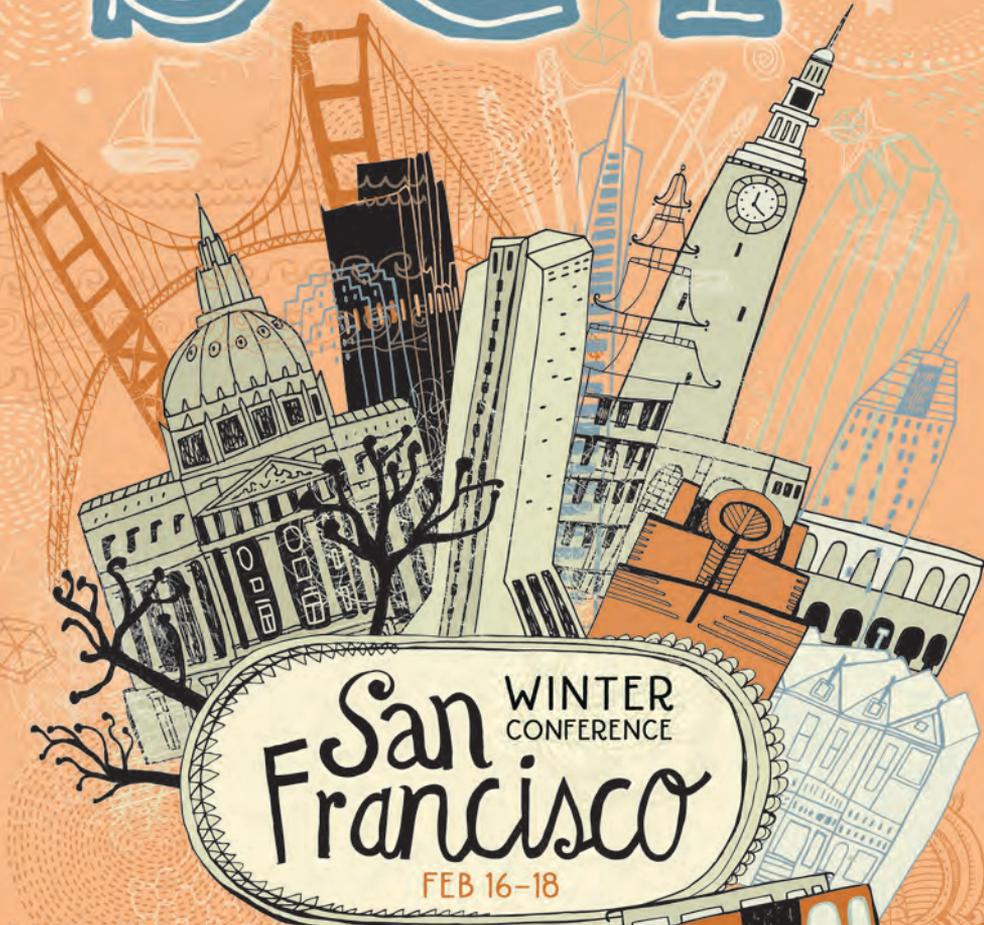


The Palace Hotel, San Francisco, California

SCP

2017



San Francisco
WINTER CONFERENCE
FEB 16-18

SOCIETY FOR
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Kate White, University of British Columbia
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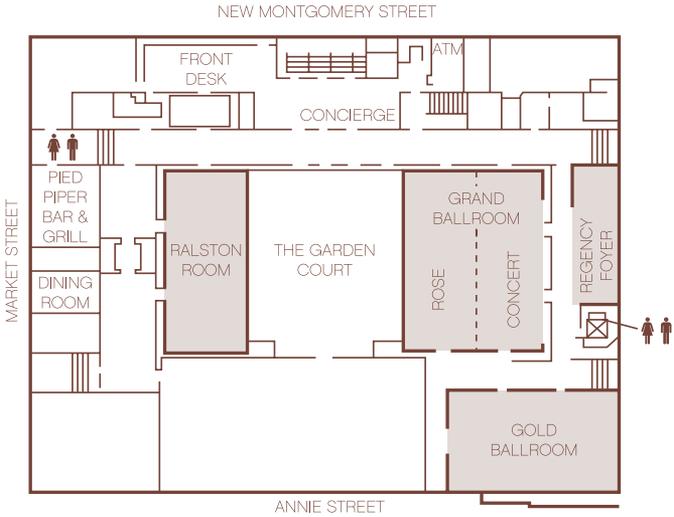
DOCTORAL CONSORTIUM CO-CHAIRS:

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Cassie Mogilner, University of California, Los Angeles

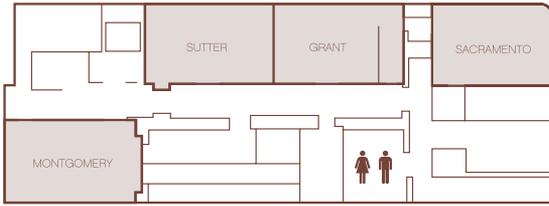


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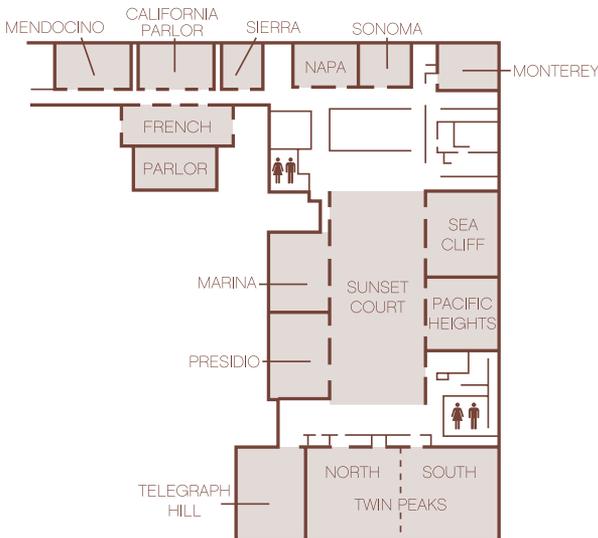
LOBBY LEVEL



MEZZANINE



SECOND LEVEL



SCP 2017

San Francisco, CA

Welcome to SCP 2017 in San Francisco!

