, which then artificially inflates gambling behavior. The next two papers look at how motivational factors affect antecedents and consequences of making probability judgments. Hong, Longoni, and Morwitz provide an alternative, motivational account in explaining the effect of physical distance on the probability estimates. Because people have self-enhancing motives to keep positive elements close and push negative ones away, the authors document that people predict positive events to be more likely to occur if they are physically close (vs. far), whereas negative events are seen as less likely if physically close (vs. far). Finally, Morewedge, Russman, Mijovic-Prelec, and Prelec examine how two conflicting motives – self-enhancement and self-verification – jointly affect consumers' satisfaction from being accurate. By having people make guesses on facts as well as random outcomes, the authors show that people derive pleasure from both correctly guessing facts and correctly predicting outcomes even when their answers imply misfortunes to themselves and the world. We now live in a dynamic and unpredictable world in which the news media are not always trusted but are rather doubted. At times like this, people inevitably rely on heuristics which can easily bias their perceptions of the world (Tversky and Kahneman 1974). The four papers in this session unearth contextual and motivational factors that influence one of the most prevalently made judgments: probabilities. In so doing, they document new biases consumers should be aware of.

How Numeric Roundness Influences Probability Perceptions

Julio Sevilla (University of Georgia, USA); Rajesh Bagchi (Virginia Tech, USA)

While past research has predominantly shown that consumers prefer round numbers, this work demonstrates that people prefer non-round numbers in cases when preference depends on perceptions about the likelihood of occurrence of a number. We document this across contexts involving lottery ticket choices and probabilistic assessments.

Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates

Jennifer Seok Hwa Hong (New York University, USA); Chiara Longoni (Boston University, USA); Vicki G. Morwitz (New York University, USA)

We document a novel proximity bias. Whereas positive events are seen as more likely if they are physically close (vs. far), negative events are seen as more likely if far (vs. close). Corroborating the motivated nature of this bias, physical proximity did not affect predictions of self-irrelevant or neutral outcomes.

Thou Shalt Not Look! When Processing the Odds Visually Biases Gambling Behavior

Rod Duclos (Western University, Canada); Mansur Khamitov (Nanyang Technological University, Singapore)

We examine how gamblers visually process quantitative information (i.e., their odds), forecast their chance of winning, and bet. Across four studies, we find that manipulating the visual/graphic representation of probability can artificially inflate gambling. In contrast, encouraging gamblers to process their odds numerically (rather than visually/graphically) helps lessen this bias.

The Pleasure of Being Right (Even When the World Is Bad)

Carey K. Morewedge (Boston University, USA); Janna Russmann (University of Cologne); Danica Mijovic-Prelec (Massachusetts Institute of Technology, USA); Drazen Prelec (Massachusetts Institute of Technology, USA)

People are motivated to hold a positive and accurate view of the world. We examine how these motives influence affective responses to uncertainty resolution. We find that people take pleasure in being right, even when that particular resolution of uncertainty is bad for others, themselves, and the world.

7.5 Consumer Culture and the Sharing Economy - Competitive Paper Session, Dardanelles

Session Chair: Nacima Ourahmoune, Kdge Busines School

Consumers' Attitudes Towards Their Rights and Responsibilities in the Sharing Economy: An Ideological Perspective

Marylouise Caldwell (University of Sydney, Australia); Steve Elliot (University of Sydney, Australia); Paul Henry (University of Sydney, Australia); Marcus O'Connor (University of Sydney, Australia)

Findings from a large-scale US survey suggest that political ideology influences similarities and differences in consumers' attitudes towards their rights and responsibilities in the sharing economy, including mutual self-regulation, a practice not reported in similar studies of non-sharing economies. The research further suggests that moral foundations influence political ideology.

Consumers' Journey into Access-Based Consumption

Swapnil Saravade (University of Texas Rio Grande Valley); Lorena Garcia Ramon (University of Texas Rio Grande Valley); Jacob Almaguer (University of Texas Rio Grande Valley); Mohammadali Zolfagharian (Bowling Green State University); Hazel H. Dadanlar (University of Texas Rio Grande Valley)

The current research utilizes a narrative analysis approach to unearth a macro narrative depicting different points in consumers' journey with access based consumption (ABC). Drawing on 19- in depth interviews, the unearthed macro-narrative resembles a pinwheel, featuring eight "turns in the road": initiation/rejection, experimentation/renunciation, contamination/alternation, and

devotion/reversion.

Cultivating a Network of Trust: Exploring The Trust Building Agency of Objects in Home Sharing

Marian Makkar (Auckland University of Technology, New Zealand); Drew Franklin (Auckland University of Technology, New Zealand)

This study explores how trust is built between host and guest in the Airbnb network. Through the lens of human and nonhuman actors, we reconcile that multiple sources create a network of trust and suggest the value in tracing objects as an agent of trust building in home sharing.

How Do Platform-Based Networks Shape Systemic Value Creation Through Experiences?

Bernardo Figueiredo (RMIT University); daiane scaraboto (Pontificia Universidad Católica de Chile)

This paper explains the role of platform-firms in shaping how consumer experiences create value. Studying the Couchsurfing network, we identify several ways in which platform-firms can support value creation at the level of individual experiences (shaping expectations, performances, and responses), and at the level of aggregate experiences (shaping the network).

7.6 Power, Possesives, and Construal: Influences on Brand Preference - Competitive Paper Session, *Edelweiss*

Session Chair: Tessa Garcia-Collart, Florida International University

Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations

Marina Puzakova (Lehigh University); Mansur Khamitov (Nanyang Technological University, Singapore)

Drawing from psychological ownership and linguistics theories, we show that compared to a non-possessive brand name, a possessive brand name leads to more favorable brand evaluations and purchase intentions, which is mediated by greater attributions of identity-relevant brand attributes and moderated by whether a brand name includes an identity marker.

Both Good from Afar...and Far from Good? Mental Representation Changes Consumer Preference for Products from a Brand with a Reputation for Innovativeness

Jeff Larson (Brigham Young University, USA); Kelly Goldsmith (Vanderbilt University, USA); BJ Allen (University of Arkansas, USA)

Consumers' preference for products offered from brands with a reputation for innovativeness (vs. other reputations) varies as a function of the consumer's mental representation. Four experiments show that when the behavioral context favors more concrete (vs. abstract) representations, consumers respond less (vs. more) positively to products offered by innovative brands.

Cultural Values and Consumers' Brand Preference

Jessie J. Wang (Miami University, Ohio); Ashok K Lalwani (Indiana University, USA); Devon DelVecchio (Miami University, Ohio)

A secondary dataset and three lab studies show that consumers' cultural orientation significantly influences consumer's brand preference. We also shed light on the mediator and a moderator.

Theoretical and managerial contributions are discussed.

7.7 Secrecy and Consumer Behavior - Special Session, *Fleur De Lis (A)*

Session Chair: DONGJIN HE, Hong Kong Polytechic University

Secrecy is a ubiquitous part of life (Kelly, 2002), and almost everyone keeps secrets. Prior research on secrecy in psychology has primarily focused on understanding the antecedents and consequences of secrets. However, there is little consumer research on the topic even though hiding consumption-related activities is common (e.g., Goodwin 1992; Vanhamme and de Bont 2008). This session presents a set of papers that address one important question: how will secrecy influence consumer behaviour? These four papers flow nicely from incidental secrecy (paper 1) to inherent consumption-related secrecy (papers 2-4); and are from both interpersonal perspectives (papers 1-3) and intrapersonal perspectives (paper 4). The first two papers examine the domain-independent impact of secrecy. The first paper by He, Jiang, and Gorn examines the effect of incidental secrecy on consumer conformity. They find that the experience of secrecy increases consumers' tendency to avoid nonconformity in their consumption choice. They further show that this effect is driven by secret-keepers' desire to avoid social attention, and it is attenuated when consumers perceive themselves as having high self-control capacity. The second paper by Gullo, Brick, and Fitzsimons examines how keeping secrets from one's romantic partner affects a person's relationship satisfaction. It is found that keeping a secret for avoidance-reasons leads individuals to more guilty feelings, compared to keeping a secret for promotion-reasons. And this feeling of guilt can have a positive effect on one's relationship satisfaction for people who perceive distance in their relationship, because it signals that the secret keeper cares about the relationship. The other two papers examine the influence of secrecy on secrecy-related consumptions. The third paper by Yang, Deng, and Jia explores how secret consumption affects consumer enjoyment. They show that keeping a consumption activity as a secret has a polarizing effect on consumption enjoyment such that secrecy increases consumption enjoyment when the expected social response from others is positive but decreases consumption enjoyment when their expected social response is negative. From an intrapersonal perspective, the fourth paper by Rodas and John provides converging evidences to this polarizing effect. The authors demonstrate that prompting secret consumption results in more extreme product evaluations because secret increases preoccupation about the target product. This effect is further found to be moderated by distraction and consumers' need for cognition. In summary, the four papers in the current special session (all in advanced stages) identify a number of antecedents and consequences of secrecy in the consumption context and examines the impact of secrecy on consumer behavior in secrecy-related and secrecy-unrelated domains. Given the variety of the questions addressed and the variety of situations examined in the empirical work carried out, this session is likely to appeal to a broad set of conference attendees, including those interested in social conformity, relationship satisfaction, consumer enjoyment, and product evaluation, and the factors that affect them.

Secrecy Prompts Nonconformity-Avoidance in Consumption Choice

DONGJIN HE (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University); Gerald J. Gorn (Hong Kong Polytechnic University)

Three studies reveal that the experience of secrecy increases consumers' tendency to avoid nonconformity in their consumption choice, driven by secret-keepers' desire to avoid social attention. This effect is attenuated when consumers perceive themselves as not being paid attention to, or having high self-control capacity.

Secret Consumption in Close Relationships

Kelley Gullo (Duke University, USA); Danielle J Brick (University of New Hampshire); Gavan Fitzsimons (Duke University, USA)

Are secrets always bad? This research examines the effects of secret consumer behaviors (SCB) within close relationships. The authors propose and find both positive and negative effects of SCB, and that these effects depend upon the secret keeper's motivation for not telling and feelings of guilt associated with the behavior.

“A Tale of Two Secrets”: Examining the Diverging Effects of Secrecy on

Consumption Enjoyment

Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Xiaoyan Deng (Ohio State University, USA); Lei Jia (Ohio State University, USA)

We find that keeping a consumption activity as a secret (vs. not as a secret) has a polarizing effect on consumption enjoyment such that secrecy (vs. non-secrecy) increases (decreases) consumption enjoyment when expected social responses are positive (negative). This effect is moderated by social distance and level of preoccupation.

The Secrecy Effect: Secret Consumption Polarizes Product Evaluations

Maria A Rodas (University of Minnesota, USA); Deborah Roedder John (University of Minnesota, USA)

Results from six studies show that secret consumption prompts resulted in more extreme (polarized) product evaluations. Well-liked products received more positive evaluations, and disliked products received more negative evaluations, compared to evaluations in non-secret conditions. We identify preoccupation and attitude polarization as the primary drivers for these outcomes.

7.8 When Cause-Related Marketing Hinders Rather Than Helps - Special Session, *Fleur De Lis (B)*

Session Chairs: **Michelle Daniels**, *Arizona State University, USA*; **In-Hye Kang**, *University of Maryland, USA*

Consumers have more outlets for supporting charitable causes than ever before. Between the more than 1.5 million charitable organizations in the United States alone (NCCS 2016) and the increasing number of for-profit companies engaging in cause-related marketing initiatives, competition for consumer support is fierce. Thus, it is important to understand the effectiveness of cause-related marketing efforts. Recent work is beginning to document that some cause-related appeals might inhibit rather than increase donor support (e.g., Simpson, White, and Laran 2018). However, there are several unexplored ways in which organizations might be unknowingly reducing consumer support. This session highlights the newest research that examines when and why commonly-used cause-related appeals backfire. First, Kang, Leliveld, and Ferraro examine how the facial expression of a victim in cause-related advertisements can decrease the effectiveness of such appeals. They find that advertisements featuring a victim with a sad facial expression leads consumers to perceive the organization's manipulative intent. This finding provides an important caveat to the literature encouraging organizations to use sympathy-evoking images of victims. Daniels, Kristofferson, and Morales also focus on how facial expressions can affect contributions to charitable organizations; however, they focus on the facial expression of an organization's volunteer rather than the expression of victim. Volunteers frequently post images of themselves performing volunteer work, either of their own volition or at the request of the charity, and often these images include humorous facial expressions. The authors find that such humorous facial expressions are at odds with the serious nature of most causes supported by non-profit organizations, and lead to perceptions of volunteer insincerity, which spillover and reduce support for the referenced organization. Next, Castelo, Kristofferson, Main, and White provide evidence that assuming a consumer's identity in a charitable request (e.g., Hi Animal Lover!) leads to reactance, and lowers the effectiveness of the appeal, even if the assumed identity is correct. This effect is particularly pronounced for individuals who strongly hold the assigned identity. In other words, by assuming a donor's identity, charitable organizations are driving those who should be their largest contributors away. Further, this finding provides a novel setting where activating an identity leads to identity-inconsistent behavior. Makov and Newman show that backfire effects extend to social initiatives put forth by for-profit companies. Specifically, they show that a company's sustainability initiatives can cause negative consumer reactions if they lead to increased profits. This effect is driven by a psychological divide between market and

communal relationships and holds even when the organization's actions are truly in line with expressed environmental goals. Taken together, the four papers (all in advanced stages) demonstrate that frequently-occurring cause-marketing appeals can backfire. In doing so, we not only offer new theoretical insights into cause-related marketing, but also provide practical implications to ensure that cause-related appeals provide the positive impact necessary to encourage consumer support. While this session will certainly appeal to researchers interested in prosocial behaviors, we also expect those interested in other areas such as emotions, identity, persuasion knowledge, and social influence to find the session valuable.

When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements

In-Hye Kang (University of Maryland, USA); Marijke Leliveld (University of Groningen, The Netherlands); Rosellina Ferraro (University of Maryland, USA)

In cause-related advertisements, organizations often display the image of a victim with different facial expressions. Five studies show that a sad-faced (vs. happy-faced or neutral-faced) image evokes consumer inference of the organization's manipulative intent, lowering ad effectiveness. This effect is moderated by skepticism towards cause-related marketing and cause-centrality.

I'm Just Trying to Help: How Volunteers' Social Media Posts Alter Support for Charitable Organizations

Michelle Daniels (Arizona State University, USA); Kirk Kristofferson (Ivey Business School); Andrea Morales (Arizona State University, USA)

We find that the facial expression a volunteer makes in a social media appeal for an organization impacts both perceptions of the volunteer and support intentions. Results show that humorous facial expressions lead to lower perceptions of volunteer sincerity and reduced likelihood of supporting the referenced charitable organization.

Don't Tell Me Who I Am! When and How Assigning Consumers an Identity Backfires

Noah Castelo (Columbia University, USA); Kirk Kristofferson (Ivey Business School); Kelley Main (University of Manitoba, Canada); Katherine White (University of British Columbia, Canada)

Consumers' identity often guides their behavior ("animal lovers" support the ASPCA). However, we show that when organizations assign consumers an identity in order to solicit support ("we know you're an animal lover! Please support the ASPCA"), consumers can sometimes experience reactance, leading them to behave inconsistently with the assigned identity.

Consumer Perceptions of Environmental 'Win-Wins'

Tamar Makov (Yale University, USA); George Newman (Yale University, USA)

Sustainable business strategies aligning economic performance with environmental outcomes typically reflect positively on organizations employing them. However, we demonstrate that people negatively react to the notion of a company profiting from sustainability initiatives. This negative response results from a psychological divide between relationships that are perceived as communally- versus market-oriented.

7.9 The Special Meanings of Old - Competitive Paper Session, Inverness

Session Chair: Vicki Andonopoulos, University of New South Wales

Nostalgicising: A Performative Theory of Nostalgic Consumption

Ela Veresiu (York University, Canada); Ana Babic Rosario (University of Denver); Thomas Derek Robinson (City University of London, UK)

We establish a performative theory of nostalgic consumption, termed nostalgicising, which we define

as reflective (future-oriented) consumer nostalgia that is not innate or emotional, but rather performatively enacted. Specifically, we unpack five performative dimensions of reflective consumer nostalgia (language, space, social systems, community, and style).

