

## **Contents**

## **Articles**

Happiness Begets Money: Emotion and Engagement in Live Streaming Yan Lin, Dai Yao, and Xingyu Chen	417
Navigating Shared Consumption Experiences: Clarity About a Partner's Interests Increases Enjoyment Yuechen Wu, Rebecca W. Hamilton, Nicole You Jeung Kim, and Rebecca K. Ratner	439
Marketers Project Their Personal Preferences onto Consumers: Overcoming the Threat of Egocentric Decision Making Walter Herzog, Johannes D. Hattula, and Darren W. Dahl	456
How Do Bonus Payments Affect the Demand for Auto Loans and Their Delinquency? Zhenling Jiang, Dennis J. Zhang, and Tat Chan	476
Psychological Ownership of (Borrowed) Money Eesha Sharma, Stephanie Tully, and Cynthia Cryder	497
Organizational Herding in Advertising Spending Disclosures: Evidence and Mechanisms Huanhuan Shi, Rajdeep Grewal, and Hari Sridhar	515
Incentives Increase Relative Positivity of Review Content and Enjoyment of Review Writing Kaitlin Woolley and Marissa A. Sharif	539
Political Identity and Preference for Supplemental Educational Programs  Jihye Jung and Vikas Mittal	559
How Life-Role Transitions Shape Consumer Responses to Brand Extensions Lei Su, Alokparna (Sonia) Basu Monga, and Yuwei Jiang	579
Do Animated Line Graphs Increase Risk Inferences?	595