We are thrilled to have everyone here in San Francisco to participate in SCP's Annual Winter Conference. This promises to be an exciting and intellectually stimulating conference given the high number of quality submissions, which led us to be very selective in choosing presenters this year. We have the pleasure of the Presidential Address by Jennifer Argo during the Friday lunch and we are trying something different with our Plenary Address this year. We will be delivering you a Trifecta of amazing speakers as our Keynote Session: Dan Ariely, Darren Dahl, and Barbara Kahn. Don't miss it!

We would like to extend our sincere thanks the program committee members, and the many reviewers, authors, presenters, discussants and volunteers who have helped ensure a phenomenal conference. We are deeply grateful to SCP president Jennifer Argo for always keeping her cool and to Larry Compeau for his helpfulness and patience throughout this process. We would also like to thank our fantastic co-chairs of the Doctoral Consortium, Kelly Goldsmith and Cassie Mogilner. The doctoral consortium is supported by generous contributions from Jane and David Schumann, the Kellogg School of Management (Northwestern University), and the Anderson School of Management (University of California, Los Angeles).

We also are immensely indebted to Paul Belcastro, Aleksey Cherfas, Jenny Escalas, Sean Rhea, and Patty Salo Downs for their tireless behind-the-scenes efforts in supporting this year's conference. Finally, we would like to thank our other sponsors: The Rady School of Management at University of California, San Diego, The Sauder School of Business at the University of British Columbia, and Qualtrics,

We are grateful to have such wonderful contributions from so many people for the benefit of the society. We hope you enjoy SCP 2017!

Kate White



Sauder School of Business
University of British Columbia

On Amir



Rady School of Management
University of California, San Diego

Program Overview

Thursday, 16 February 2017

- 8:00 am - 6:00 pm DOCTORAL CONSORTIUM (**Ralston Room**)
- 2:00 pm - 8:00 pm SCP REGISTRATION (**Regency Foyer**)
- 3:00 pm - 5:30 pm SCP EXECUTIVE COMMITTEE MEETING
(**California Parlor**)
- 6:00 pm - 8:00 pm OPENING RECEPTION (**Gold Ballroom**)

Friday, 17 February 2017

- 7:00 am - 8:00 pm SCP REGISTRATION (**Sunset Court**)
- 7:30 am - 8:15 am CONTINENTAL BREAKFAST (**Sunset Court**)
- 8:15 am - 9:30 am SESSION 1
- 9:30 am - 9:45 am BREAK (**Sunset Court**)
- 9:45 am - 11:00 am SESSION 2
- 11:00 am - 11:15 am BREAK (**Sunset Court**)
- 11:15 am - 12:30 pm SESSION 3
- 12:30 pm - 2:00 pm LUNCHEON AND PRESIDENTIAL ADDRESS
(**Grand Ballroom**)
- 2:15 pm - 3:30 pm SESSION 4
- 3:30 pm - 3:45 pm BREAK (**Sunset Court**)
- 3:45 pm - 5:00 pm SESSION 5
- 4:00 pm - 4:50 pm JCP AE RESEARCH AND REPORT (**Napa**)
- 5:00 pm - 6:30 pm JCR ERB MEETING (**Twin Peaks**)
- 5:00 pm - 6:30 pm WORKING PAPER SESSION
- 6:30 pm - 8:00 pm RECEPTION (**Gold Ballroom**)

Saturday, 18 February 2017

- 7:30 am - 3:45 pm REGISTRATION (**Sunset Court**)
- 7:30 am - 8:15 am BREAKFAST (**Sunset Court**)
- 8:15 am - 9:30 am SESSION 6
- 9:30 am - 9:45 am BREAK (**Sunset Court**)
- 9:45 am - 11:00 am SESSION 7
- 11:00 am - 11:15 am BREAK (**Sunset Court**)
- 11:15 am - 12:15 pm PLENARY (Dan Ariely, Darren Dahl, and Barbara Kahn) (**Gold Ballroom**)
- 12:30 pm - 2:00 pm AWARDS AND BUSINESS LUNCHEON
(**Grand Ballroom**)
- 2:15 pm - 3:30 pm SESSION 8
- 3:30 pm - 3:45 pm BREAK (**Sunset Court**)
- 3:45 pm - 5:00 pm SESSION 9: SPOTLIGHT SESSIONS
- 5:00 pm - 6:00 pm SCP ADVISORY PANEL (**French Parlor**)

7:00 p.m. - Midnight CLOSING EVENT at VERSO
(1525 Mission St, San Francisco, CA 94103,
(415) 300-2995, versosf.com Bus Transportation
provided to and from VERSO. Board busses on
the Jessie Street side of the Palace Hotel starting
at 6:45 p.m.)

Thanks to our Sponsors



Thursday, 16 February 2017

DOCTORAL CONSORTIUM

8:00 am - 6:00 pm

All Meeting Rooms on the Second Level

SCP REGISTRATION

2:00 pm - 8:00 pm

Regency Foyer

SCP EXECUTIVE COMMITTEE MEETING

3:00 pm - 5:30 pm

California Parlor

OPENING RECEPTION

6:00 pm - 8:00 pm

Gold Ballroom

Friday, 17 February 2017

SCP REGISTRATION

7:00 am - 8:00 pm

Sunset Court

CONTINENTAL BREAKFAST

7:30 am - 8:15 am

Sunset Court

SESSION 1

8:15 am - 9:30 am

- 1.1 *Symposium: Human Motivation Under Resource Scarcity: How a Resource Scarcity Mindset Activates Attainment Of Personal Needs From Physiological to Self-Actualization.* (Sea Cliff)
- 1.2 *Symposium: Consumer Decision-Making in the Context of Close Relationships: Effects of Relationship Dynamics on Individual Consumer Decisions* (Pacific Heights)
- 1.3 *Symposium: Self-Control in Consumption: Novel Antecedents and Consequences* (Marina)
- 1.4 *Individual Papers: Emotional Influences on Consumer Preferences* (Presidio)
- 1.5 *Individual Papers: Social Aspects of Consumer Behavior* (Telegraph Hill)