The Power of the Past: Consumer Nostalgia as a Coping Resource

Dovile Barauskaite (ISM University of Management and Economics); Justina Gineikiene (ISM University of Management and Economics); Bob Fennis (University of Groningen, The Netherlands)

We examine novel and previously uncovered triggers and downstream consequences of nostalgia in the consumer domain – disease threats. Four experiments demonstrate that when facing disease threat, consumers experience higher need for nostalgia and show increased preferences for nostalgic products. Moreover, nostalgia is used as a coping mechanism in such situations.

Assemblages of Denim: Transforming from Mundane to Remarkable Consumption Object

Eminegül Karababa (Middle East Technical University); Mahmut Sami Islek (Eskisehir Osmangazi University); Ufuk Ay (KTO Karatay University)

Mundane consumption is inconspicuous, invisible, away from the consciousness of people, part of the habitual side of the daily life such as food or denim. In this study, we aim to show how denim transforms from ordinary to remarkable status by utilizing assemblage theory approach.

The Production and Consumption of Retro Brands Beyond Meaning Revival

Benjamin Julien Hartmann (University of Gothenburg); Katja H. Brunk (European University Viadrina); Markus Giesler (York University, Canada)

While past research articulates retro branding predominantly as brand meaning revival, our findings from a historical analysis of the production and consumption of retro brands in Germany reveal how these commercialized representations of the past operate also via brand meaning inversion (retroversion) and brand meaning invention (retrovention).

7.10 Linguistic Insights from Big Data - Special Session, *Lalique*

Session Chairs: Matthew D Rocklage, Northwestern University, USA; Jonah Berger, University of Pennsylvania, USA

We live in an age of big data. Millions of reviews, posts, and other content provides a wealth of information for researchers to examine. But by itself, all that big data is just that. Data. How can researchers parse all this information to provide insight into consumer behavior? This session integrates a variety of perspectives to showcase the value of language in understanding consumers. Why are some reviews seen as more useful? How do stories evolve as they are transmitted? When do consumer opinions predict marketplace success? And can language shape what becomes popular? Using a variety of data sources and diverse methods, this session provides insight into these and other questions and sheds light on the role of language in consumer behavior. First, Lafreniere and Moore examine when, how, and why swearwords are effective in word of mouth. They propose that due to increasing acceptance and commonality, swearwords can actually generate a strong positive impact. Using 100,000 Yelp reviews, they demonstrate that consumers judge reviews with more swearwords as more useful. Five experiments show that the advantage of swearwords exists even above other intensifiers (“holy shit” vs. “wow”) and is especially prominent when swearwords provide particularly diagnostic information. Second, Melumad, Kim, Meyer, and Nenkova use a telephone game to examine how language evolves through serial transmission. When passing things on, communicators increasingly inject cantankerous personal opinions which subsequent individuals take as an implicit signal to also supply their own opinions. This evolution occurs across both positive and negative stories and even when the motivation for sharing the stories is accuracy. Third, Rocklage, Rucker, and Nordgren investigate the “positivity problem” whereby the

positivity of consumers' opinions is an untrustworthy predictor of marketplace success. Drawing from theories in the attitudes and affective science literatures, they demonstrate that while traditional surveys and aggregate star ratings are not accurate, the emotionality of consumers' language is. Consumer language predicts the number of brand followers a company accrues after their Super Bowl advertisement, the table reservations made at over 1,000 restaurants, and the revenue made by over 5,000 movies at the box office. Finally, though some have argued that cultural success is unpredictable, Berger, Kim, and Meyer demonstrate that emotional volatility (i.e., quick shifts in emotional tone) can help explain why things catch on. Using automatic sentiment analysis across thousands of movies, they find that more emotionally volatile movies are evaluated more positively. Further, these effects are larger in movies where such volatility is desired (e.g., thrillers). These findings provide insight into popularity and the psychological foundations of culture. Taken together, these papers highlight how language provides insight into important behavioral and cultural phenomena. Further, each offers a unique perspective on how researchers can use mixed methods and big data to glean psychological insights. The session should be relevant to anyone interested in attitudes, emotions, social influence, word of mouth, and cultural success, as well as those who are interested in using natural language processing and unstructured data sets to answer relevant CB questions.

The Power of Pottymouth in Word-of-Mouth

Katherine C Lafreniere (University of Alberta, Canada); Sarah G Moore (University of Alberta, Canada)

This research uses Yelp field data as well as lab experiments to explore how, when, and why swearwords in word-of-mouth (WOM) affect consumer attitudes. Results show that swearwords positively influence purchase decisions because they convey both descriptive meaning about the product's attributes and expressive meaning about the reviewer's attitude.

When News Gets Personal: The Evolution of Content in the Successive Retelling of Events

Shiri Melumad (University of Pennsylvania, USA); Yoon Duk Kim (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA); Ani Nenkova (University of Pennsylvania, USA)

The process by which accounts of news events become distorted through retelling is investigated. Two experiments show that as stories are retold they become increasingly distorted by cantankerous personalization, with negatively slanted opinions about the story replacing factual reporting. An explanation based on a theory of linguistic mimicry is provided.

The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success

Matthew D Rocklage (Northwestern University, USA); Derek Rucker (Northwestern University, USA); Loran F Nordgren (Northwestern University, USA)

Consumer positivity can be an inconsistent signal of marketplace success – establishments with positive reviews often fail. To address this “positivity problem,” we suggest the examination of an alternative metric: emotionality. Using mass-scale real-world data, we demonstrate that the emotionality of consumers' language provides a diagnostic signal of future success.

Emotional Volatility and Cultural Success

Jonah Berger (University of Pennsylvania, USA); Yoon Duk Kim (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA)

Why do somethings catch on and become popular while others fail? While some have argued that success is unpredictable, we suggest that emotional volatility, or period-to-period shifts in valence, plays an important role. Automated sentiment analysis of thousands of movies demonstrates that more

emotionally volatile movies are evaluated more positively.

7.11 Consuming Science: Knowledge, Acceptance, and Judgements of Scientific Information and Technology - Special Session, *Obelisk (A)*

Session Chair: Nicholas Light, University of Colorado, USA

Scientists work to develop knowledge or technologies that can improve the world. In order to have an impact, scientific advancements must be adopted—or at least tacitly supported—by the people they are designed to help. However, some people oppose scientific advancements that could objectively improve their lives, despite a clear scientific consensus to the contrary. The proposed session explores two broad research questions: 1. What are the psychological underpinnings of acceptance of—or opposition to—scientific information and technologies? 2. What interventions can be designed to successfully bring consumers closer to the scientific consensus? There is a growing body of literature examining public attitudes toward science. For instance, opposition to scientific information and technologies has been attributed to lack of scientific literacy (Ranney and Clark 2016), perceptions of unnaturalness (Scott, Inbar, and Rozin 2016), fears about health risks (Laros and Steenkamp 2004), and values espoused by individuals' social groups (Kahan, Jenkins-Smith, and Braman 2011). Our session contains four papers that build on this work to shed new light on the consumption of science in the domains of genetically modified food, renewable energy, and the perceived causes of cancer. Each paper offers evidence to identify anti-science biases, judgments, beliefs, emotions, and behaviors. In the first paper, Light, Fernbach, and Min set out to taxonomize the psychological underpinnings of opposition to genetically modified foods. Using open-ended participant responses, they find five dominant lay reasons. They experimentally test mechanisms related to these underlying psychologies, and end by suggesting differential interventions tailored to each. In the second paper, Scott, Inbar, and Rozin take a different approach to the same problem. They examine which types of arguments cause opponents of genetically modified foods to change their minds. Moral arguments shift opponents' attitudes more than arguments about safety, naturalness, or acceptability in Christian doctrine. These findings suggest that attitudes are based on the moralization of GM foods. In the third paper, Drummond and Fischhoff examine how consumers' ability to reason about—and emotional reactions to—scientific evidence relate to their judgments. They find that reasoning ability and emotional reactions to controversial research separately predicts understanding, judgments of quality, and trust in the scientists who conducted it. In the final paper, Dhaliwal, Hardisty, and Zhao explore whether people judge electricity differently due to its generating source. They demonstrate a bias among participants' evaluations of renewable versus non-renewable electricity in hypothetical scenarios, when observing light in a dark or lit room, and when physically experiencing electric shocks. With this session, we hope to bring the topic of public acceptance of science into the field of consumer research, and we believe the field is uniquely positioned to take it on. With science, consumption has heightened societal and commercial importance. We believe the session fits well with this year's conference theme, "Consuming in a Post Trust World," because of clear implications for trust in science and scientists. The proposed session will appeal to researchers interested in judgement and decision making, policy, consumer wellbeing, emotions, morality, and metacognition.

A Taxonomy of Opposition to Genetically Modified Foods

Philip M. Fernbach (University of Colorado, USA); Nicholas Light (University of Colorado, USA); Lauren Min (University of Colorado, USA)

In two studies we explore reasons for opposing genetically modified foods, and evidence for why traditional interventions have been unsuccessful. Results suggest that subjective knowledge is an important predictor of GM food opposition (in interaction with objective knowledge), and that the psychology of opposition is more complex than previously thought.

Moral Arguments Are Most Persuasive in Changing Attitudes of Opponents of Genetically Modified Foods

Sydney Scott (Washington University, USA); Yoel Inbar (University of Toronto, Canada); Paul Rozin (University of Pennsylvania, USA)

Across 4 studies, we systematically examine which types of arguments cause opponents of GMO foods to change their minds. Moral arguments shifted opponents' attitudes more than arguments about its safety, naturalness, or acceptability in Christian doctrine, which is consistent with the possibility that attitudes are based on the moralization of GMO foods.

Emotion, Scientific Reasoning, and Judgments of Scientific Evidence

Caitlin Drummond (University of Michigan, USA); Baruch Fischhoff (Carnegie Mellon University, USA)

We examine how consumers' ability to reason about and emotional reactions to scientific evidence relate to their judgments of it. In an online study, reasoning ability and emotional reactions to controversial research separately predicted understanding of it, judgments of its quality, and trust in the scientists who conducted it.

Green Biases: Consumer Evaluations of Renewable and Non-Renewable Energy Sources

Nathan Dhaliwal (University of British Columbia, Canada); David Hardisty (University of British Columbia, Canada); Jiaying Zhang (University of British Columbia, Canada)

Electricity has exactly the same physical properties no matter how it is produced, but we show that people evaluate electric outputs differently from renewable and non-renewable energy sources. We show this bias when evaluating hypothetical experiences with electricity, when directly observing light, and when physically experiencing electric shocks.

7.12 How Firms Can Get Attention and Affect Evaluations - Competitive Paper Session, Obelisk (B)

Session Chair: Qiuying Zheng, Beijing University of Chinese Medicine

A Salience Theory of Three Novel Exposure Effects

Kellen Mrkva (Columbia University, USA); Leaf Van Boven (University of Colorado, USA)

Across four experiments, we demonstrate three novel exposure effects. Repeated exposure makes evaluations more extreme, increases memory-based choice, and increases emotional arousal. Using both statistical mediation models, and a causal chain of experiments, we show that these effects are driven by increased relative salience of high-exposure stimuli.

Attentional Breadth Affects In-store Exploration and Unplanned Purchasing

Mathias Clemens Streicher (University of Innsbruck, Austria); Zachary Estes (Bocconi University, Italy); Oliver B. Büttner (University of Duisburg-Essen)

A series of field experiments demonstrate that shoppers' attentional focus affects unplanned purchasing. Eye movements and distance traveled in-store show that activating broad (vs. narrow) attention increases exploration of shopping environments, ultimately increasing unplanned purchasing. This effect of attentional focus on unplanned purchasing is accentuated among chronically impulsive buyers.

Narrative Transportation and Cognitive Responses: The Other Side of the Story

Rebecca Krause (Northwestern University, USA); Derek Rucker (Northwestern University, USA)

Prior research has concluded that narrative transportation—the sensation of being “transported” into a story—robustly and positively affects persuasion. Three experiments explore the psychological process

of narrative transportation to expose when stories become less persuasive than facts and how marketers can best blend stories and facts to improve persuasion.

Product Search on Crowded Retail Shelves: Impact of Vertical Product Location on Search Performance

Ana Scekkic (HEC Paris, France); Selin Atalay (Frankfurt School of Finance and Management, Germany); Cathy Liu Yang (HEC Paris, France); Peter Ebbes (HEC Paris, France)

We explore target product search on crowded shelves (i.e., shelves with large assortments).

Specifically, we investigate the effect of a product's vertical shelf location on search performance. We provide evidence that, for product search, the middle shelf is a location of disadvantage when compared to top and bottom shelves.

7.13 The Subtleties of Persuasion: Politics, Framing, and Ad Content - Competitive Paper Session, *Peridot*

Session Chair: Jillian Hmurovic, University of Pittsburgh, USA

Trust the Polls? Neural and Recall Responses Provide Alternative Predictors of Political Outcomes

Samuel B Barnett (Northwestern University, USA); Andres Campero (Massachusetts Institute of Technology, USA); Ronen Zilberman (Massachusetts Institute of Technology, USA); Chris Rose (New York University, USA); Aaron Robinson (Northwestern University, USA); Moran Cerf (Northwestern University, USA)

Given the lack of public trust in opinion polls, we propose novel approaches to supplement existing methods of predicting political outcomes. Neural similarity and recall of candidates in a televised presidential primary debate accurately forecasted election results. Additionally, the neural data predicted changes in the opinion polls following the debate.

On Politics, Morality, and Consumer Response to Negative Publicity

Chethana Achar (University of Washington, USA); Nidhi Agrawal (University of Washington, USA)

This research demonstrates that political ideology influences consumer responses to non-partisan negative publicity brand events by shaping their moral belief systems. Using experimental and big data methods, we show that liberals (vs. conservatives) endorse individuals' rights (vs. duty)-based moral beliefs, leading to divergent attitudes toward brands under negative publicity.

Understanding the Framing of Recommendations

Jia Gai (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands)

We investigate how recommendation framing affects consumers' propensity to follow product recommendations. Five studies reveal when and why consumers are more likely to follow recommendations that are framed as user-based (e.g., "People who like this also like") rather than item-based (e.g., "More products in this category").

Communicate Healthiness Through Indirect Measures: The Effect of Food in Motion Figure on the Perceived Healthiness of Food

Moty Amar (Ono Academic College (OAC)); Yaniv Gvili (Ono Academic College (OAC)); Aner Tal (Ono Academic College (OAC))

This work shows that cues that do not directly tied to healthiness can also serve to communicate healthiness. Specifically, three studies reveal that presenting food in motion in advertisements (which

is widely depicted) can improve perceived healthiness and that this effect is mediated by the judgment of freshness.

7.14 Beyond P-Hacking: Combating Academic Misconduct at the Theoretical Level - Research Methods Forum, Rosetta

Session Chair: Peter McGraw, University of Colorado, USA

Consumer researchers are increasingly concerned about biased data reporting (e.g., p-hacking). We highlight another method of misconduct-purposefully omitting research from a paper's conceptual development-which we term theory hacking (t-hacking). Our roundtable assembles journal editors to discuss t-hacking's pervasiveness, real or perceived effect on scholarship, and possible solutions.

Participants: Margaret C. Campbell, University of Colorado, USA; Darren Dahl, University of British Columbia, Canada; Eileen Fischer, York University, Canada; Rebecca Hamilton, Georgetown University, USA; Joel Huber, Duke University, USA; Gita Venkataramani Johar, Columbia University, USA; Amna Kirmani, University of Maryland, USA; Mary Frances Luce, Duke University, USA; Deborah MacInnis, University of Southern California, USA; Page Moreau, University of Wisconsin - Madison, USA; Vicki G. Morwitz, New York University, USA; Anirban Mukhopadhyay, Hong Kong University of Science and Technology; Linda L Price, University of Oregon, USA; Stefano Puntoni, Erasmus University Rotterdam, The Netherlands; Priya Raghubir, New York University, USA; Rebecca Ratner, University of Maryland, USA; Klaus Wertenbroch, INSEAD, Singapore; Christian Wheeler, Stanford University, USA

7.15 Contemporizing Scholarship on Consumption Rituals - Special Session, Steuben

Session Chairs: Cele Otnes, University of Illinois at Urbana-Champaign, USA; Arun Sreekumar, University of Illinois at Urbana-Champaign, USA

In his pioneering article on rituals and consumer behavior, Dennis Rook defines rituals as expressive, symbolic, and repeated behaviors that are “performed with formality, seriousness and inner intensity” (1985, 252). Marketing scholars have studied the importance of rituals for consumers and marketers to individual consumers, consumer communities, consumer-marketer interactions, and culture. Rituals transfer meaning to consumption goods (Belk, Wallendorf, and Sherry 1989; McCracken 1986), enhance consumption experiences (Epp and Price 2008), and shape and influence the identities of consumers (Schouten 1991). Marketers successfully rely upon rituals to establish the iconicity and authenticity of brands by incorporating these enactments in marketer-consumer exchanges (Arnould and Price 1993), commercial spaces (O’Guinn and Belk 1989), marketing messages (Otnes, Ilhan, and Kulkarni 2012), and consumer socialization practices (Arsel and Bean 2012). Although rituals remain a popular topic in consumer research, three broad areas noticeably warrant further investigation. First, scholars need to acquire a better understanding of the roles various market actors (e.g. marketers, consumers, service providers) play in perpetuating and valorizing consumer rituals in non-US contexts. Second, research on the “dark side” of rituals (e.g., the negative experiences and detriments consumers may experience by engaging in them) is limited, despite the consumer-welfare implications of such inquiry. Third, as Belk (2013) observes, extant research on rituals neglects exploring the intersection of the digital space and rapid technological changes with consumer rituals. In this special session, we highlight these gaps by reviewing extant ritual scholarship, addressing these gaps through illustrative research, and pointing towards avenues for future research on contemporary consumer rituals. Cele Otnes, Linda Zayer, Robert Arias, and Arun Sreekumar review thirty years of research on consumer rituals to examine the roles of rituals with regard to consumer identities, objects, experiences, relationships, cultural institutions, and market interactions. In doing so, they also identify important areas for future research. Domen Bajde and

Pilar Rojas Gaviria examine moralized rituals of market actors who offer microloans to consumers in a poverty setting. Ingeborg Astrid Kleppe, Natalia Mæhle and Cele Otnes study how stakeholders stigmatized a coming-of-age cultural ritual in Norway, denoting it as “dark-side” ritual activity and highlighting its consumer-welfare consequences. Linda Zayer and Jenna Drenten study how family identity is shaped by a digital platform, through the influence of digital forces on family rituals. This session appeals to the need for making ritual scholarship consonant with consumer experiences and consumption practices in the contemporary market landscape. The papers included uncover potential areas for future research, focusing on how rituals influence consumer behavior in today’s globalized and digitized marketplace. Interested audiences should include the broad spectrum of scholars interested in ritual behavior, CCT research, and consumer welfare.

Ritual Scholarship in Marketing: Past, Present and Future

Cele Otnes (University of Illinois at Urbana-Champaign, USA); Linda Tuncay Zayer (Loyola University Chicago, USA); Robert Arias (University of Illinois at Urbana-Champaign, USA); Arun Sreekumar (University of Illinois at Urbana-Champaign, USA)

We examine over thirty years of research on consumer rituals to understand the roles of rituals in relation to consumers, marketers, marketplace relationships and cultural institutions. We organize the ritual literature into five domains (foundational, micro, meso, marketplace, and macro), and highlight future research areas in these domains.

The Ritualistic Dimension of Microlending

Domen Bajde (University of Southern Denmark, Denmark); Pilar Silveira Rojas Gaviria (Pontificia Universidad Católica de Chile)

We investigate rituals of generativity in the moralized market of online microlending, assembled by microlending platforms for lenders to emotionally connect with the poor (borrowers). Our findings suggest market-mediated rituals of microlending induce solidarity, responsibility and generativity, but also mask enduring imbalances of power.

Stigmatization of a Cultural Ritual

Ingeborg Astrid Kleppe (Norwegian School of Economics and Business Administration, Norway); Natalia Maehle (Western Norway University of Applied Sciences); Cele Otnes (University of Illinois at Urbana-Champaign, USA)

This research examines the stigmatization of a popular cultural ritual in Norway. Using the theory of the “stigma turbine,” we identify the stigmatizing actions enacted by stakeholders of the ritual. We also explore how the “dark side” of rituals shapes the actions of the participants of the ritual.

Exploring the Intersection of Digital Virtual Consumption and Family Rituals

Linda Tuncay Zayer (Loyola University Chicago, USA); Jenna Drenten (Loyola University Chicago, USA)

Our research examines how digital virtual consumption enables family rituals in four ways: 1) they provide virtual ritual artifacts 2) they aid in locating ritual scripts 3) they build capacities in ritual performance and 4) they extend the reach of ritual audiences. In turn, this process aids in constructing family identities.

7.16 Consumer Well-Being, Sustainability and CSR - Data Blitz, Wyeth

Session Chair: Kelly Herd, University of Connecticut, USA

Data Blitz

When CSR Becomes a Liability for Firms in Crises: Effects on Perceived Hypocrisy and Consumer Forgiveness

Argiro Kliamenakis (Concordia University, Canada); H. Onur Bodur (Concordia University, Canada)

This research examines circumstances under which positive CSR reputation amplifies negative consumer responses to firm crises. Although a positive CSR reputation becomes a liability for firms experiencing values-related crises, it may still offer a shielding effect, but only for ambiguous crises (i.e. crises that may or may not constitute transgressions).

Is CSR for Sale? Investigating the Effects of Acquisition of Socially Responsible Brands on CSR Perceptions

Bianca Grohmann (Concordia University, Canada); Argiro Kliamenakis (Concordia University, Canada); H. Onur Bodur (Concordia University, Canada)

This research examines whether firms can increase consumers' CSR perceptions by acquiring socially responsible brands. Two experiments demonstrate that (1) firms are more likely to increase CSR perceptions through acquisition of a functional (vs. symbolic) brand, and (2) for symbolic brands, new brand development (vs. acquisition) enhances CSR perceptions.

What a Waste: Effects of Food Consumption Choices and Traffic Light Labelling on Disposal

Marit Drijfhout (University of Groningen, The Netherlands); Jenny van Doorn (University of Groningen, The Netherlands); Koert van Ittersum (University of Groningen, The Netherlands)

The large amount of food wasted by consumers suggests a mismatch between consumers' planned consumption decisions and their actual consumption behavior. We show that food waste occurs when consumers impulsively prefer unhealthy vice foods over healthy virtue foods initially chosen, and that traffic lights aggravate rather than mitigate food waste.

The Influence of Goal Specificity on Planning Effectiveness: A Meta-Analysis

Ekaterina Napolova (University of Technology Sydney); Francois Carrillat (University of Technology Sydney); Leona Tam (University of Technology Sydney)

This meta-analytic study aims to investigate the effectiveness of various planning strategies depending on the level of goal specificity. The paper presents the largest meta-analysis on the implementation intentions (planning) effectiveness in the health domain and provides important insights for researchers, consumers, practitioners and policy makers.

Paper Box or Plastic bag? Structural Package Design Elements Affect Health Perception and Consumption.

Joyce De Temmerman (Ghent University, Belgium); Iris Vermeir (Ghent University, Belgium); Hendrik Slabbinck (Ghent University, Belgium)

This paper explores whether structural package design elements bias health perception and consumption. We propose that material (paper vs. plastic) and format (box vs. bag) can lead to higher health perceptions of the package and the packaged product and hence increase consumption.

The Interaction Effect of Food Variety and Simulation of Eating on Consumers' Calorie Estimation

Liang Shen (Shanghai Jiao Tong University); Fengyan Cai (Shanghai Jiao Tong University); Ying Yu (Huazhong Agricultural University)

Given the inconsistent findings about the relationship between food variety and calorie estimation, this research proposes simulation of eating as one moderator. Specifically, we propose that when a simulation of eating is (not) stimulated, food variety decreases (increases) consumers' calorie estimation. Three experiments demonstrated this proposition and its underlying mechanism.

“It’s Not You, It’s Me”: How Corporate Social Responsibility Decreases Customer Citizenship Behavior

Sofia Batista Ferraz (EAESP-FGV); Andres Rodriguez Veloso (University of São Paulo, Brazil); Diogo Hildebrand (Baruch College, USA)

This paper analyzes how CSR activities influence helping behaviors among customers. Across two studies, we demonstrate that participants faced with an opportunity to satiate self-defining goals through CSR had a reduced propensity to help other customers. Besides, we propose entitativity as a driver of customer helping behavior.

Morality Matters in the Marketplace: The Influence of Morally Based Attitudes on Consumer Purchase Intentions

Andrew Luttrell (Ball State University); Jacob Teeny (Ohio State University, USA); Richard Petty (Ohio State University, USA)

In social psychology, morally based attitudes have been shown to strongly predict attitude-consistent behaviors. However, whether this basis predicts equally well in consumer research remains unanswered. Across five studies, we show that morally based attitudes are indeed a reliable predictor of consumer purchase intentions, even above other important factors.

Teaching Old Dog New Tricks... and Old Bottles New Jeans. The Role of Implicit Theories in the Evaluation of Recycled Products

Alessandro Biraglia (University of Leeds); J. Josko Brakus (University of Leeds); Lucia Mannetti (Sapienza University of Rome); Ambra Brizi (Sapienza University of Rome)

Across three studies involving real choice, implicit associations and purchase intention we show how incremental theorists prefer recycled products more than entity theorists. Entity theorists can nevertheless be persuaded in buying more recycled products if they attribute the merit of the transformation to the internal characteristics of the materials.

When Waste Costs: The Influence of Price on Consumers’ Perceived Waste and Purchase Intention of an Excessive Amount of Product

Tao Tao (Hong Kong Baptist University); Robert Wyer Jr. (University of Cincinnati, USA)

This paper suggests that price can serve as an indicator of waste perception and help to decrease excessive purchase behavior. Two studies supported our proposition that controlling the price as the same, consumer’s purchase intention of an excessive offer over an adequate one is lower when the price is higher.

Break - Saturday Afternoon

3:00 to 3:15 pm East Atrium

Session 8

3:15 pm - 4:45 pm

8.1 Product Choice and Consumption - Competitive Paper Session, *Batik (A)*

This session examines contextual and psychological effects on product choices and consumption.

Deviating from the Majority When Resources Are Scarce: The Effect of Resource Scarcity on Preference for Minority-endorsed Products

Xiushuang Gong (Jiangnan University); Yafeng Fan (Tsinghua University); Ying Ding (Renmin University of China)

The less resources people have, the more they are worried about being deprived of. Through four studies, we demonstrate that resource scarcity leads people to prefer minority-endorsed products, and this effect is driven by resource deprivation concern. We further examined the moderating role of perceived economic mobility.

Consumer Responses to Premium Framing: Better to Offer the Target Product as a Free Gift?

Maggie Wenjing Liu (Tsinghua University); Lu Yang (Tsinghua University); Yuhuang Zheng (Tsinghua University)

This research aims to test how consumers respond to different premium framing. With three studies, we propose and show that framing the target product (vs. non-target product) as a free gift can increase purchase intention of the whole package. The effect is mediated by transaction utility and moderated by self-construal.

Making the Wait Worthwhile: Mental Accounting and the Effect of Waiting in Line on Consumption

Chris Hydock (Georgetown University, USA); Sezer Ulku (Georgetown University, USA); Shiliang Cui (Georgetown University, USA)

We find that long lines increase consumption and identify mental accounting of sunk costs as the underlying mechanism, while simultaneously dismissing alternative explanations. This mechanism leads to an unexpected implication, improving consumers' waiting experience increases satisfaction, but decreases consumption, because the wait is perceived as less of a temporal investment.

8.2 Effects of Income Level on Consumption Decisions - Competitive Paper Session, *Batik* (B)

Session Chair: Cony M Ho, University of Cincinnati, USA

Unintended Consequences of Inequality Awareness

Serena Hagerty (Harvard Business School, USA); Michael Norton (Harvard Business School, USA)

Past research shows that individuals drastically underestimated income inequality in their nation. There is therefore growing support for greater transparency of inequality. In two studies we demonstrate the effects of inequality awareness on the behavior of those in the highest income bracket, revealing potential unintended consequences of inequality awareness.

The Price of a Threat: How Social Identity Threat Influences Price Sensitivity

Jorge Rodrigues JACOB (Brazilian School of Public and Business Administration, Brazil); Yan Vieites (Brazilian School of Public and Business Administration, Brazil); Eduardo B. Andrade (FGV / EBAPE); Rafael Burstein Goldszmidt (Brazilian School of Public and Business Administration, Brazil)

Traditional economic theory suggests that poor consumers are more price sensitive than their wealthier counterparts. The current article demonstrates that even when identity-vulnerable (i.e., poor) consumers can exert price sensitivity, they often choose not to do so in a systematic attempt to circumvent identity threats in intergroup contact marketplace.

The Slippery Slope of Green Consumption: The Nonlinear Effects of Social Class

Li YAN (Monash University, Australia); Hean Tat Keh (Monash University, Australia); Jiemiao Chen (Monash University, Australia)

This research reveals that social class has a nonlinear (inverted U-shaped) effect on green consumption; positively mediated by social acceptance at the lower level of social class and negatively

mediated by essentialist belief at the higher level. These effects are moderated by consumers' belief in a just world.

Social Class and Prosocial Behaviors

Yan Vieites (Brazilian School of Public and Business Administration, Brazil); Eduardo B. Andrade (FGV / EBAPE); Rafael Burstein Goldszmidt (Brazilian School of Public and Business Administration, Brazil)

This paper examines the influence of social class on a wide range of prosocial behaviors. Results from 2 studies in a highly unequal society indicate that individuals from rather impoverished areas behave more prosocially than their much wealthier counterparts, except when prosociality involves the donation of money or blood.

8.3 Consuming Experiences - Competitive Paper Session, *Cardinal (A)*

Love is Blind: How Sensory Liking Impacts Perceptions of Unbranded Products

Jennifer L Stoner (University of North Dakota); Maria A Rodas (University of Minnesota, USA)

Sensory perceptions can be impacted by a person's liking of the sensory experience and the presence of a brand. We find that high liking individuals rate strong and weak tastes/scents as equal in strength for unbranded products but differently when a brand is present. These effects are driven by mindfulness.

Consuming Products with Experiences: Why and When Consumers Want Mementos

Charlene Chu (Chapman University); Suzanne Shu (University of California Los Angeles, USA)

The prevailing account for why consumers desire such mementos is that mementos provide memory-related benefits. This research expands the current conceptualization of mementos by advancing an additional novel explanation for why consumers desire mementos: mementos alleviate sadness that arises from the ending of a positive experience.

The Impact of Previews on the Enjoyment of Multicomponent Multimedia Experiences

Jayson S. Jia (University of Hong Kong); Baba Shiv (Stanford University, USA)

Six studies investigate how previews can have unintended downstream consequences for the enjoyment of extended multimedia experiences. Previews that reduce (improve) experiences' perceived structural coherence subsequently reduce (improve) enjoyment. Thus, the common strategy of narrowly highlighting a focal component of the experience backfires, while broader previews avoid this pitfall.

Toward Optimal Symbolic Recovery: Why and When "Thank you" is Better than "Sorry" in Addressing Service Delays

Yanfen You (New Mexico State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Lili Wang (Zhejiang University); Xiaoyan Deng (Ohio State University, USA)

Across six experiments, we demonstrate appreciation as an alternative and often more effective symbolic recovery strategy than apology in addressing service delays. We show that although apology repairs consumers' thwarted self-esteem, appreciation goes beyond this reparative effect by further boosting self-esteem, thereby increasing recovery satisfaction. Boundary conditions are also identified.