BREAK

9:30 am - 9:45 am

Sunset Court

SESSION 2

9:45 am - 11:00 am

- 2.1 *Symposium: I Did Not See That One Coming: When and Why the Drivers of Predicted Vs. Experienced Utility Diverge (Sea Cliff)***
- 2.2 *Symposium: Advances in Affect-Based Processing in Consumers' Judgment and Decision-Making: Antecedents, Moderators, and Consequences (Pacific Heights)***
- 2.3 *Symposium: Consumers Behaving Badly (Marina)***
- 2.4 *Individual Papers: The Self and Consumer Behavior (Presidio)***
- 2.5 *Individual Papers: Influences on Product Evaluations (Telegraph Hill)***

BREAK

11:00 am - 11:15 am

Sunset Court

SESSION 3

11:15 am – 12.30 pm

- 3.1 *Symposium: When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior (Sea Cliff)***
- 3.2 *Symposium: Unveiling the Social Dynamics of Word of Mouth (Pacific Heights)***
- 3.3 *Symposium: Frontiers of Consumer Healthcare Decisions (Marina)***
- 3.4 *Symposium: New Perspectives on Social Motivation and Word-of-Mouth (Presidio)***
- 3.5 *Individual Papers: Risk and Uncertainty (Telegraph Hill)***

LUNCHEON AND PRESIDENTIAL ADDRESS

12:30 pm - 2:00 pm

Grand Ballroom

SESSION 4

2:15 pm - 3:30 pm

- 4.1 *Symposium:* Framing Effects Throughout the Course of the Consumer Decision-Making Process (Sea Cliff)**
- 4.2 *Symposium:* Conversation on Translating Consumer Research into Policy: Developments, Opportunities, and Challenges (Pacific Heights)**
- 4.3 *Symposium:* The Role of Attention in Goal Pursuit (Marina)**
- 4.4 *Individual Papers:* Influences on Consumer Attitudes and Beliefs (Presidio)**
- 4.5 *Individual Papers:* Financial Influences and Outcomes (Telegraph Hill)**

BREAK

3:30 pm - 3:45 pm

Sunset Court

SESSION 5

3:45 pm - 5:00 pm

- 5.1 *Symposium:* The Giver's Perspective on Gift Giving (Sea Cliff)**
- 5.2 *Symposium:* Technology-Driven Consumption (Pacific Heights)**
- 5.3 *Symposium:* Pushing the boundary of creativity: Contexts and strategies for enhancing creative cognition (Marina)**
- 5.4 *Individual Papers:* Estimation and Prediction (Presidio)**
- 5.5 *Individual Papers:* Determinants of Prosocial Consumer Behaviors (Telegraph Hill)**

JCP AE RESEARCH AND REPORT

4:00 pm - 4:50 pm

Napa

JCR ERB MEETING

5:00 pm - 6:30 pm

Twin Peaks

WORKING PAPER SESSION

5:00 pm - 6:30 pm

Working Paper Session I: Branding, Advertising, and Aesthetics (Sea Cliff)

Working Paper Session II: Prosocial Intentions: For the Benefit of Others (Pacific Heights)

Working Paper Session III: Judgment, Preference, and Choice (Marina)

Working Paper Session IV: The Social Self: Self-Other Discrepancies and Social Interactions (Presidio)

Working Paper Session V: Guiding the self: health, self-control, and goals (Telegraph Hill)

Working Paper Session VI: Emotion & Experience (California Parlor)

RECEPTION

6:30 pm - 8:00 pm

Gold Ballroom

Saturday, 18 February 2017

REGISTRATION

7:30 am - 3:45 pm

Sunset Court

BREAKFAST

7:30 am - 8:15 am

Sunset Court

SESSION 6

8:15 am - 9:30 am

- 6.1 *Symposium*: The Social Nature of Consumption: Fostering Consumer-Brand Relationships (Sea Cliff)
- 6.2 *Symposium*: Personal Money (Mis)Management (Pacific Heights)
- 6.3 *Symposium*: Customized Nudges: Choice Architecture for a Heterogeneous World (Marina)
- 6.4 *Individual Papers*: Paradoxical Outcomes in Consumer Behavior (Presidio)
- 6.5 *Individual Papers*: Influences on Eating Perceptions and Behaviors (Telegraph Hill)

BREAK

9:30 am - 9:45 am

Sunset Court

SESSION 7

9:45 am - 11:00 am

- 7.1 *Symposium*: Looking Good, The Aftermath: How Encountering and Acquiring Physically Attractive Products Influences Behavior (Sea Cliff)**
- 7.2 *Symposium*: 360 Degrees of Variety: The Dynamic Relationship of Variety Preferences & Perceptions (Pacific Heights)**
- 7.3 *Symposium*: What Can Brains and Bodies Tell Us That Consumers Won't?: Neurophysiological Processes Underlying Consumer Judgment and Choice (Marina)**
- 7.4 *Individual Papers*: How Consumers Interpret and Spend The Resources of Time and Money (Presidio)**
- 7.5 *Individual Papers*: Healthy and Unhealthy Inferences and Behaviors (Telegraph Hill)**

BREAK

11:00 am - 11:15 am

Sunset Court

PLENARY (Dan Ariely, Darren Dahl, and Barbara Kahn)