8.4 New Insights Into Dynamic Framing of Choices in the Online Consumer Environment - Special Session, *Cardinal (B)*

Despite the extensive research regarding framing effects on choice and perceived experience, we know very little about the role of task and option frames in the online environment. The proposed session examines this topic from a variety of angles. The unique characteristics of online shopping experiences (e.g., virtual shopping cart, multi-stage checkout process, side-by-side product comparison) present new opportunities for marketers to frame decisions in ways to increase customer engagement and revenues. These issues also raise important questions regarding the psychological processes triggered by alternative frames. The papers included in proposed session identify four specific ways in which framing matters in the online environment, including an examination of the psychological processes underlying such effects. The first two papers examine how choice processes are represented when online consumers construct their choice sets from a wide array of products. In particular, Perfecto and Nelson study how matching the valence of the frame (choose vs. reject) and the valence of the product attributes (positive vs. negative) can improve overall consumer experience. To that end, they find across four studies that consumers who derive their choice set through matched valence—choosing from desirable products or rejecting from undesirable ones—feel more satisfied with their decision and enjoy the final product more than those who make “mismatched” decisions. In the second paper, Park and Simonson examine alternative frames of rejection during choice set formation. Throughout three studies in web-based store environments using virtual shopping carts, the authors vary the decision to pass on a product as either an active rejection (e.g., “reject this item) or a passive rejection (e.g., “look at other items”) and find that active (vs. passive) rejection leads to a larger shopping cart and reduces cart abandonment. The next two papers identify when and the extent to which dynamic option framing could be most effective in the online context. Specifically, Duke and Amir argue that compared to a two-stage format (e.g., “whether” → “how many” to buy), asking simultaneously “whether” and “how many” to buy in a quantity-integrated format (e.g., not buy, buy 1, buy 2, buy 3) can significantly increase purchase likelihood. In a series of 22 studies, the authors find support for the effect across a number of online products and purchase contexts. In the fourth paper, Stich, Spann, and Häubl identify another common option representation format for online products—opaque products. The authors suggest that through initially masking some attributes of a product from consumers and revealing only once a purchase has been completed, marketers may (1) offer an “easy way out” when choice among fully specified products is difficult, (2) enable consumers to explore products they would not otherwise be aware of, and (3) add an element of fun and excitement to the purchase decision. Taken together, these papers identify distinct web-based features that give birth to novel frames and product representations. We expect the session to have broad appeal, given that these findings provide important implications for consumer behavior theory development and applications in the digital age.

Improving Customer Satisfaction Online through Valence Matching

Hannah Perfecto (Washington University, USA); Leif D. Nelson (University of California Berkeley, USA)

Consumers often make unenjoyable decisions, like settling for low-quality products from budget constraints or selecting a retirement plan to pay into. However, framing these negative decisions as rejections (vs. choices) increases participants’ satisfaction and subsequent enjoyment. E-commerce’s flexible and dynamic environment is especially conducive to implementing this effect.

Shades of Rejections: The Effect of Rejection Frames on Commitment to Choice

Jen H. Park (Stanford University, USA); Itamar Simonson (Stanford University, USA)

Online consumers often put items of interest into their “cart”. We find that framing the decisions to pass on an item (e.g., not add to cart) as an active (vs. passive) rejection can influence the experiential aspect of constructing one’s choice set, resulting in greater commitment to one’s choice.

The Quantity Integration Effect: Integrating Purchase and Quantity Decisions Increases Sales by Providing Closure

Kristen Duke (University of California San Diego, USA); On Amir (University of California San Diego, USA)

Customers making online purchases must decide not only whether to purchase, but also what quantity to purchase, often sequentially. In 22 studies with over 13,000 observations, we find that guiding customers to reach both decisions simultaneously increases purchase likelihood substantially (40%), an effect driven by cognitive closure.

Product Transparency in Online Selling Mechanisms: Consumer Preference for Opaque Products

Lucas Stich (Ludwig-Maximilians-University Munich); Martin Spann (Ludwig-Maximilians-University Munich); Gerald Häubl (University of Alberta, Canada)

We examine consumer preference for “opaque” offers in online selling, where some product attributes are initially concealed from buyers and revealed only once a purchase has been completed. Findings from a series of experiments show that this preference is governed by three forces – sidestepping a difficult choice, exploration, and excitement.

8.5 What Does it Take to Build Trust? - Competitive Paper Session, *Dardanelles*

Session Chair: Yue Liu, Southern Connecticut State University

Major or Minor: When Foreign Language Increases Versus Decreases Cheating

Jia Gai (Erasmus University Rotterdam, The Netherlands); Stefano Puntoni (Erasmus University Rotterdam, The Netherlands)

We examined how language (native vs. foreign) influences people’s propensity to cheat. Across four studies spanning a variety of language contexts, we found that foreign language decreases minor cheating and increases major cheating.

Attribution of Authenticity: The Benefits of Self-Disclosure of Unfavorable Information

Li Jiang (Carnegie Mellon University, USA); Maryam Kouchaki (Northeastern University, USA); Francesca Gino (Harvard Business School, USA)

We demonstrate that incorporating unfavorable information (vs. no unfavorable information) in self-disclosure increases perceptions of an individual’s authenticity and results in favorable impressions and more trusting behavior in an economic game. Our proposed positive outcomes occur in situations where self-disclosure is voluntary (vs. requested).

To Apologize, or Not to Apologize? That is A Question - How Should an Organization Respond to Executive Employees’ Private Life Misconduct?

Zayed Bin Islam (University of Guelph, Canada); Juan Wang (University of Guelph, Canada); Towhidul Islam (University of Guelph, Canada)

Recently we have seen an upsurge of private life misconduct by executive employees i.e. sexual harassment, animal abuse, etc. in non-workplace setting. This research is the first to evaluate the relative effectiveness of two major crisis response strategies- ‘apology (acceptance of responsibility)’ and ‘apology (denial of responsibility)’ in such events.

Competition and Trust in Economic Exchange: Biology, the Environment, and Self-Consciousness Matter

Richard P. Bagozzi (University of Michigan, USA); Jason Stornelli (Oregon State University, USA); Willem Verbeke (Erasmus University Rotterdam, The Netherlands); Benjamin E. Bagozzi (University of Delaware, USA); Avik Chakrabarti (University of Wisconsin - Milwaukee, USA); Tiffany Vu (University of Michigan, USA)

Trust is a central concept undergirding consumer behavior, with implications for consumer and organizational welfare. We investigate how trust arises in decision-making by examining a genetic factor (the COMT gene) and an environmental variable (touch) to reveal a process explaining how and when people trust each other in economic exchanges.

8.6 Didn't See That Coming: Unintended Effects on Consumer Responses - Competitive Paper Session, *Edelweiss*

Product Ethicality Dilemma: Consumer Reactions to 'Disgusting' Recycled Products

Berna Basar (Baruch College, USA); Sankar Sen (Baruch College, USA)

We demonstrate that disgust associated with recycled products decreases product ethicality perceptions and attitudes. Interestingly, although individuals low in moral identity internalization perceive 'non-disgusting' recycled product and 'disgusting' recycled products as equally ethical, individuals high in moral identity internalization perceive 'non-disgusting' recycled products as more ethical than 'disgusting' recycled products.

The Upside of Incompetence: How Discounting Luxury Affects Retailer Price Image

Karen Wallach (Emory University, USA); Ryan Hamilton (Emory University, USA); morgan k ward (Emory University, USA)

We find that discounting luxury goods creates a lower price image for a retailer than discounting non-luxury offerings by the same amount. Findings highlight changes in consumers' perceptions of the retailer's brand personality: discounting luxury makes a retailer seem less competent, suggesting other prices might also be inappropriately low.

When Too much "I" is Bad for "Us": The Detrimental Effect of Selfie on Self-Brand Connection.

MEHAK BHARTI (Nanyang Technological University, Singapore); Sharon Ng (Nanyang Technological University, Singapore)

The growing popularity of Selfie Campaigns has taken the world by storm. This Paper contradicts the conventional wisdom and shows how a selfie with a brand inhibits the establishment of a strong self-brand connection. Across three studies we show that selfies shift consumers' attention away from the brand to themselves (i.e., exhibit greater self-focus).

8.7 Delineating the Role of Collaboration in Shaping Market Dynamics - Special Session, *Fleur De Lis (A)*

Session Chair: Burcak Ertimur, Fairleigh Dickinson University

Market system dynamics are constituted via "discursive negotiations among and the practices of multiple stakeholders" including "a market-shaping consumer" as well as "managers, entrepreneurs, media journalists, policy makers, scientists, technologists, religious authorities and political activists" (Giesler and Fischer 2017, p. 3). These systems encompass a wide range of formal collaborative arrangements such as joint ventures, alliances, and consortiums. There is a rich tradition in marketing of studying interorganizational relationships, and the nature, antecedents and consequences of collaborative partnerships. Studies in this area predominantly focus on relational-, revenue-, and innovation-related outcomes of collaborative relationships (e.g. Fang et al. 2008, Rindfleisch and Moorman 2001, Swaminathan and Moorman 2009). A few studies on market systems have also highlighted the collaborative relations within brand and heterogeneous consumption communities as well as between consumers and institutional entrepreneurs, and examined how such efforts contribute to market change (e.g. Scaraboto 2015, Scaraboto and Fischer 2013, Schau et al. 2009, Thomas et al. 2013). Still, how collaborations between different types of actors shape the dynamics of markets is an under-researched area. This special session seeks to address this gap by showcasing four interrelated studies that examine

how collaborations among market actors are instituted, maintained, and disrupted, and in turn, shape dynamics of markets. The first paper examines how collaborations among market actors can lead to long lasting market-level transformations within the context of the high fashion market. Drawing from framing and social movement theories, the authors introduce the concept of category-based field frame that mobilize actors to enact market-level change and demonstrate how ensuing collaborations result in asymmetric benefits for established versus subordinate market actors. The second paper focuses on the emergence of collaborative arrangements between actors residing in different institutional fields and illustrates how collaborative processes can serve as catalysts for market formation in the context of the ancestral health market. The authors catalogue strategic, learning-related and political types of collaborations and detail the influence of different institutional fields on collaboration dynamics. The third paper examines factors that may undermine continuing collaboration among interdependent, yet, heterogeneous market actors in the context of the Etsy platform, an online marketplace for unique and primarily handmade goods. The authors identify barriers to collaborative efforts as the actors on the platform become more and more heterogeneous. The fourth paper explores how value is continually cocreated through collaboration in the context of consumption journeys that involve repeated engagement with a practice over extended periods of time. Viewing reflexivity as an important part of this process, the authors identify the kinds of reflexive outcomes that may be leveraged to cultivate collaboration among market actors. Taken together, these four papers speak to the spirit of this year's conference theme on "trust in doubt" as the management and building of trust is critical for the success of collaborations between market actors. This session will provide researchers with a theoretically grounded understanding of the role collaborations play in market systems and extend previous research on firm-level and producer-focused collaborations.

How Categories Transform Markets through Non-Collective, Non-Strategic Collaboration

Pierre-Yann Dolbec (Concordia University, Canada); Shanze Khan (Concordia University, Canada)

Building on framing and social movement theories, we show how categories can materially frame market and lead to non-strategic transformational collaborative actions between subordinate and established market actors driven by their self-interest. We highlight how transformations ultimately are detrimental to the established actors mobilized to enact these changes.

Collaborative Work as Catalyst for Market Formation: The Case of the Ancestral Health Market

Burcak Ertimur (Fairleigh Dickinson University); Steven Chen (California State University, Fullerton)

This study investigates how collaborative work among market actors emerge and serve as a catalyst for market formation. Integrating ideas from strategic management and organizational network research, the authors examine how strategic, learning-related and political collaborations lead to the creation of the ancestral health market.

Exiting Etsy? When Collaboration Among Market Co-Creators Come Undone

daiane scaraboto (Pontificia Universidad Católica de Chile); Eileen Fischer (York University, Canada)

This study examines a platform-market, Etsy, to identify factors that may undermine continuing collaboration among interdependent, heterogeneous market actors – despite tactics to stabilize it. Our analysis highlights several factors that have, over time, undermined continuing in this context, and thereby extends the literatures on marketplace dynamics and collaborative consumption.

Cultivating Collaboration and Value Cocreation in Consumption Journeys

Melissa Archpru Akaka (University of Denver); Hope Schau (University of Arizona, USA)

Collaboration is an important means for value cocreation. To identify opportunities for collaboration, we examine how reflexivity enables the continuation of value cocreation throughout consumption journeys. We find opportunities to cultivate collaboration emerge through reflexive (mis)alignment, which enables the continuation of value cocreation through practice immersion, adaptation, dissolution and innovation.

8.8 The Role of Aesthetics in Consumer Responses - Competitive Paper Session, *Fleur De Lis (B)*

Session Chair: Kimberley Mosher Preiksaitis, Siena College

Is All That Glitters Gold? The Effect of Product Surface Glossiness on Consumer Judgments

Jiaqi SONG (Hong Kong Polytechnic University); Yuwei Jiang (Hong Kong Polytechnic University); Gerald J. Gorn (Hong Kong Polytechnic University)

Five experiments demonstrate that consumers show more favorable attitudes toward products with a glossy, as opposed to a matted, surface. This effect is driven by the heightened psychological newness of glossy products, and moderated by priming of the inconsistent association, feelings of nostalgia, and durability concerns among consumers.

Magic Hands? How Hand-Holding Appeal, Food Type, and Contamination Effects Impact Food Advertising Effectiveness

Chun-Tuan Chang (National Sun Yat-sen University); Xing-Yu (Marcos) Chu (Nanjing University); Chun-Chen Tsai (National Sun Yat-sen University); Dickson Tok (National Sun Yat-sen University)

This research examines whether different hand-holding appeals (verbal hand vs. visual hand with product directly vs. visual hand with product indirectly) in food advertising affects product evaluation. The product type (vice vs. virtue) was tested as the moderator. The contamination effect is found as the underlying mechanism.

The Anchoring Effects of Temperature Cues on Price Valuations

Michael Barbera (Barbera Solutions); Gavin Northey (University of Auckland, New Zealand); Felix Septianto (University of Auckland, New Zealand); Vicki Andonopoulos (University of New South Wales); Catherine Frethey-Bentham (University of Auckland, New Zealand)

This research involves two studies examining the effect of visual cues on consumer valuations of a service product. Findings show visual cues have an anchoring effect on perceived value, with the effect being attenuated by a moderator (impulsivity). The presence of a causal mechanism (positive affect) was also determined.

Understanding Consumer Sensory Preferences: An Ethnographic Investigation of Sensory Flamboyance and Subtlety in India

Tanuka Ghoshal (Baruch College, USA); Russell W. Belk (York University, Canada)

Sensory flamboyance is proposed to be a currency of cultural capital, used to negotiate community membership. Bigger, gaudier clothing, strong scents, loud music and spicy food are interpreted as part of an empowering strategy employed by a class of people in India largely deprived of social power and economic independence.

8.9 Individual Differences and Consumer Behavior - Competitive Paper Session,

Inverness

Session Chair: Chun-Ming Yang, Ming Chuan University, Taiwan

Consumer's Local-Global Identity and Price-Quality Associations

Zhiyong Yang (University of North Carolina at Greensboro); Sijie Sun (University of Texas at Arlington); Ashok K Lalwani (Indiana University, USA); Narayan Janakiraman (University of Texas at Arlington)

Three studies show that consumers' degree of local identity, but not global identity, increases their price-quality associations. Perceived quality difference among the comparison objects is the key process underlying these effects. Therefore, product type (services vs. goods) influences the strengths of the relationship between local-global identity and price-quality associations.

Do You Trust the System? Interaction Effect between Perceived Economic Mobility and Socioeconomic Status on Fair Market Ideology and Consumer Responses

Chun-Ming Yang (Ming Chuan University, Taiwan); Chia-Chi Chang (National Chiao Tung University)

This research provides convergent evidence that consumers with higher perceived economic mobility hold a higher degree of fair market ideology than their counterparts, which in turn affects various consumer responses, such as price-quality belief. This effect is stronger for consumers with a low socioeconomic status.

How the Past Shapes the Present: The Assimilation of Enjoyment to Similar Past Experiences

Anika Stuppy (Erasmus University Rotterdam, The Netherlands); Bram Van den Bergh (Erasmus University Rotterdam, The Netherlands)

How much do experts and novices enjoy hedonic products? Is expertise a hedonic blessing or a hedonic curse? This inquiry examines how expertise develops by accumulating experiences in a product domain and how it affects enjoyment. We find that consumers draw back on similar past experiences to gauge present enjoyment.

When Sharing Isn't Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth about Unsatisfactory Purchases

Nicholas J. Olson (Texas A&M University, USA); Rohini Ahluwalia (University of Minnesota, USA)

We find that a goal of attaining the best, or maximizing, enhances consumers' tendency to share favorable (rather than unfavorable) word of mouth about dissatisfying purchases, in an effort to persuade others to make the same bad purchases, and thereby turn their own objectively poor outcomes into relatively better ones.

8.10 The Value of Voice - Special Session, *Lalique*

Session Chairs: Juliana Schroeder, University of California Berkeley, USA; Jonah Berger, University of Pennsylvania, USA

People communicate through a variety of channels. They talk face-to-face, call on the phone, text, and post on social media. But while people often give little thought to the channel through which they communicate, might it actually have an important impact on social interaction? This session integrates different perspectives to examine the value of voice. Listeners often react against persuasive appeals, but might shifting subtle paralinguistic, or vocal features of communication increase persuasion? Do charitable appeals seem more sincere when they are conveyed through voice rather than text? Can debating by voice rather than text increase attitude change by making people less likely to dehumanize

their opponent? And might people prefer interacting by text (because they think it is less awkward), even though interacting via voice would actually bolster social connection? This session addresses these, and other questions, as it deepens understanding of how the voice shapes social interaction. First, Van Zant and Berger examines paralinguistic persuasion, or the effectiveness of persuasion attempts executed through nonverbal properties of communicators' voice. While persuasion attempts often backfire, and fail to work, they demonstrates that paralinguistic attempts actually enhance persuasion because they make speakers seem more confident. People trying to persuade paralinguistically speak louder, and with greater variance in volume, which increases perceived confidence and thus persuasion. Second, Barasch et al. examine how voice shapes sincerity. By dissecting charity appeals into separate parts (e.g., silent video, transcript, audio, etc.) they disentangle the unique value of each set of language cues (semantic, auditory, and visual cues). They find that hearing—but not seeing speakers—increases perceived sincerity. Third, while people tend to dehumanize people with whom they disagree, Schroeder finds that voice can mitigate this effect. People who have a spoken (vs. typed) conversation are less likely to dehumanize their opponent and report greater attitude change. Further, rather than being driven by a different message people communicate, results reveal this is driven by voice more strongly conveying a person's intellect to the listener. Finally, Kumar and Epley examine how the voice shapes social connection. When interacting for the first time, or reconnecting with old friends or, people tend to prefer text because they think voice-based interactions will be more awkward. They're incorrect. There are actually no differences in awkwardness between communication media, but anticipated awkwardness drives people to use text-based media to interact, decreasing social connection. Taken together, these papers provide convergent evidence for the value of voice. Technology has changed how people communicate. More and more people now used text-based media (i.e., text, email, or social media) rather than talking on the phone or face-to-face. But as these four papers show, there are a number of important benefits to voice (e.g., confidence, sincerity, humanization, and connection) that help voice increase persuasion, attitude change, and social bonding. This session should be of interest to a range of consumer behavior researchers, from those that study social influence and persuasion to those interested in prosocial behavior, social interaction, political discourse, and well-being.

How the Voice Persuades

Alex Van Zant (Rutgers University, USA); Jonah Berger (University of Pennsylvania, USA)

While persuasion attempts executed through linguistic channels often backfire, little is known about paralinguistic persuasion, or persuasion attempts executed through nonverbal properties of communicators' voice. Across three experiments, we find that paralinguistic attempts enhance persuasion because they signal confidence. Speakers' greater volume and variance in volume shaped the persuasion process.

Cues to Sincerity: How People Assess and Convey Sincerity in Language

Alixandra Barasch (New York University, USA); Juliana Schroeder (University of California Berkeley, USA); Jonathan Zev Berman (London Business School, UK); Deborah Small (University of Pennsylvania, USA)

Sincerity is a key input into many consumer decisions, but how do people discern others' sincerity? In four experiments examining which language cues people use to evaluate sincerity, perceivers relied more on auditory than visual information, integrating a communicator's message with the sound of their voice.

Expressing Dissent: How Communication Medium Shapes Dehumanization and Attitude Change

Juliana Schroeder (University of California Berkeley, USA)

People tend to dehumanize those with whom they disagree, seeing them as mentally deficient. In two

experiments, opponents were more likely to dehumanize each other in spoken than typed conversations not because they produced more intelligent arguments when speaking, but because speech provides more cues that convey intellect.

It's Surprisingly Nice to Hear You: Misunderstanding the Value of Talking (vs. Typing)

Amit Kumar (University of Chicago, USA); Nicholas Epley (University of Chicago, USA)

Modern technology affords many different media through which consumers can connect with each other. In field, laboratory, and online experiments we find that people feel stronger bonds with others when they interact over voice-based media than over text-based media, but that miscalibrated expectations about awkwardness could lead to suboptimal choices.

8.11 Trust But Verify: Fake News, Facts, Hyper Text and Post Truth Consumption Effects - Competitive Paper Session, *Obelisk (A)*

Alternative "Facts": The Effects of Narrative Processing on the Acceptance of Factual Information

Anne Hamby (Hofstra University); David Brinberg (Virginia Tech, USA)

We examine how narrative processing influences the acceptance of beliefs encountered separately from a narrative. We illustrate a cognitive bias: if external facts facilitate understanding of a prior (narrative) message, these then facts are more likely to be perceived as true, even when the facts are learned to be false.

Attention to missing information: The effect of novel disclosure methods

Nikolos M Gurney (Carnegie Mellon University, USA); George Loewenstein (Carnegie Mellon University, USA)

Decision makers often must make decisions based on information selected by other parties with different interests. Extant research documents that consumers are reliably optimistic about withheld information. We show that a novel, conversational disclosure results in considerably more skepticism of undisclosed information.

Exposing the Lie Beneath Hypertext Marketing: Implications for Trademark Violation

Laura R Oswald (Marketing Semiotics)

Hypertext communication exploits the essentially ambivalent nature of signs by freeing meaning and subject-address from their anchor in the communication context. The case illustrates how semiotic analysis embedded trademarked language in historical context and proved Playboy's claim to the Playboy name. Keywords: hypertext marketing, semiotics, brands, trademarks, Playboy, meaning production

The Effects of Subjective Knowledge and Naïve Theory on Consumers' Inference of Missing Information

Lien-Ti Bei (National Chengchi University, Taiwan); Li Keng Cheng (National Chengchi University, Taiwan)

Consumers form inferences to estimate the missing product information. Three experiments are conducted to investigate how consumers' subjective knowledge influence the inference base used to make an inference and to reveal the correction effects of their naïve theory on the inferred results. The correction effect is noticeable on knowledgeable consumers.

8.12 We Have a Chance to Earn Something: How Promotional and Payment Methods

Affect Spending Decisions. - Competitive Paper Session, *Obelisk (B)*

Effects of Retail Food Sampling on Subsequent Purchases: Implications of Sampling Healthy versus Unhealthy Foods on Choices of Other Foods

Dipayan Biswas (University of South Florida, USA); Jeffrey Inman (University of Pittsburgh, USA); Johanna Held (University of Bayreuth)

Food sampling at retail stores and restaurants is becoming increasingly prevalent since expenses on sampling often provide better returns than traditional forms of advertising. The results of three field experiments and two lab studies show that sampling a healthy (vs. unhealthy) item leads to greater subsequent purchase of indulgent foods.

Accounting For Gains From Discounted Credit

Andong Cheng (University of Delaware, USA); Ernest Baskin (Yale University, USA)

We introduce the “discounted credit”, vouchers purchased at a price lower than its tender value, and explore how consumers feel about costs of purchases when they spend discounted credit. Consumers making purchases with a single discounted credit do not mentally apply savings derived from their credit towards redeemed purchases evenly.

Uncertain Reward Campaigns Impact Product Size Choices

Nükhet Taylor (York University, Canada); Theodore J. Noseworthy (York University, Canada); Ethan Pancer (Saint Mary's University)

Across four experiments, we find that uncertain promotional campaigns, which give consumers a chance to win prizes with their purchase, nudge consumers to choose larger products. Feelings of control over the elusive grand prize underscore this phenomenon.

Attenuating Endowment Effect with Venmo: Online Payment Systems Make it a Pleasure to Pay

Liang Huang (University of Arizona, USA); Jennifer Savary (University of Arizona, USA)

The endowment effect where sellers ask for higher prices than buyers' willingness to pay causes market inefficiency. We demonstrate an easy-to-implement market strategy to solve the problem. The use of online payment systems increases buyers' willingness to pay and thus attenuates endowment effect.

8.13 A Look at Markets & Products - Competitive Paper Session, *Peridot*

A Meta-Analysis on the Endowment Effect in Experiments

DANIEL SUN (University of Calgary, Canada)

This meta-analysis investigates the effects of type of good and several experimental design features. We find a larger price gap for lottery compared to ordinary private goods. Furthermore, regression shows an increasing effect of publication year on the endowment price gap that is marginally moderated by the price elicitation method.

Consumer Response to Innovations: The Differential Effects of Focused and Defocused Attention on Perceived Novelty, Usefulness and Symbolism

Katarina Hellén (University of Vaasa); Maria Sääksjärvi (Delft University of Technology, The Netherlands)

We examined how attentional resources, i.e., focused and defocused attention, impact the development of innovative ideas. Two studies documented that focused attention yielded ideas that are useful, while defocused attention yielded ideas that are novel and symbolic in nature. These dimensions were positively associated with market desirability.

Divorcing the Market

Deniz Atik (University of Texas Rio Grande Valley, USA); A. Fuat Firat (University of Texas Rio Grande Valley, USA); Ebru Uzunoğlu (Izmir University of Economics)

Recently, there has been some interest in the creation of new markets by consumers; however, the phenomenon of people abandoning market society is greatly understudied. The purpose of this paper is to close this gap through studying people who chose an alternative mode of living to market society.

Meaningfulness in New Products: Conceptualization and Measurement

Maria Sääksjärvi (Delft University of Technology, The Netherlands); Katarina Hellén (University of Vaasa)

In this paper, we conceptualize meaningfulness in products and develop a measurement scale for assessing it. Drawing upon innovation adoption literature and consumer culture theory as well as four empirical studies, we propose that meaningfulness can be conceptualized as a four-dimensional construct: Novelty, usefulness, self-expression, and personal significance.

8.14 Uncovering Empirical Generalizations in Consumer Research: Creating New and Synthesizing Accumulated Knowledge - Special Session, Rosetta

Session Chair: Mansur Khamitov, Nanyang Technological University, Singapore

Much of consumer research has focused on developing theories of consumer behavior (Rapp and Hill 2015; Wang et al. 2015) and testing theoretically-derived predictions by examining novel consumer-relevant phenomena (Dahl et al. 2015). However, the field lacks a concerted integration of accumulated consumer-relevant findings (Grewal et al. 2018). Despite sheer magnitude and richness of consumer research, scant efforts have been made by consumer researchers to synthesize extant research on focal phenomena and provide novel empirical generalizations. By abstracting from clusters of related empirical findings, consumer researchers can contribute to ongoing debates, and perhaps more importantly, generate new theoretical directions moving forward. The aim of this session is to move beyond a narrative summary of extant empirical work and generate novel empirical generalizations in consumer research. Specifically, the four papers in this session address the following questions: 1) What empirical generalizations can be uncovered from extant research on specific consumer-relevant phenomenon, and 2) how does the nature of these generalizations vary as a function of theoretically important moderators and boundary conditions? Session attendees will learn about novel insights generated from four large-scale consumer research meta-analyses in this session, factors nuancing and/or influencing these insights as well as current best practices related to application of meta-analytic method to tackling important consumer-relevant phenomena. The first two papers aim to generate empirical generalizations related to the domain of consumers' connections with brands. Khamitov, Wang, and Thomson examine how well different consumer-brand relationships (CBRs) drive customer brand loyalty. They show that while affective CBRs emerged the strongest drivers of loyalty overall, identity CBRs yielded stronger effects using behavioral, retrospective loyalty, and non-students while trust CBRs dominated among Americans. Deng and Messinger meta-analyze and review the congruity literature for brand extensions. They document a consistent positive effect of congruity on consumers' responses to brand extensions and a series of factors that interact with and moderate congruity to influence consumers' responses (e.g. parent brand characteristics, flexibility of the categorization process). The last two papers strive to provide empirical generalizations with respect to two classic topics in consumer research: experiential consumption and endowment effect. Weingarten and Goodman meta-analyze the experiential advantage literature comparing material purchases to experiential purchases, and show that while measures of happiness had a "small-to-medium" effect size overall, measures of impressions and personal identity had directionally larger effect sizes. Lastly, Nguyen, Wang, and Curry meta-analytically test the relative explanatory power of drivers of the endowment effect, finding that biased information processing is the

leading explanatory account, relative to ownership and misrepresentation accounts. Taken together, this session provides multifaceted insights into how the field of consumer research can systematically synthesize existing findings and generate new insights. Exploring important consumer-relevant phenomena through application of powerful meta-analytic method can enrich consumer theories. We expect this session to be of interest to consumer researchers across different areas (branding, experiential consumption, behavioral decision theory), consumer methodologists, and practitioners who want to use academic consumer insights in the form of empirical generalizations and apply them to practice.

How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty?

Generalizations from a Meta-Analysis of Brand Relationship Elasticities

Mansur Khamitov (Nanyang Technological University, Singapore); Xin (Shane) Wang (Western University, Canada); Matthew Thomson (Western University, Canada)

To advance understanding of how well different consumer-brand relationships (CBR) drive brand loyalty, we meta-analyze the link between three CBR categories and loyalty. While affective CBRs emerged the strongest drivers of loyalty overall, identity CBRs yielded stronger effects using behavioral, retrospective loyalty, and non-students while trust CBRs dominated among Americans.

Is Congruity Desirable for Brand Extensions? A Conceptual and Meta-Analytic Review

Qian (Claire) Deng (University of Prince Edward Island); Paul Richard Messinger (University of Alberta, Canada)

This paper provides a conceptual and meta-analytical review of the congruity literature for brand extensions, by not only synthesizing the theoretical foundation of the congruity effect and estimating the overall mean effect of congruity, but also examining various theoretical and methodological moderators of the congruity effect.

The Experiential Advantage: A Meta-Analysis

Evan Weingarten (University of California San Diego, USA); Joseph K Goodman (Ohio State University, USA)

We meta-analyze the experiential advantage literature (Van Boven and Gilovich 2003) comparing material purchases to experiential purchases in 129 studies. While measures of happiness had a “small-to-medium” effect size overall ($d = .26$), measures of impressions and personal identity had directionally larger effect sizes ($d = .45$).

Using a Meta-Analysis to Unravel Relative Importance of Postulated Explanations for the Endowment Effect

Peter Nguyen (Ivey Business School); Xin (Shane) Wang (Western University, Canada); David J. Curry (University of Cincinnati, USA)

A meta-analysis, based on hierarchical modeling and bootstrapping, tests the relative explanatory power of drivers of the endowment effect. Results show biased information processing is the leading explanatory account, relative to ownership and misrepresentation. Ownership accounts are not all equal; implicit self-threat (vs. possession-self link) is the more dominant component.

8.15 When Who I Am is What I Do: Identity and Self-Concept Aspects of Consumption - Competitive Paper Session, *Steuben*

Consumers' response to branded longevity

Anthony Moussa (Paris School of Business); Virginie de Barnier (IAE Aix MARSEILLE UNIVERSITY)

This research draws on fluency theory to uncover consumers' response to branded longevity. It employs experimental methodology. Results demonstrate that branded longevity positively impacts

processing fluency as well as brand familiarity under low involvement conditions. Contribution and future results are also discussed.

I, Me, Mine: The Effect of the Explicitness of Self-Anchoring on Consumer Evaluations

Adrienne E Foos (Mercyhurst University); Kathleen A Keeling (University of Manchester, UK); Debbie I Keeling (University of Sussex)

This research shows that implicitly-primed self-anchoring creates a halo of positivity around objects for which consumers receive only positive information, and consumers repel objects for which they receive positive and negative information. However, when consumers explicitly self-anchor using an imagination task, they resolve discrepancies in messaging by dissociating negative information.

Sizes are Gendered: Impact of Size Cues in Brand Names on Brand Stereotyping

Kuangjie Zhang (Nanyang Technological University, Singapore); Shaobo (Kevin) Li (Nanyang Technological University, Singapore); Sharon Ng (Nanyang Technological University, Singapore)

In this research, we show that brand names with size cues of smallness (vs. bigness) evoke thoughts of female (vs. male) gender stereotype, which, in turn, lead consumers to perceive the target brand to be higher (vs. lower) on warmth-related traits but lower (vs. higher) on competence-related traits.