11:15 am - 12:15 pm

Gold Ballroom

AWARDS AND BUSINESS LUNCHEON

12:30 pm - 2:00 pm

Grand Ballroom

SESSION 8

2:15 pm - 3:30 pm

- 8.1 *Symposium: Understanding and Curbing Judgments of Low-Income Consumers' Consumption Decisions (Sea Cliff)*
- 8.2 *Symposium: The Social Nature of Emotions (Pacific Heights)*
- 8.3 *Symposium: Self-Presentation in Online and Offline Word of Mouth (Marina)*
- 8.4 *Individual Papers: Consumer Reasoning and Inference (Presidio)*
- 8.5 *Individual Papers: The Distinct Outcomes of Discrete Consumer Emotions (Telegraph Hill)*

BREAK

3:30 pm - 3:45 pm

Sunset Court

SESSION 9: SPOTLIGHT SESSIONS

3:45 pm - 5:00 pm

The goal of the Spotlight Sessions is to showcase different viewpoints from experts in specific research domains that are of great interest to the Society for Consumer Psychology membership. Speakers will discuss recent findings and insights from their work and will facilitate a discussion with the audience about potential future research directions and special considerations within the domain of study. Come and find out what cutting edge researchers in these areas are up to!

- 9.1 *Spotlight Session: The Economic Consumer (Sea Cliff)*
- 9.2 *Spotlight Session: The Emotional Consumer (Pacific Heights)*
- 9.3 *Spotlight Session: The Motivated Consumer (Marina)*
- 9.4 *Spotlight Session: The Prosocial Consumer (Presidio)*
- 9.5 *Spotlight Session: The Social Consumer (Telegraph Hill)*
- 9.6 *Spotlight Session: 25 Years of JCP: A Panel Discussion of the Past, the Present, and the Future (California Parlor)*

SCP ADVISORY PANEL

5:00 pm - 6:00 pm

Napa

CLOSING EVENT at VERSO

7:00 p.m. - Midnight

1525 Mission St, San Francisco, CA 94103, (415) 300-2995, versosf.com

**Bus Transportation provided to and from VERSO. Board busses on the
Jessie Street side of the Palace Hotel starting at 6:45 p.m.**



Thursday, 16 February 2017

DOCTORAL CONSORTIUM

8:00 am - 6:00 pm

Ralston Room

SCP REGISTRATION

2:00 pm - 8:00 pm

Regency Foyer

SCP EXECUTIVE COMMITTEE MEETING

3:00 pm - 5:30 pm

California Parlor

OPENING RECEPTION

6:00 pm - 8:00 pm

Concert Ballroom



Friday, 17 February 2017

SCP REGISTRATION

7:00 am - 8:00 pm

Sunset Court

CONTINENTAL BREAKFAST

7:30 am - 8:15 am

Sunset Court

SESSION 1

8:15 am - 9:30 am

SESSION 1
Friday, 17 February 2017

8:15 am - 9:30 am

1.1 Symposium: Human Motivation Under Resource Scarcity: How a Resource Scarcity Mindset Activates Attainment of Personal Needs From Physiological to Self-Actualization.

Room: Sea Cliff

Chair: Danit Ein-Gar, Tel Aviv University, Israel

Scarce Foods are Perceived as Having More Calories

Anthony Salerno, University of Cincinnati, USA*

Julio Sevilla, University of Georgia, USA

This research investigates how the perceived availability of a food influences people's calorie estimates. Four studies found that framing a food as scarce in availability led people to estimate the food to contain more calories. This effect was mediated by resource deprivation: exposure to scarce foods put people into a resource-deprived state which motivated them towards higher resource valuation and acquisition. Thus, the observed higher calorie estimates stemmed from wanting more resources. The findings underscore the importance of understanding how scarcity motivates people's perceptions of value across different domains (e.g. caloric value) and the psychological mechanisms that drive them.

The Effectiveness of Reciprocity Appeals in Economic Booms and Busts

Andrew White, Arizona State University, USA

Andrea Morales, Arizona State University, USA*

Freeman Wu, Arizona State University, USA

Doug Kenrick, Arizona State University, USA

Reciprocity is one of the most potent weapons of social influence. Yet, little is known about when and in what contexts reciprocity appeals are more or less effective. We propose that consumers under a resource scarcity mindset may feel more compelled to reciprocate favors. In a series of lab and field experiments, we test this hypothesis and demonstrate: (1) chronic concerns

about resource scarcity (low socioeconomic status) predict increased reciprocity, (2) experimentally activating a resource scarcity mindset enhances the effectiveness of reciprocity appeals, (3) this effect is moderated by persuasive intent, and (4) this relationship is mediated by increased gratitude.

Exerting Effort for Reward under Scarcity

Linying (Sophie) Fan, Hong Kong Polytechnic University*

Meng Zhu, Johns Hopkins University, USA

Yuwei Jiang, Hong Kong Polytechnic University

This research examines how a general sense of resource scarcity versus resource abundance affects consumers' effort exertion during the pursuit of rewards. Four experiments show that scarcity induces an achievement orientation and consequently increases consumers' effort tolerance during reward-seeking. Consistent with the achievement-based account, we find that the positive effect of scarcity on effort tolerance is attenuated when consumers do not hold the belief that greater effort leads to greater achievement and when consumers' sense of achievement is restored through self-affirmation.

When Thoughts of “Having Less” Promote the Desire to Become One’s Best: Reminders of Resource Scarcity Increase the Desire for Self-Improvement

Kelly Goldsmith, Northwestern University, USA*

Ali Tezer, Concordia University, USA

Caroline Roux, Concordia University, USA

Prior research has shown that resource scarcity promotes the desire to advance one's own welfare. We draw from this work to offer the novel proposition that, as a consequence, considerations of resource scarcity will increase consumers' interest in and willingness to pay for products that offer self-improvement related benefits. Thus, these findings demonstrate that reminders of resource scarcity can positively impact individual consumer welfare, through an increase in the desire for self-improvement. In addition, we provide one means to reconcile why considerations of “having less” may alternately increase versus decrease consumer spending.