When Less is More - How Making Products More Personal Can Decrease Purchase Intention

Michael Schulz (University of Cologne)

Recently, companies started to provide personal information of product developers with the products they sell (i.e., personization). This article demonstrates how personization drives perceptions of anthropomorphization and uniqueness. Also, personization decreases purchase intention for intimate products (e.g., shower gel), explained by a perceived intrusion into consumers' privacy.

8.16 Aesthetics, Choice, and Persuasion - Data Blitz, Wyeth

Session Chair: Irene Scopelliti, City University of London, UK

Data Blitz

Prices in Red: When a Red Price Becomes a Stop Sign

Hongjun Ye (Drexel University, USA); Siddharth Bhatt (Drexel University, USA); Rajneesh Suri (Drexel University, USA)

“Sale” and “stop” are both referential meanings attached to the color red. This study shows that prices presented in red in store flyers influence consumers memory of prices and their evaluation of the deal of not just the focal product but also the products surrounding the red price.

Gaze Reflects Loss Aversion

Feng Sheng (University of Pennsylvania, USA); Arjun Ramakrishnan (University of Pennsylvania, USA); Darsol Seok (University of Pennsylvania, USA); Puti Cen (University of Pennsylvania, USA); Michael Platt (University of Pennsylvania, USA)

By modeling individuals' gaze traces on potential gains and losses while they decided whether to accept or reject gambles in an eye-tracking experiment, we demonstrated that loss aversion reflected the overweighting of information about potential losses relative to potential gains sampled during visual inspection of gambles.

Influence of Visual Crowding and Space Between Products on Consumer Choice

Ana Scekcic (HEC Paris, France); Selin Atalay (Frankfurt School of Finance and Management, Germany); Cathy Liu Yang (HEC Paris, France); Peter Ebbes (HEC

Paris, France)

We investigate the effect of assortment size and of spacing between products on consumer choice. We provide initial evidence that in large (i.e., crowded) assortments, distancing the products on the shelf from one another leads to greater perceived variety in the assortment, and to a choice experience perceived as easier.

Less Time, More Procrastination? The Impact of Time Pressure on Task Initiation

Jing Jiang (Renmin University of China); Alisa Yinghao Wu (Columbia University, USA)

When under time pressure, individuals are more likely to postpone the initiation of tasks—whether these are routine errands or consumption tasks. The rationale is that time pressure impairs an individual's momentary ability to focus on tasks and leads to subsequent postponement of task initiation.

The Effects of Glossy Versus Matte Imagery on Consumers' Decision Making

Yoonho Jin (INSEAD, Singapore); Amitava Chattopadhyay (INSEAD, Singapore)

Three studies collectively suggest that the use of glossy imagery in advertising, because of its embodied meaning of easygoingness, could increase consumers' optimistic perception of target consumption, thereby enhancing purchase intention. The studies also show that priming either the danger of slipperiness or optimistic orientation may attenuate the effects.

Associative versus Relational Processing: The Role of Elaboration in Evaluative Conditioning

Xiaomeng Fan (Northwestern University, USA); Galen V. Bodenhausen (Northwestern University, USA)

This research shows that evaluative conditioning involves both associative and relational processing. Relational processing can be promoted when people can allocate their cognitive resources in evaluations.

How Matte Product Surface Enhances Perceived Durability

Taehoon Park (University of South Carolina, USA); Junghan Kim (Singapore Management University, Singapore)

Prior literature has shown that different perceptual qualities can be inferred from object surface features. Extending prior work, we propose reflected light on surface (glossy vs. matte) as an inferential cue that can shape product quality. Across three studies, we show that matte (vs. glossy) product surface enhances perceived durability.

A Penny for Self-disgust: The Effects of Favorable Review Reward on Consumers Behavior

Qingqing Guo (Shanghai Jiao Tong University); Liangyan Wang (Shanghai Jiao Tong University); Bing Han (Shanghai Jiao Tong University)

Through three experiments, this study shows that a monetary reward has a backfire effect on consumer behavior, because it leads receiving consumers to self-disgust for the referral. This effect is attenuated for consumer who has an exchange relationship norm while sharpened for consumers who has a communal relationship norm.

Tackling Over-Consumption: How Proximal Depictions of Unhealthy Food Products Influence the Consumption Behavior

Sumit Malik (IE Business School, IE University); Eda Sayin (IE Business School, IE University, Spain); Kriti Jain (IE Business School, IE University, Spain)

Do spatially proximal depictions of unhealthy (but not healthy) food products within an advertisement

image increase the desire to eat? Across a pilot and three main studies, we find support for the influence of proximal ad depictions on food consumption outcomes. These results have implications for the phenomena of over-eating.

Journal of the Association for Consumer Research (JACR) Policy Board Meeting
4:45 to 6:00 pm Plum Blossom (B)

Session 9
5:00 pm - 6:15 pm

9.1 A New Look at Effects of Product Features: How Green, Creative, Sustainable and Personal Features Influence Consumer Evaluations - Competitive Paper Session, *Batik (A)*

Green Experiences: Using Green Products Improves the Accompanying Consumption Experience

Ali Tezer (HEC Montreal, Canada); H. Onur Bodur (Concordia University, Canada)

In a series of four experiments in actual consumption settings, the authors find that using green (vs. conventional) products enhances the enjoyment of accompanying consumption experience. This effect is driven by feelings of warm glow and disappears if consumers believe that green products are futile in helping the environment.

Preferences for Insight and Effort Differ across Domains and Audiences

Gaetano Nino Miceli (University of Calabria); Irene Scopelliti (City University of London, UK); Maria Antonietta Raimondo (University of Calabria)

Artistic products receive more favorable evaluations when their creative process is described as insight-based, whereas scientific products receive more favorable evaluations when their creative process is described as effort-based. However, these patterns of results change depending on the expertise of the audience.

Symbolic sustainable attributes improve attitude toward low-quality products: A warm-glow feelings account

Valéry Bezençon (University of Neuchâtel); Florent Girardin (University of Neuchâtel); Renaud Lunardo (Kedge Business School)

Three experiments show that a symbolic sustainable attribute improves consumers' attitude towards a product when external cues signal low quality. We also specify the mediating role of warm-glow feelings and of the relative weight of the sustainable attribute (vs performance attribute) in forming product attitude.

Product Retention (vs. Acquisition) Choices and Preference for Person-Related Features

Liad Weiss (University of Wisconsin - Madison, USA)

Consumers regularly make choices about owned products (e.g., which of the sneakers bought through Zappos.com to retain). Prior research focused on cases of pre-ownership choice (acquisition), leaving post-ownership choice (retention) understudied. Across four studies, product features that people can identify with (e.g., "smartness") were more important in retention (vs. acquisition).

9.2 New Paradigms in Myopic Choice - Special Session, *Batik (B)*

Session Chair: Adelle Xue Yang, National University of Singapore, Singapore

Consumers often appear myopic in intertemporal choices between a smaller, sooner option and a larger,

later option. Myopic choices relate to a wide range of consequential impatient behaviors, including health and financial decisions. This session features four papers that move beyond the traditional research paradigms and use novel, interdisciplinary approaches to understand myopic consumer choices. From comparative versus integrative search strategies (paper 1), to the neglect of duration ratio between present and future events (paper 2), to surgically-induced biological changes (paper 3), and anticipated interpersonal consequences (paper 4), each paper sheds light on a previously unidentified determinant underlying myopic choices. Reeck, Lee and Johnson examine how the individual variation in information search strategies influences intertemporal choices. Using eye-tracking and neuroimaging data, they identify two distinct search strategies - comparative (i.e., alternative-based) and integrative (i.e., attribute-based), and find that consumers using comparative search are more patient and more sensitive to acceleration vs. delay framing than those using integrative search. Moreover, manipulating strategies can increase patience without the participant's knowledge. Wei and Hsee find consumers often neglect the relative duration ratio between present and future events. Experiments demonstrate that the neglect of present-future duration ratio can give rise not only to myopic choices, when the ratio is low (i.e. when future events are longer than present events) but also to hyperopic choices, when the ratio is high (i.e., when future events are longer than present events). When prompted to deliberate on the present-future duration ratio, consumers' choices become less myopic and less hyperopic. Viswanadham et al. investigate the effect of bariatric surgery, a drastic weight loss intervention, on the delay discounting for food and money. In two longitudinal studies, they find that obese patients exhibit more impatience for food rewards compared with lean individuals, and that one of the most successful current weight loss intervention - bariatric surgery - reduces impatience for food and thus attenuates this difference. Moreover, these effects were domain-specific and did not extend to money. Yang and Urminsky find that intertemporal choices made for others are often more impatient than choices for oneself, contrary to predictions from prior theories that interpersonal choices would be the same or less impatient. Seven experiments suggest that the interpersonal feedback that consumers spontaneously anticipate from recipients reshapes the intertemporal tradeoff between immediacy and magnitude, and they identify how recipient specificity, feedback timing, and decision accountability each moderate the effect of interpersonal feedback. In sum, myopic choices may be improved, these papers suggest, by subtly manipulating information acquisition (paper 1), highlighting the relative duration of present and future events (paper 2), weight loss interventions that impact the biological underpinnings of myopic behavior (paper 3), but not by delegating one's choices to others (paper 4). In sum, this special session provides new insights into consumer impulsivity and facilitates an interdisciplinary discussion on the topic.

Search Predicts and Changes Patience in Intertemporal Choice

Crystal Reeck (Temple University, USA); Lee Byung (Columbia University, USA);
Eric J Johnson (Columbia University, USA)

Consumers often select rewarding short-term options that undermine long-term goals. The present research examines how search strategies – the ways people acquire information while making decisions – predict and influence intertemporal choice. In three large experiments, we demonstrate that search strategies predict decisions and provide causal evidence that manipulating strategies increases patience.

Situation Neglect Underlies Both Psychological Myopia and Psychological Hyperopia

Sarah Wei (University of Warwick); Christopher Hsee (University of Chicago, USA)

Rather than making choices that maximize their overall happiness, people are sometimes myopic (choosing too much joy now) and sometimes hyperopic (choosing too much pain now). We argue that both myopia and hyperopia can stem from situation neglect: People sometimes ignore the relative importance between the present and the future.

The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A

Longitudinal Study

Ratnalekha Venkata Naga Viswanadham (INSEAD, France); Hilke Plassmann (INSEAD, France); Yann Cornil (University of British Columbia, Canada); Pierre Chandon (INSEAD, France)

We investigate differences in delay discounting (DD) between lean and obese individuals, and study how bariatric surgery—a drastic weight loss intervention—impacts DD. Two longitudinal studies show that obese people are more impatient for food (but not money) than lean individuals, and that surgery reduces impatience.

Anticipated Interpersonal Feedback Reshapes Other-oriented Intertemporal Choices

Adelle Xue Yang (National University of Singapore, Singapore); Oleg Urminsky (University of Chicago, USA)

Six experiments demonstrate that decisions for other people are systematically more impulsive than otherwise identical self-oriented choices, contrary to prior theories. These results are consistent with a proposed decision model that incorporates utility from interpersonal feedback besides perspective-taking.

9.3 (Over)Predicting and (Over)Inferring Others' Preferences - Special Session,

Cardinal (A)

People often make inferences about others' attitudes and preferences. Previous research has explored how people make such inferences based on our beliefs about others and salient social cues. The goal of this session is to highlight recent advances in our understanding of people's beliefs about others and under which conditions their social judgments and predictions err. Four papers feature a set of empirical regularities that consistently show that people often hold inaccurate beliefs about others' values, preferences, motives, and attitudes. Jung, Moon, and Nelson report that people are often biased about others' preferences of both positive and negative goods. In particular, they find that people think that others have more intense consumption experiences regardless of the valence of those experiences. In turn, people's biases about others' preferences can produce paradoxical beliefs about others' valuation: People believe both that others who enjoy a good the same amount would pay more for it, but also that others who would pay the same amount for a good would enjoy it more. Reit and Critcher provide evidence that when predicting whether others will choose A over B, people can be led astray by a prevalence heuristic—their intuitive sense of the commonness of A compared to B. The prevalence heuristic can give rise to a forecasting bias whereby people overestimate others' interest in choosing commonplace but bland items over rarer but exciting ones. The authors further outline when and why we are more likely to rely upon the prevalence heuristic and provide evidence that use of the heuristic can extend to costly decisions such as pricing. Barasz, Kim, and Evangelidis study how people make inferences about why others make the choices they do. They propose that such inferences are often formed as a function of what is chosen. Specifically, when observers encounter someone else's choice, they use the chosen option's attribute values to infer the importance of that attribute in the decision-maker's choice. Consequently, when a chosen option has an attribute whose value is extreme, observers infer—sometimes incorrectly—that this attribute disproportionately motivated the decision-maker's choice. Li and Hsee demonstrate that people predict that others are more willing to befriend them if they use expensive items and appear rich, but in reality others are more willing to befriend those who do not. This self-other discrepancy occurs because people misconstrue others' purpose of friend-making. In particular, people overestimate the extent to which choosers care about the utilitarian aspect in friend making (i.e., how useful the friend is if one is in need) relative to the hedonic aspect (i.e., how comfortable one would feel around the friend). Together, these papers offer new insights into people's beliefs about others. Given the theoretical contributions and practical applications of the four papers, we expect this session to appeal to a broad

audience in the fields of consumer behavior, judgment and decision-making, and social cognitive psychology.

Self-Other Biases In the Perception of Values and Preferences

Minah Jung (New York University, USA); Alice Moon (University of Pennsylvania, USA); Leif D. Nelson (University of California Berkeley, USA)

We find that people's biases about others' values and preferences produce paradoxical beliefs about others' valuation: People believe both that others who enjoy a good the same amount would pay more for it, but also that others who would pay the same amount for a good would enjoy it more.

The Prevalence Fallacy: Confusing Commonplace Choices for Preferred Choices

Em Reit (Stanford University, USA); Clayton R Critcher (University of California Berkeley, USA)

In forecasting what others will choose, people are led astray by the perceived prevalence of options. This leads people to overestimate the popularity of commonplace items (e.g., pizza) over rarer ones (e.g., Thai food). Six studies document the fallacy, identify when it occurs, and document a pricing mistake it produces.

I Know Why You Voted for Trump: (Over)inferring Motives Based on Choice

Kate Barasz (IESE Business School); Tami Kim (University of Virginia, USA); Ioannis Evangelidis (Bocconi University, Italy)

People often speculate about why others make the choices they do. Seven studies investigate how such inferences are formed. Observers use a chosen option's attribute values to estimate attribute weight, such that higher/more extreme values signal greater attribute importance. Systematic mispredictions arise—with consequences for choice and interpersonal inferences.

People Overpredict the Benefit of Using Expensive Items and Appearing Rich in Friend-Making

Xilin Li (University of Chicago, USA); Christopher Hsee (University of Chicago, USA)

Four studies (including a field study) find that people predict that others are more willing to befriend them if they use expensive items and appear rich, but in reality others are more willing to befriend those who do not. This self-other discrepancy occurs because people misconstrue others' purpose of friend-making.

9.4 Consumer Experience in the Changing Marketplace of Health and Wellness - Special Session, *Dardanelles*

Session Chairs: **Ankita Kumar**, *University of Wisconsin - Madison, USA*; **Lez Ecima Trujillo Torres**, *University of Illinois at Chicago, USA*

In the spirit of this year's ACR theme of Trust in Doubt? we bring together four projects that examine the rapid evolution of today's health care market, including the important dynamics of how consumer trust may be gained, lost, and re-established. The papers in this session blend multiple methodologies to explore different health and wellness contexts, viewing these service industries as a nexus of cultural and institutional forces and actors embedded within broader market dynamics. They offer insights into how market actors (consumers, organizations, service providers, regulators, legislators, popular culture) shape each market and their interpretations and actions within them. Across micro to macro levels, they ask the following questions: how does a health care system change organizational culture to become more consumer-centric; what sensemaking and coping strategies do consumers use, when a commercial logic replaces a care logic in the health care market; how is the 'worthy' health consumer culturally produced; and what is the role of the "other" in consumer wellness empowerment. The first paper studies the transition process in five large United States health care systems from entrenched, traditional culture to a

more consumer-centric focus, to find what factors have facilitated or impeded change. The authors find that trust is an important factor in organizational culture change both at the institution level and for patients/consumers. The post trust world is evident in the tension between the bonds of trust patients want to have in their medical providers vs. the responsabilization they do not necessarily want as newly empowered consumers of medical care. The second paper examines how consumers endowed with different combinations of resource capabilities navigate the eldercare services market around Alzheimer's Disease/Dementia. Based on archival data and interviews with various stakeholders across the network of care for the aging, the authors find myriad market factors, such as facility profit-motives, chronic staff shortages and poorly motivated workers, that contribute to consumers' feelings of betrayal and loss of trust in this prolonged service relationship. The third paper studies how public discourse impacts cultural valorization in the cancer marketplace between 1987 and 2016, and, thus, offers a historical view of the dynamic nature of value processes. The authors find a system of "hopeful uncertainty" driven by public discourse mediates reconfigurations in the cultural value of, which includes trust in, consumer subjects, practices, and services in the marketplace, as well as the triggers and implications of these changes. The fourth paper analyzes consumers' trust in data as they communicate and articulate health and well-being through self-tracking practices in fitness and Quantified Self communities and the role of "data mediators" (data coaches and personal trainers) as they assist in reading and setting up frames of action. By locating the roles of consumer, coaches and social media, this study questions self-tracking as a highly individual practice. Across a variety of domains, spanning two ideologically disparate cultures, these studies capture the discursive, market-mediated shaping of medical consumers, their subjective experiences, and the role of trust in the fast-changing health care and wellness landscape.

Turning the Titanic: Creating Consumer-Centric Cultures and Improved Consumer Experience in Large, Established Health Care Systems

Gregory Carpenter (Northwestern University, USA); Beth Leavenworth DuFault (University at Albany); Ashlee Humphreys (Northwestern University - Medill, USA); Lez Ecima Trujillo Torres (University of Illinois at Chicago, USA)

Increased consumer choice and major disrupters are changing health care. As entrenched systems respond to consumer demand for better experiences, they can find organizational change akin to "turning the Titanic". This study looks at five major health care systems and finds practices that work for transitioning to a consumer-centric culture.

Conflicting Institutional Logics and Eldercare Consumers' Coping Strategies in Asymmetrical Service Relationships

Ankita Kumar (University of Wisconsin - Madison, USA)

This research examines how consumers endowed with different combinations of resource capabilities navigate the eldercare market where institutional interests have produced asymmetrical relationships of power between service providers and clients. Myriad structural issues created by the marketization of eldercare forces consumers to salvage value by intensifying surveillance and care labor.

Public Discourse and Cultural Valorization in the Cancer Marketplace

Lez Ecima Trujillo Torres (University of Illinois at Chicago, USA); Benét DeBerry-Spence (University of Illinois at Chicago, USA); Søren TOLLESTRUP ASKEGAARD (University of Southern Denmark, Denmark); Sonya Grier (American University, USA)

This study examines how public discourse impacts cultural valorization of the cancer marketplace. We find that cultural valorization relies on a system of discursive and affective (e)valuation that is largely grounded in "hopeful uncertainty" and that is subject to macro historical, scientific, and sociocultural influences.

Trusting the data, the self and "the other" in self tracking practices

Dorthe Brogård Kristensen (University of Southern Denmark, Denmark)

The aim of the paper is to analyze trust in data and the role of the other in self tracking practices. More specifically the papers focuses on self tracking in fitness and QS communities, and how personal trainers and data coaches assist in reading and setting up frames of action.

9.5 Inferences and Judgments Across the Four Ps - Competitive Paper Session, *Edelweiss*

Session Chair: Han Gong, Shanghai University of Finance and Economics

Can Implicit Theory Influence Construal Level?

Olya Bullard (University of Winnipeg); Sara Penner (University of Manitoba, Canada); Kelley Main (University of Manitoba, Canada)

Results of three studies demonstrate that an individual's implicit theory (incremental vs. entity) influences the level of construal at which people process information (abstract vs. concrete). Holding an incremental (vs. entity) theory produces greater cognitive flexibility which in turn leads to a more abstract level of information construal.

Conjuring Creativity: The Impact of Fear

Ilgin Dara Benoit (Appalachian State University); Elizabeth Miller (University of Massachusetts, USA)

Prior research examines factors influencing creativity generation, but not external factors affecting creativity perception, even though perceptions of creativity frequently drive marketing success. In this research, we show that fear (but not other main negative emotions, happiness, or neutral emotion) positively impacts creativity perceptions (and in turn, attitudes and intentions).

Non-normative influence of self-decided prices on product-related inferences

Sudipta Mukherjee (Virginia Tech, USA); Mario Pandelaere (Virginia Tech, USA)

Consumers often encounter situations wherein they decide on the price of a product by themselves. Five studies show that, due to a mindless over-application of a price-quality heuristic, people infer product value from the price they happen to decide on, even if that price is affected by irrelevant contextual factors.

Resolving Humorous Incongruity in Advertising Facilitates Impressions of Firm Competence

*Chi Hoang (Norwegian School of Management, Norway); Klemens Knoferle (Norwegian School of Management, Norway); Luk Warlop (Norwegian School of Management, Norway)

In four studies, we show that humorous incongruity in advertising triggers inferences of increased advertiser competence in consumers who successfully decode the incongruity. Process evidence suggests that the effect is driven by consumers projecting decoding-induced self-competence to advertiser. We discuss implications for the use of humor in impression management.

9.6 Understanding the Determinants and Consequences of Product Disposal Methods -

Competitive Paper Session, Fleur De Lis (A)

Boomerang Effect: How Sustainable Disposal Options Spur Green Consumers to Overconsume

Sommer Kapitan (Auckland University of Technology, New Zealand); Saerom Lee (University of Texas at San Antonio, USA); Eunjoo Han (Auckland University of Technology, New Zealand)

Across four studies, we find that disposal options (e.g., selling, donation) that are perceived as less wasteful license consumers who hold green values to consume more. This effect is mitigated when

disposal is perceived to create more waste for society (e.g., trash or unnecessary donation).

Contagion and Product Physicality A Study of Consumer Response to Recycled-Content Products

Qizhou Wang (University of Connecticut, USA); David Norton (University of Connecticut, USA); Robin A. Coulter (University of Connecticut, USA); William T. Ross, Jr. (University of Connecticut, USA)

Drawing the contagion theory, our work investigates how consumers evaluate recycled-content products. Our two experiments demonstrated that consumers engage in a contamination-oriented thinking process when purchasing recycled-content products. Also, the physicality of both the recycled-content product and the recycled materials both significantly influence consumer purchase intention toward a recycled-content product.

Pro-Environmental Waste Receptacle Labeling Can Increase Recycling Contamination

Jesse R. Catlin (California State University, Sacramento); Yitong Wang (University of Technology Sydney); Rommel J. Manuel (California State University, Sacramento)

Labeling garbage bins with pro-environmental terms (e.g., “landfill”) is presumably to increase recycling rates. However, we find evidence that this type of interventions unintentionally increases the rate of recycling contamination - placement of unrecyclable items in recycling bins. And the effect may be dampened through educational materials improving disposal accuracy.

The Impact of Product Type on Disposal Intentions

MUSTAFA KARATAŞ (Koc University, Turkey); Rabia BAYER (Koc University, Turkey); Zeynep GURHAN-CANLI (Koc University, Turkey)

We show that consumers are more likely to recycle (vs. trash) hedonic (vs. utilitarian) products. Different mechanisms drive this effect for hedonic and utilitarian products. For hedonic products, the effect attenuates when a guilt-reducing cue is provided. For utilitarian products, the effect gets stronger when the product is worn out.

9.7 In Praise of Badness - Special Session, *Fleur De Lis (B)*

Session Chairs: **Evan Weingarten**, *University of California San Diego, USA*; **Amit Bhattacharjee**, *Erasmus University Rotterdam, The Netherlands*; **Patti Williams**, *University of Pennsylvania, USA*

Almost by definition, consumers should prefer good product options to bad ones. All else equal, people tend to prefer options that are higher in quality, free of flaws, consistent, and morally acceptable over those that are worse, flawed, inconsistent, or morally objectionable (Kruger et al. 2004; Kunda 1990; Levin and Johnson 1984; Lord et al. 1979; Tetlock et al. 2000). However, recent research demonstrates that mistakes in the design process can bolster product preference (Reich, Kupor, and Smith 2018), that horrible movies often attract devoted fans (Sarkhosh and Menninghaus 2016), and that consumers often seek out hedonically unpleasant experiences (Keinan and Kivetz 2011). Why would consumers ever prefer to spend their limited time and money on bad options? Though some initial investigations have started to chronicle when these preferences might emerge, many unanswered questions remain. What do flaws, inconsistencies, or offensive qualities signal about products or producers, and when are these qualities important enough to drive consumer preference? What factors drive consumers to choose bad options rather than good options, and where do consumers derive their utility in each case? This session seeks to provide new insights about when and why bad qualities can improve the value of products and services. First, Carter and McGraw showcase five studies demonstrating when product flaws are appealing. When product flaws reveal desirable information about the creation process (i.e., a singer

forgetting a lyric proves a concert isn't lip-synced), they can boost rather than diminish preference. Second, Smith and Gershon discuss how inconsistency in performance can enhance perceptions of authenticity. In four studies, they provide evidence that people perceive performers who repeat performances as less authentic, reducing consumer evaluations. Third, Bhattacharjee, Berman, and Yalcin present evidence that offensive behavior by artists (e.g., personal racism or producing content with racist themes) can arouse greater consumer interest in their work. Across four studies, people perceived offensive artists as more authentic and creative than those who behaved acceptably. Finally, Weingarten, Bhattacharjee, and Williams present evidence for so-bad-it's-good consumption, or consumer preferences for extremely bad options over mediocre ones. In nine studies across several content domains, people were more likely to choose options they expected to be extremely bad rather than merely bad or average. Together, these papers provide a more nuanced understanding of how consumers gain utility from seemingly bad qualities. This session explores what traditional notions of product quality fail to capture: the costs of badness may help signal the presence or authenticity of other desirable sources of value. All four presentations are developed and have at least four completed studies. We expect this session to generate interest among researchers spanning a broad range of topics, including consumer preference, experiential consumption, signaling and symbolic consumption, authenticity, taste and quality, aesthetics, and humor. And given the presentations' relevance to fundamental assumptions about consumer preference and notions of value, we hope to stimulate a fruitful discussion.

In Pursuit of Imperfection: How Flawed Products Can Reveal Valuable Process Information

Erin P Carter (University of Maine); Peter McGraw (University of Colorado, USA)

We investigate circumstances where consumers seek flawed consumption opportunities. We find that consumers who care about production processes (e.g., organic farming) may choose imperfect products (e.g., blemished apples) or enjoy imperfect experiences (e.g., poorly written emails). Five studies reveal imperfections help resolve uncertainty about difficult to verify production processes.

Repeat Performances Decrease Consumer Perceptions of Authenticity

Rachel Gershon (Washington University, USA); Rosanna Smith (University of Georgia, USA)

Though ample research documents the harmful consequences of morally offensive producer behavior, we propose that it can enhance judgments of producers' creative output. Four studies demonstrate that a willingness to offend signals authentic producer motives for creative expression and an indifference to audiences, improving consumers' evaluations of their work.

The Upside of Immorality: The Signal Value of Offensive Producer Behavior

Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands); Jonathan Zev Berman (London Business School, UK); Gizem Yalcin (Erasmus University Rotterdam, The Netherlands)

Though ample research documents the harmful consequences of morally offensive producer behavior, we propose that it can enhance judgments of producers' creative output. Four studies demonstrate that a willingness to offend signals authentic producer motives for creative expression and an indifference to audiences, improving consumers' evaluations of their work.

So-Bad-It's-Good: When Consumers Prefer Bad Options

Evan Weingarten (University of California San Diego, USA); Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands); Patti Williams (University of Pennsylvania, USA)

Why do people consume so-bad-it's-good content such as Tommy Wiseau's *The Room* or Rebecca Black's "Friday?" In nine studies across several content domains (e.g., Olympic ski runs, talent show

auditions), we demonstrate and explore why participants often prefer very bad options over mediocre ones.

9.8 Global & Cultural Issues - Competitive Paper Session, *Inverness*

A Journey with no Return into the Animal Kingdom: The Role of Tattooing in the Construction of the Collective Identity of the Vegan and Vegetarian Movement

Renata Andreoni Barboza (IBMEC-Instituto Brasileiro de Mercado de Capitais); Tania Modesto Veludo-de-Oliveira (Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas (FGV EAESP))

The purpose of this study is to understand how tattooing consumption shapes the formation of the collective identity of the vegan and vegetarian social movement. Tattooing is used as an instrument of social interaction and to establish and exhibit the ideological position that reflects the movement's collective identity.

Changes in Social Values in the United States – 1976-2017: Is a New Age of Tribalism Emerging?

Eda Gurel-Atay (Independent Researcher); Johnny Chen (University of Oregon, USA); Wang Suk Suh (University of Oregon, USA); Lynn R. Kahle (University of Oregon, USA)

The list of values (LOV) is used in five sequential cross-sectional national surveys to track changes in American social values from 1976 to 2017. The findings indicate the decline of American self-respect, replaced by the need to find a sense of belonging.

Globalizing from the Periphery: The Role of Consumer Paratextual Translation

Angela Gracia B. Cruz (Monash University, Australia); Yuri Seo (University of Auckland, New Zealand); Itir Binay (Monash University, Australia)

Beyond prevailing investigations of how Western cultural products globalize, we explore cultural globalization from the periphery, by engaging with cultural translation theory and the concept of paratextual translation. Three consumer-driven paratextual translation practices enable transcultural intelligibility, while reconstituting center-periphery conflict on a glocal and transnational scale.

Parallel practices of visual domination and subversion

Veronika Kadomskaia (Monash University, Australia); Jan Brace-Govan (Monash University, Australia); Angela Gracia B. Cruz (Monash University, Australia)

Beyond framing volunteer tourism as a consumer identity project, we explain how this growing consumption practice is nested within broader sociocultural discourses, and critically reframe visual representation practices of volunteer tourism experiences through postcolonial theory. While a 'postcolonial gaze' dominates, we also find parallel practices of visual subversion.

9.9 Media: New and Old - Competitive Paper Session, *Lalique*

Effects of Affective Language on Perceived Helpfulness of Online Reviews

Nikolay Georgiev (HEC Paris, France); Marc Vanhuele (HEC Paris, France)

We analyzed over 1.7 million consumer reviews from three online communities to test the effects of affective language used in online reviews on their perceived helpfulness. We found that reviews that give positive evaluation ratings are perceived as more helpful if they contain a lower proportion of positive words.

Social Sharing of Negative Emotions in Virtual Travel Communities

Clara Koetz (Rennes School of Business); Anke Piepenbrink (Rennes School of Business)

This article analyzes emotional social sharing after a terrorist attack in a virtual travel community (TripAdvisor-Paris Forum). A multi-method study demonstrates differences in posts' characteristics and emotional content and posters' profiles after the Paris terrorist attack. Individuals used this space to share negative emotions and express sympathy towards community members.

Time-of-Day Effects on Consumers' Social Media Engagement

Ozum Zor (Rutgers University, USA); Kihyun Hannah Kim (Rutgers University, USA); Ashwani Monga (Rutgers University, USA)

In four studies, including one using data from Twitter, we demonstrate time-of-day effects such that the consumption of vice (relative to virtue) content increases as morning turns to evening. This finding provides insights into how self-control depletion emerges asymmetrically in the domain of information consumption.

With or Without You: When Second Person Pronouns Engage Listeners

Grant M Packard (Wilfrid Laurier University, Canada); Jonah Berger (University of Pennsylvania, USA)

Does referencing “you” (the audience) impact engagement? We propose that how audiences are invoked through second person pronouns shapes their impact. Analysis of thousands of songs finds that “you” use in lyrics shapes song popularity, but that the situated role “you” are asked to play critically moderates this effect.