1.2 Symposium: Consumer Decision-Making in the Context of Close Relationships: Effects of Relationship Dynamics on Individual Consumer Decisions

Room: Pacific Heights

Chair: Hristina Nikolova, Boston College, USA

Gergana Nenkov, Boston College

On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making

Adrian F. Ward, University of Texas at Austin, USA*

John G. Lynch Jr., University of Colorado, Boulder, USA

The average consumer possesses low levels of financial literacy, and educational interventions intended to increase this dimension of consumer expertise are overwhelmingly ineffective. In contrast to prior work focusing on demographic predictors, we propose that many individual-level deficits in financial literacy and decision-making result from the unequal distribution of financial responsibility within dyadic “transactive memory systems.” We show that initial distributions of financial responsibility within relationships are Advances in Affect-Based Processing in Consover time, as well as differences in financial decision quality and information search.

We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits

Hristina Nikolova, Boston College, USA*

Gergana Nenkov, Boston College, USA

This research examines the licensing effect in joint goal pursuits. We explore how (un)successful progress towards a joint goal pursued by individuals in a close relationship (e.g., spouses saving for retirement) affects subsequent individual goal-relevant decisions. We show that spouses with more (vs. less)

relationship power are more likely to indulge after joint goal success because they make internal attributions for the joint success and experience a greater self-concept boost, which licenses them to indulge. Thus, in joint goal pursuits the licensing effect occurs only for partners who have “the upper hand” in their relationships.

Oppositional Brand Choices

Danielle J. Brick, University of New Hampshire, USA*

Gavan J. Fitzsimons, Duke University, USA

We suggest a novel way in which individuals respond to frustration with their partner is through brand choice. Specifically, we introduce oppositional brand choice, which we define as occurring when an individual chooses a brand that is in opposition to the one they believe their partner prefers. Across several studies, we find that people who are feeling frustrated with their partner are more likely to make oppositional brand choices and that it can be an effective strategy for reducing frustration. Importantly, we find that this effect is specific to individuals who are, or who are feeling, low in relationship power.

Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others: When and Why Consumers Display High Self-Control to Others

Stephanie C. Lin, Stanford University, USA

Peggy J. Liu, University of Pittsburgh, USA*

Much prior research demonstrates that one person’s goals and goal-related behaviors can influence another’s. Yet little is known about what factors affect whether people choose to make their goals and behaviors observable to others in the first place. We identify two competing other-focused motives that affect whether people display their high self-control behavior to low self-control (vs. high self-control) others: the desire to motivate others and the desire to protect others’ feelings. Seven studies show that these two opposing motivations exist and identify factors that strengthen each motive.

1.3 Symposium: Self-Control in Consumption: Novel Antecedents and Consequences

Room: Marina

Chair: Joachim Vosgerau, Bocconi, Italy

Effect of Anger and Anxiety on Choice in Self-Control Dilemmas

Shruti Koley, Texas A&M University, USA*

Caleb Warren, University of Arizona, USA

Suresh Ramanathan, Texas A&M University, USA

Contrary to the claim in prior literature that negative emotions cause self-control impairment, we suggest that the effect of emotions on self-control is more complex as it depends jointly on the goals activated by the emotion and the benefits provided by self-control. Specifically, self-control impairment can be minimized by emphasizing self-control benefits that are consistent with the activated goal. Anger--due to its activation of a dominance-goals--increases self-control when self-control moves individuals towards dominance but not toward security. Conversely, anxiety--due to its activation of security-goals--increases self-control when self-control moves individuals towards security but not towards dominance.

Bringing Ulysses to Scale: A Tale of Persistence, Spillovers and Customer Loyalty

Daniel Mochon, Tulane University, USA

Janet Schwartz, Tulane University, USA*

Dan Ariely, Duke University, USA

Incorporating behavioral insights about self-control into actionable policy is challenging. We examine the process by which households responded to a penalty-based self-control intervention that targeted increasing the nutritional quality of their groceries for 6-months. We found that people responded to the penalty by decreasing their vice purchases over time. This effect persisted for 6 months post-penalty and offers some reassurance that successful behavioral

interventions can be cost-effectively brought to scale. Indeed, our results show that such interventions help establish healthier habits without negative spillovers, such as giving in to vices in other domains, or backlash from customers who were penalized.

Waste Aversion for Virtue versus Vice

Jeehye Christine Kim, Hong Kong University of Science and
Technology*

Jongmin Kim, Singapore Management University, Singapore

Why and when do consumers waste? We propose that consumers waste when consuming makes one feel as guilty as when they are wasting. As a consequence, consumers show waste aversion for goods associated with low consumption guilt (i.e., virtue), but not for goods associated with high consumption guilt (i.e., vice). Across three studies, we test our main hypothesis in the context of food waste, and provide support for the underlying process related to guilt.

Pleasure, Guilt and Regret in Consumption: Revisiting the Vice-Virtue Categorization in Theories of Self-Control

Joachim Vosgerau, Bocconi University, Italy*

Irene Scopelliti, City University of London, UK

Young Eun Huh, Hong Kong University of Science and Technology

The popular characterization of self-control conflicts as a choice between hedonic vices and utilitarian virtues leads to the unrealistic prediction that hedonic consumption is always accompanied by feelings of guilt and regret. So, according to current theories of self-control, the self-disciplined consumer lives a healthy life devoid of enjoyment. Obviously this is not true. We argue that the paradox can be resolved by recognizing that excess consumption--rather than hedonics--is the defining characteristic of vices. This simple consideration bears fundamental implications for theories of self-control, empirical tests of self-control, licensing effects, and interventions aimed at helping consumers exert self-control.

1.4 Individual Papers: Emotional Influences on Consumer Preferences

Room: Presidio

Chair: Claire Tsai, University of Toronto

Affective Debiasing: The Role of Emotion versus Cognition in Attribute Framing Effects

Morgan Poor, University of San Diego, USA*

Mathew S. Isaac, Seattle University

One of the most pervasive findings in attribute framing research is the valence consistent shift wherein positively valenced frames (e.g., 95% natural ingredients) lead to more favorable evaluations than logically equivalent but negatively valenced frames (e.g., 5% artificial ingredients). Despite the robustness of this finding, researchers have expressed or implied opposing viewpoints as to whether it stems from a primarily affective or cognitive process. We propose and show that the valence consistent shift is primarily a cognitive bias, and that consumers' susceptibility to valenced frames therefore depends on the emphasis placed on cognition (relative to affect) during a consumption experience.

Not My Type: Why Affective Decision-Makers are Reluctant to Make Financial Decisions

Jane Jeongin Park, University of Florida, USA*

Aner Sela, University of Florida, USA

Why are people often uncomfortable dealing with financial decisions? We examine a novel explanation for such suboptimal behaviors, one that has to do with a perceived gap between affective and analytical decision-making styles. People perceive financial decisions – more so than decisions in many other complex and important domains – as compatible with a cold, analytical mode of thinking and as incompatible with feelings and emotions. Consequently, the

more people perceive themselves as inclined to rely on affect in their decisions, the more they feel psychologically removed from financial decisions, and consequently show an increased tendency to avoid such decisions.

The Paradoxical Impact of Positive Mood on Goal Pursuit: Why Consumers in Positive Mood Favor Maintenance Goals Yet Believe Attainment Goals to be Better for their Mood

Haiyang Yang, Johns Hopkins University, USA*

Antonios Stamatogiannakis, IE Business School, Spain

How does positive mood impact goal pursuit? We propose and test a theory predicting that consumers in positive mood favor pursuing maintenance goals more than attainment goals, although they believe that the latter type of goals are better for fostering positive mood. A large-scale field study and two experiments involving different operationalizations of positive mood and goal pursuit activities, demonstrate this paradoxical behavioral pattern and its nonconscious nature. We discuss how our findings extend extant theory of mood maintenance.

The Thought Counts: Effect Of Surprise Gifting On Consumption Enjoyment Over Time

Charlene Chen, Nanyang Technological University, Singapore

Claire Tsai, University of Toronto, Canada*

Individuals often base their evaluations and choices on apparently sound and rational rules (e.g., “seek variety”; Ratner, Kahn, and Kahneman 1999). We contribute to this literature by identifying a new rule—surprise gifts are special and thoughtful—and examining how it affects consumption experience. Specifically, we investigate systematically how surprise affects recipients’ enjoyment of gifts over time. In four experiments involving real affective episodes, we demonstrate that surprise (vs. announcing gifts in advance) prolongs people’s enjoyment of gifts over time and that the effect is driven by their implicit rule that surprise gifts are special and thoughtful.

1.5 Individual Papers: Social Aspects of Consumer Behavior

Room: Telegraph Hill

Chair: Adelle Yang, National University of Singapore

When Being Social Backfires: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands

Marina Puzakova, Lehigh University, USA*

Hyokjin Kwak, Drexel University, USA

Being crowded varies significantly across situations, time, venues, and geographical locations, and has a critical impact on perceptions of retail environments and products. This research makes a crucial contribution to the marketing literature by revealing the negative effect of social crowdedness on consumer preferences for anthropomorphized brands that are seeking interactions with consumers. We also show that the core effect occurs because social crowdedness triggers the feeling of social withdrawal and, thus, makes consumers feel negative to social interaction signals from humanized brands.

Less Variety as a Status Signal

Nicole Y. Kim, University of Maryland, USA*

Yajin Wang, University of Maryland, USA

Does more variety or less variety of luxury product purchases signal higher status? We propose that status perception is conveyed by how much prior knowledge and experiences the consumer has in the product category through an observed choice set of luxury products. In three experiments, we find that consumers who exhibit less (vs. more) variety consumption patterns are perceived to have greater status. We further show that this boost of status perception is due to greater knowledge about the product category inferred from more consistent choices.

Hey, That's Mine! The Effect of Others' Psychological Ownership Signals on Consumers' Territorial Responses

Colleen Kirk, New York Institute of Technology, USA*

Joann Peck, University of Wisconsin - Madison, USA*

Scott Swain, Clemson University, USA

Consumers often feel psychological ownership of goods, services and even ideas. What if another person signals a sense of ownership of the same entity? Across four studies, we show that consumers may respond territorially when they feel high psychological ownership of a target and receive signals of another individual's psychological ownership of the same target. This effect is attenuated when the other person asks permission, thus deactivating the ownership signal (study 2) or if the consumer fails to signal their own psychological ownership in advance (study 3). The effect is intensified when the consumer is high in narcissism (study 4).

Happily Sharing What You Wouldn't Give

Adelle Yang, National University of Singapore, Singapore*

Ann McGill, The University of Chicago, USA

Why do people share desserts, which feel good, but not vegetables, which are good? Little research has examined the decision processes of sharing decisions and how they may differ from giving decisions. We identify a key factor that uniquely drives sharing decisions. In three experiments, we present how the anticipated perception of others' affective reactions during the subsequent joint consumption experience critically determine how people would share resources that they also greatly value, such as indulgent food and funny jokes, which they are unwilling to simply give away.



BREAK

9:30 am - 9:45 am

Sunset Court

SESSION 2

9:45 am - 11:00 am

SESSION 2
Friday, 17 February 2017

9:45 am - 11:00 pm

2.1 Symposium: I Did Not See That One Coming: When and Why the Drivers of Predicted Vs. Experienced Utility Diverge

Room: Sea Cliff

Chair: Freeman Wu, Arizona State University, USA

The Unexpected Role of Expectations

Jongmin Kim, Singapore Management University, Singapore

Nathan Novemsky, Yale University, USA

Ravi Dhar, Yale University, USA

Uzma Khan, University of Miami, USA*

Contrary to gift givers' beliefs that attractive gift-wrapping makes receiving a gift better, we find that attractive wrapping lowers receivers' gift evaluations by raising expectations for the gift. Givers fail to consider the effect of expectations. However, once prompted to consider expectations, givers can predict accurately. Our findings highlight a prediction error not well-studied in prior literature, which suggests that prediction-experience gaps arise because predictors and experiencers focus on different events. We show that such a gap can arise even when predictors and experiencers both focus on the same event but bring different beliefs about the event to mind.