9.10 The Rise of the Robots in Consumer Research - Special Session, *Obelisk (A)*

Robots that interact directly with consumers are becoming increasingly prevalent in many sectors of the economy. Such robots are already being used in retail stores, restaurants, hotels, hospitals, and are being sold directly to consumers for use in the home (Dass 2017; Gibbs 2016; Nguyen 2016; Simon 2015). Indeed, the market for consumer robots is growing seven times faster than the market for manufacturing robots (Business Insider 2015); it reached \$5.4 billion in sales by the end of 2017 and is expected to reach \$14.9 billion by 2023 (Business Wire 2017). This potentially revolutionary trend raises many fundamental questions for consumer research. How will consumers react to the use of robots in jobs that are normally performed by humans? How should robots be designed and deployed in order to maximize consumers' comfort and trust? How might interacting with robots change downstream consumer behaviors? This special session - the first to our knowledge to focus on consumer robots at ACR - will address these questions and more. In the first paper, Mende et al. demonstrate that interacting with a human versus a robot in a service setting decreases consumers' comfort, which in turn has downstream consequences for how much food consumers choose to eat. Kim and Duhachek then explore how interacting with a human versus a robot affects the process of persuasion. They use construal level theory to explain their findings that robots and humans are more effective at different forms of persuasion. Kim and Schmitt shift the focus of the session to perceptions of a robot's mind. Specifically, they find that the two fundamental trait dimensions of social judgments also apply to robots, and that the perceived competence and warmth have differing effects on consumer attitudes to robots. The final paper in the session moves from comparing humans and robots to exploring how different kinds of robots affect consumers' experiences. Castelo et al. study how the human-likeness of a robot impacts consumer's reactions to such robots, finding that even perfectly human-like robots elicit much more negative reactions than do humans, and introducing a new notion of species-ism. Overall, this session explores a timely and important topic: how the increasingly common use of robots in consumer-facing settings will change consumers' experiences and behaviors. We expect this session to appeal to a broad audience, since the papers cover a broad swathe of theoretical and substantive topics including eating behavior, persuasion, intergroup attitudes, mind perception, and innovation. We hope that this session will also spur others to further study the rise of consumer robots from a consumer research perspective, since the implications of this trend are still largely unknown. None of the papers here included have been presented at ACR before, and they are all at an advanced stage of

completion.

Service Robots Rising: How Humanoid Robots Influence Service Experiences and Consumption

Martin Mende (Florida State University); Maura Scott (Florida State University); Jenny van Doorn (University of Groningen, The Netherlands); Ilana Shanks (Florida State University); Dhruv Grewal (Babson College, USA)

Interactions between consumers and humanoid service robots soon will be part of routine marketplace experiences, yet consequences for consumers and companies are uncertain. We show that humanoid robots put consumers in a state of discomfort (e.g., eeriness), with downstream consequences for their consumption behavior (e.g., eating).

" The Impact of Artificial Agents on Persuasion: A Construal Level Account

Tae Woo Kim (Indiana University, USA); Adam Duhachek (Indiana University, USA)

We show across four studies that, due to lack of its own superordinate goals, artificial agents (e.g., Robots, AI) are perceived, by default, at a lower level construal compared to humans. This construal level perception extends to influence persuasion and were moderated by the extent of perceived machine learning.

" Ecce Machina Humana: Examining Competence and Warmth in Consumer Robots

Seo Young Kim (Columbia University, USA); Bernd Schmitt (Columbia University, USA)

The two fundamental social judgment dimensions-competence and warmth-are as relevant for judging consumer robots as for humans. We find that competence has an increasing positive effect on attitudes toward consumer robots like humans. However, attitude toward consumer robots decreases when warmth is too high, likely due to uncanniness.

Human or Robot? The Uncanny Valley in Consumer Robots

Noah Castelo (Columbia University, USA); Bernd Schmitt (Columbia University, USA); Miklos Sarvary (Columbia University, USA)

Consumer robots are becoming increasingly human-like in their appearance. We study how human-likeness impacts consumers' comfort with robots in business settings. Increasing human-likeness initially decreases comfort, but past a certain threshold this relationship reverses. We discuss the role of human nature and species-ism in perceptions of highly human-like robots.

9.11 Power, Control, and Connection - Competitive Paper Session, *Obelisk (B)*

Examining the influence of power, control, and connection on consumer decision making.

Powerful Buy Time: Why Social Power Leads to Prioritizing Time over Money

Myungjin Chung (University of Texas at Arlington); Ritesh Saini (University of Texas at Arlington)

Results from three studies suggest that powerful people prefer buying time by spending money. However, powerless consumers' stronger social signaling motives moderates this tendency. In high social visibility situations, powerless consumers are more willing to spend money to buy time.

Why Do People Who Have More Enjoy Horror More?

Haiyang Yang (Johns Hopkins University); Kuangjie Zhang (Nanyang Technological University, Singapore)

Do people who have more enjoy horror more? When are people more likely to consume horror? Four studies involving different horror consumption contexts show that resource availability mindset impacts consumers' preference for horror consumption and that increased (decreased) sense of control induced by perceived resource abundance (scarcity) underlies this effect.

When products become autonomous: Drawbacks of a perceived lack of control and how to resolve it

Moritz Joerling (RWTH Aachen University); Robert Böhm (RWTH Aachen University); Stefanie Paluch (RWTH Aachen University)

Consumers feel less responsible for positive outcomes of autonomous products because of reduced product control. For negative outcomes, they feel responsible irrespective of control. High responsibility for negative outcomes is due to perceived ownership over the product. Responsibility for positive outcomes increases when consumers can interrupt product autonomy.

To Touch or Not to Touch?: How Touch Influences Decision Confidence

Sang Kyu Park (University of Florida, USA); Yang Yang (University of Florida, USA)

People often naïvely wish to touch a product before purchase. We propose that people overgeneralize the effectiveness of touch, and mispredict that touching would enhance decision confidence even when touching should provide no useful information. Contrary to this belief, we show that touching actually reduces decision confidence in such situations.

9.12 Advertising and Persuasion - Competitive Paper Session, *Peridot*

Spreading of Alternatives Without a Perception of Choice

Kurt P. Munz (New York University, USA); Vicki G. Morwitz (New York University, USA)

Choosing an option leads to more favorable attitudes toward that option compared to before choice. Three studies demonstrate that this “post choice spreading of alternatives” may not require choice at all. Spreading depends on accepting an outcome, rather than on the behavior of choosing or self-perception of having chosen.

Pangs from Persuasion: When Recommendations Undermine Consumers' Social Worth

Suzanne Galia Rath (Queens University, Canada); Laurence Ashworth (Queens University, Canada); Nicole Robitaille (Queens University, Canada)

Prior work on persuasion knowledge often explains consumers' perceptions of salespeople with inferences of motives to sell. We however suggest that consumers infer more than just agents' selling motives. Specifically, persuasion attempts violate an important norm of interpersonal conduct and convey a lack of respect and value.

“Million Dollar Smile?” How Smile Intensity, Relationship Norm and Consumer Self-Construal Influence Ad Effectiveness

Hsiao-Ching Lee (National Kaohsiung University of Science and Technology); Chun-Tuan Chang (National Sun Yat-sen University); Yu-kang Lee (National Sun Yat-sen University); Hui-Wen Chang (National Sun Yat-sen University); Guei-hua Flora Huang (National Sun Yat-sen University)

The purpose of this research is to examine how a model's smile intensity, consumers' relationship norm and self-construal influence attitude toward the brand and purchase intentions. Two 2x2x2 between-subject experiments are conducted. Processing fluency is considered as a mediator. A three-way interaction effects and moderated mediation effect are found.

Approach and Loss Aversion: Consumer Responses to Approaching and Receding Stimuli in Advertising

Lana Mulier (Ghent University, Belgium); Iris Vermeir (Ghent University, Belgium); Hendrik Slabbinck (Ghent University, Belgium)

We investigate how consumers react to approaching and receding stimuli, both for neutral objects, and for advertisements on second-hand products. Building on the approach and loss aversion biases, we demonstrate that consumers show more negative (positive) emotions and attitudes on advertising effectiveness toward approaching (receding) stimuli in dynamically moving advertisements.

9.13 Using Multi-Methods in Behavioral Pricing Research - Research Methods Forum,

Rosetta

Behavioral pricing has been shaped by and is helping to shape the nascent trend towards cross-disciplinary, multi-method research in consumer behavior. The proposed roundtable aims to bring together a group of scholars in the area of behavioral pricing within and outside of marketing, to discuss the unique opportunities and challenges researchers in this area face with the multi-method approach. The roundtable, together with the January 2021 JACR special issue and a mini-conference (to be sponsored by the University of Kentucky), aims at spurring additional interest and enthusiasm in research using multi-methods among consumer researchers interested in behavioral pricing and beyond.

Using multi-methods in behavioral pricing research

Haipeng Chen (University of Kentucky, USA); David Hardesty (University of Kentucky, USA); Akshay Rao (University of Minnesota, USA); Lisa Bolton (Pennsylvania State University, USA)

Behavioral pricing has been shaped by and is helping to shape the nascent trend towards cross-disciplinary, multi-method research in consumer behavior. The proposed roundtable aims to bring together a group of scholars in the area of behavioral pricing within and outside of marketing, to discuss the unique opportunities and challenges researchers in this area face with the multi-method approach. The roundtable, together with the January 2021 JACR special issue and a mini-conference (to be sponsored by the University of Kentucky), aims at spurring additional interest and enthusiasm in research using multi-methods among consumer researchers interested in behavioral pricing and beyond.

9.14 How Beliefs About the Self Influence Consumption and Vice-Versa. - Competitive

Paper Session, *Steuben*

Consumers' Implicit Mindsets and Responses to Cause-related Marketing Campaigns

Meng-Hua Hsieh (Kent State University, USA); Ozge Yucel-Aybat (Pennsylvania State University Harrisburg)

This research shows that consumers' implicit mindsets, whether they believe that characteristics can change (growth mindsets) or not (fixed mindsets), influence their responses to cause-related marketing. We also demonstrate that benefits offered (for the consumer or for those in need) and firm-cause fit (higher or lower) moderate the effects.

Corporate Social Responsibility and Dishonest Consumer Behavior

In-Hye Kang (University of Maryland, USA); Amna Kirmani (University of Maryland, USA)

We examine a novel way with which individuals respond to an organization's polarizing CSR: dishonest behavior toward the organization. When the CSR cause is congruent [incongruent] with the self-concept, CSR (vs. no-CSR) decreases [increases] dishonest behavior by increasing [decreasing] anticipatory self-threat. The effect of incongruent (vs. congruent) CSR is larger.

The Impostor Syndrome from Luxury Consumption

Dafna Goor (Harvard Business School, USA); Nailya Ordabayeva (Boston College, USA); Anat Keinan (Harvard Business School, USA); Sandrine Crener (Harvard

Business School, USA)

While luxury consumption can yield benefits for consumers, it can also make consumers feel inauthentic, producing the paradox of luxury consumption. This phenomenon is explained by the perceived gap between consumers' true and projected selves, predicted by consumers' psychological entitlement, and moderated by detectability and malleability of the gap.

The Self-Bolstering Effects of Repeated Affirmations over Time

Alejandra Rodriguez (Oklahoma State University, USA); Ted Matherly (Oklahoma State University, USA)

We investigate how variety in the use of self-affirmations increases their effectiveness in addressing threats compared to repetition. Two longitudinal studies demonstrate that using a variety of affirmations is more effective, except in short time frames, where the reinforcing effect of repeated consumption attenuates this difference.

9.15 Trust, Technology, and Relationships - Data Blitz, Wyeth

Session Chair: Rod Duclos, Western University, Canada

Data Blitz

Thank You = Trust Me: When Gratitude Expressions Help Promote New Products

Maria Ng (University of Houston, USA); Dejun Tony Kong (University of Houston, USA); Vanessa Patrick (University of Houston, USA)

Drawing upon risk and trust theories, we find in four experiments that, in one-off (transactional) new product promotion interactions, a salesperson's gratitude (vs. neutral) expression could elicit consumers' felt appreciation and then influence their product evaluation via enhanced trust and reduced psychological risk. These positive reactions drive consumers' purchase intentions.

When Humans Consume Humanlike Animals: Anthropomorphism, Power, and Cruelty-free Consumption

Ji Myoung Danny Kim (University at Buffalo); Sunyee Yoon (University at Buffalo)

The interaction of anthropomorphism of animals and consumers' sense of power explains preference and attitude towards cruelty-free products. The research suggests low-power individuals engage in prosocial behavior selectively, depending on perceived similarity with the beneficiary.

Stating the Obvious: How “Ugly” Labels Can Increase the Desirability of Odd-Shaped Produce

Siddhanth Mookerjee (University of British Columbia, Canada); Yann Cornil (University of British Columbia, Canada); Joey Hoegg (University of British Columbia, Canada)

Food producers and retailers throw away large amounts of food that fail to meet beauty standards. Our research demonstrates that using the words “ugly” as part of an advertising message increases the desirability of odd-shaped produce that would otherwise go to waste. Perceived brand credibility mediates this effect.

Memory-Based Models of Predicting Inferences about Brand Quality

Yvetta Simonyan (University of Bath, UK); Dan Goldstein (Microsoft Research)

How are consumers' inferences about product quality related to information in memory? By modelling inferences, as well as confidence in inferences, via belief distributions, this paper aims at explaining some unsolved phenomena regarding the relationship between quality perceptions, on one side, and recognition and other memory information, on the other.

Always Trust in Your Friends? Cross-cultural Effects of Review Source and

Incentives on Trustworthiness

Dionysius Ang (Leeds University Business School)

Will culture affect how consumers perceive incentivized reviews from friends? Amongst Taiwanese participants, incentivized reviews were deemed as breach of trust. Thus, incentivized reviews from friends were deemed less trustworthy than incentivized reviews from strangers. Amongst Americans, reviews from friends were more trustworthy than reviews from strangers regardless of incentive.

Understanding the Role of Gifts in Managing Marriage and Family Relations: The Case of the Male Phoenix in China

Jia Cong (Lancaster University, UK); Xin Zhao (Lancaster University, UK); Chihling Liu (Lancaster University, UK)

This paper seeks to understand the role of gifts in managing an inter-class marriage from the perspective of the-male-phoenix in contemporary China. Through fieldwork, our initial findings show that gift plays a significant role for male-rural-migrants to manage class disparity and maintain harmonious relationships with urban families they marry into.

Consuming Time-Space Imaginations: Bakhtin's Chronotope on Robots and Artificial Intelligence

Marat Bakpayev (University of Minnesota Duluth, USA); Alima Yesmukanova (KIMEP University)

We examine developing discourse on two controversial phenomena - robots and Artificial Intelligence. Drawing from literary theory, we focus on the representation of time-space in news articles. We contextualize Bakhtin's theory of chronotope, identifying how temporality and spatiality presented by technology narratives.

'Family Tech-Support': Consequences for Family Assemblages and Non-Purchase Decision Technology Adoption

Pao Franco (University of Melbourne, Australia)

Consumer technology adoption research frames tech products entering into consumers' lives as purchase decisions (e.g., computers, wearables). What about situations that are not purchase decisions? This research explores technology adoption in non-decision situations (e.g., shared-at-home, gifts), through a qualitative investigation of families and 'family tech-support' – utilizing an assemblage approach.

Digital Storytelling and Post-Trust Online Sperm Marketing

Jennifer Takhar (Institut Supérieur de Gestion, Paris, France.); Laetitia Mimoun (HEC Paris, France)

This paper examines extended sperm donor profiles and blogs from two international sperm bank websites and reveals the post-trust, digital storytelling strategies they use to convince prospective buyers. We also identify three dimensions of post-trust digital marketing: overdetermined authenticity, consumer fantasy and loss of distinction.

Safety or Luxury: The Effect of Competitiveness on Consumer Preference in Social Crowding

Lijun Zhang (Nanyang Technological University, Singapore); Yee Ling, Elaine Chan (Nanyang Technological University, Singapore)

Prior research suggests that people prefer safety products in crowded environments. This research contributes to the literature by examining the moderating effect of competitiveness. While people low in competitiveness prefer safety products, people high in competitiveness prefer status consumption over safety consumption in crowded environments.

Saturday Night Gala at the Perot Museum of Nature and Science
7:30 to 11:00 pm Perot Museum