It's Too Pretty to Use! The Inhibiting Effect of Product Aesthetics on Consumption

Freeman Wu, Arizona State University, USA*

Adriana Samper, Arizona State University, USA

Andrea Morales, Arizona State University, USA

Gavan Fitzsimons, Duke University, USA

Firms invest a lot of resources in product aesthetics and design, but can this strategy ever backfire? While prior research suggests product aesthetics should exert a uniformly positive influence on pre-usage evaluations and choice, the present research documents, in the context of consumable and

disposable products, an inhibiting effect of aesthetics on actual consumption. Across four studies, we demonstrate that consumption for higher vs. lower aesthetic products is actually reduced. In addition, we show that there are also undesirable downstream consequences for those who do choose to consume aesthetically appealing products, and provide evidence for the underlying process.

Please Don't Praise It: How Compliments on Identity Signals Result in Embarrassment

Lisa Cavanaugh, University of Southern California, USA*

Joseph Nunes, University of Southern California, USA

Young Jee Han, Sungkyunkwan University

Brands help consumers insure signals of identity (e.g., being athletic, stylish, or sexy) are noticed and validated by others. Five studies show that receiving a compliment related to an identity signal often results in embarrassment, an arguably unforeseen and generally unwelcome self-conscious emotion. Consumer embarrassment depends on the conspicuousness of the signal as well as the extent to which the signal and one's beliefs about oneself are incongruent. This emotional response is explained further by public self-awareness.

Mental Accounting of Guilt: Decoupling Guilt from Consumption

Kristen Duke, University of California, San Diego*

Om Amir, University of California, San Diego

The pain of paying can undermine the enjoyment of an experience, but paying prior to the start of the experience buffers against this attenuation. We identify a similar pattern with emotional guilt. Through unpacking guilt into two distinct components, we show that increasing the amount of time between a decision and the chosen action can (a) increase quantity consumed, (b) decrease guilt expressed after the behavior, and (c) decrease post-behavior atonement. Individuals can emotionally “pre-pay” for their guilt-inducing behaviors by reaching the decision earlier, but this may come at a cost.

2.2 Symposium: Advances in Affect-Based Processing in Consumers' Judgment and Decision-Making: Antecedents, Moderators, and Consequences

Room: Pacific Heights

Chair: Jerry Han, University of Texas at Austin, USA

Claire Tsai, University of Toronto, Canada

Going with the Flow-ency: The Role of Perceived Control on Fluency Effects

Jerry Han, University of Texas at Austin, USA*

Claire Tsai, University of Toronto, Canada

Across four experiments, we find that perceptions of high control reduce fluency effects, whereas low perceived control facilitates fluency effects. We further show that this is because experiences of high vs. low control differentially influence people's use of feelings as decision inputs. The findings contribute to the literature by identifying perceived control as an important moderator for the familiar fluency effects and opening up further research avenues for evaluation based on other classes of affect.

Uncertainty Increases the Reliance on Affect in Decisions

Ali Faraji-Rad, Nanyang Technological University, Singapore*

Michel Pham, Columbia University, USA

Results from six studies show that the priming of uncertainty (vs. certainty) increases the effects of a variety of affective inputs—such as the pleasantness of a musical soundtrack, the attractiveness of a picture, the appeal of affective attributes, incidental mood states, and incidental states of disgust—on consumers' judgments. Moreover, both negative and positive uncertainty increase the influence of affect in decisions. In addition, the increased reliance on affective inputs under uncertainty does not necessarily come at the expense

of a reliance on descriptive attribute information and is distinct from a general reliance on heuristic or peripheral cues.

Risks, interrupted

Daniella Kupor, Stanford University, USA

Wendy Liu, University of California San Diego, USA*

On Amir, University of California San Diego, USA

Interruptions to consumer decision-making are ubiquitous. In this research we show that an interruption can increase risk seeking, and we propose a novel theoretical framework which predicts why and when this effect occurs, and which illuminates a curvilinear relationship between risk-induced apprehension and the effect of an interruption on risk-taking. In line with our theorizing, we find that an interruption increases risk-taking by reducing the apprehension that consumers feel when they encounter a previously novel risk again after interruption. Consequently, an interruption increases risk-taking when the risk's stakes (and thus the resulting apprehension) is neither extremely low nor high.

“Rational” Decisions Are Not Always Rational

Xilin Li, Peking University, China*

Chris Hsee, University of Chicago, USA

Since the time of Greek philosophers, decisions have been classified into two general categories: those based on reason and those based on feelings.

Laypersons typically consider reason-based decisions to be more rational.

Paradoxically, this lay notion of rationality is different from “true rationality” in the utility maximizing sense, in which feelings, happiness and enjoyment are important constituents of overall wellbeing. Three experiments show that in situations where experienced utility is important, nudging people to be rational leads them to make less rational decision in the wellbeing-maximizing sense.

2.3 Symposium: Consumers Behaving Badly

Room: Marina

Chair: Rima Touré-Tillery, Northwestern University, USA

Hurting You Hurts Me Too: The Antecedents and Consequences of Sabotaging Behaviors in Shared Goal Pursuit

Szu-chi Huang, Stanford University, USA*

Stephanie Lin, Stanford University, USA

Ying Zhang, Peking University

We examine when and why consumers who are pursuing similar goals misbehave—sabotaging others to get ahead (e.g., providing misleading dieting tips to hinder others' weight loss progress). Five experiments in shopping, dieting, and gaming contexts capture sabotage behaviors as well as their motivational consequences. Ironically, sabotaging others produces a negative motivational impact on the saboteur.

The Relational Self is Immoral Too: Having an Interdependent Self-Construal Makes People Behave Unethically to Benefit Others

Kathleen Vohs, University of Minnesota, USA*

John-Gabriel Licht, University of Minnesota, USA

Sophie Leroy, University of Washington Bothell

Three studies suggest that whether people behave unethically to benefit the self or others depends on their independent or interdependent self-construal. The effect of interdependent self-construal on other-benefiting unethical behaviors was mediated by the expectation of gratitude from others. This departs from the long-held assumption that greed drives immorality.

Selves to Spare: How the Cognitive Structure of the Self Influences

Morality

Rima Touré-Tillery, Northwestern University, USA*

Alysson Light, University of the Sciences

Self-complexity refers to the mental representation of the self-concept in terms of the number of self-aspect and the degree of distinction between these self-aspects. Four studies show that people with high self-complexity (i.e., having several, distinct aspects) are more likely to behave immorally than those with low self-complexity (i.e., having fewer, interconnected aspects), because they tend to see their action as less diagnostic of their overall self-concept. We find this pattern of behavior in the ethical (Studies 1, 2, and 3) and prosocial domains (Study 4), and when self-complexity is measured or manipulated using a novel experimental procedure.

Does A Broken Heart Lead To An Endangered Planet? Social Exclusion Reduces Engagement in Conservation Behaviors

Iman Naderi, Fairfield University

Nicole Mead, University of Melbourne, Australia*

Five studies suggest that people's willingness to engage in sustainable consumption depends on their feelings of social connectedness. People who experienced belongingness deficits because they were either chronically lonely or situationally excluded became less willing to engage in pro-environmental consumption as compared to those who did not experience belongingness deficits. Framing pro-environmental consumption as socially beneficial (but not financially beneficial) eliminated the detrimental effect of exclusion on sustainable consumption.

2.4 Individual Papers: The Self and Consumer Behavior

Room: Presidio

Chair: Pragya Mathur, Baruch College, CUNY

Choosing Between “Me’s”: The Effect of Self-Complexity on Choice Difficulty and Regret When Choosing Between Identity-Linked Goods

Sara Loughran Dommer, Georgia Tech, USA*

Nicole Verrochi Coleman, University of Pittsburgh, USA

Karen Page Winterich, Pennsylvania State University, USA

Consumers prefer brands and products that express their identities yet we know very little about how consumers choose between such goods. The present research argues and demonstrates that the difficulty of deciding between two identity-congruent products and the regret experienced after choice depends on the individual’s self-complexity. Individuals with high self-complexity take longer to make a choice and report less post-choice regret when the choice set contains two identity goods compared to when only one identity good is present in the choice set; these effects do not emerge for low self-complexity individuals.

When Comparisons Collide: Effects of Temporal and Social Comparisons on Self-Improvement

Sokiente Dagogo-Jack, Boston College, USA*

Mark Forehand, University of Washington, USA

Consumers generally compare themselves to two fact-based standards—other people (social comparisons) and past selves (temporal comparisons)—both of which can spur self-improvement efforts. Although extant research has investigated these different comparisons independently, scant work has explored their joint influence on behavior. The authors demonstrate interactive effects of simultaneous temporal and social comparison feedback in the domains of cognitive performance and physical health. Reflecting a fundamental desire for

high social standing and diminishing marginal sensitivity to unfavorable outcomes, temporal decline motivates self-improvement pursuit when social standing is high, but not when social standing is low.

Bring Your Whole Self to Work: Identity Segmentation (versus Integration) Feels Less Authentic and Increases the Propensity to Cheat

Mahdi Ebrahimi, University of Houston, USA*

Maryam Kouchaki, Northwestern University, USA

Vanessa Patrick, University of Houston, USA

Consumers have multiple identities that are activated across situations. We investigate how identity integration (keeping identities and meanings associated with them merged and overlapping) versus identity segmentation affects feelings of authenticity and ethical behavior. Across four studies we propose and find that identity segmentation (keeping identities and meanings associated with them separate and non-overlapping) leads to greater feelings of inauthenticity and unethicity. We demonstrate that felt inauthenticity mediates the effect of identity segmentation on dishonesty.

Selfishly Benevolent or Benevolently Selfish: When Self-Interest Undermines Versus Promotes Prosocial Behavior

Julian Zlatev, Stanford University, USA*

Dale Miller, Stanford University, USA

Existing research finds that appeals to self-interest sometimes increase and sometimes decrease prosocial behavior. We propose that this inconsistency is in part due to the framings of these appeals. Different framings generate different salient reference points, leading to different assessments of the appeal. Studies 1 and 2a-g establish that people prefer buying an item with the proceeds going to charity compared to donating and receiving an item in return. Study 3 replicates the effect in a field experiment assessing actual charitable contributions. Finally, Studies 4 and 5 provide process evidence that the two frames do evoke different salient reference points.

2.5 Individual Papers: Influences on Product Evaluations

Room: Telegraph Hill

Chair: Nadia Danienta, University of Illinois at Urbana-Champaign

Made by Mistake: When Mistakes Increase Product Preference

Taly Reich, Yale University, USA*

Daniella Kupor, Boston University, USA

Rosanna Smith, Yale University, USA

Significant literature has demonstrated that mistakes are undesirable and often result in negative inferences about the person or company that made the mistake. Consequently, individuals and companies often avoid sharing information about their mistakes with others. However, we find that consumers actually prefer products ‘made by mistake’ to otherwise identical products made intentionally. This preference arises because consumers perceive products originating from mistakes as more improbable relative to products made with full intent, and thus view them as more unique. We find converging evidence in the field and in the lab, in the domains of food, art, and music.

Identifying and Explaining the Sex-Gap in Consumer Responses to Product Failures: Gender Stereotypes Frame Women as Victims

Steven Shepherd, Oklahoma State University, USA*

Alysson Light, University of the Sciences in Philadelphia, USA

Every year, thousands of consumer complaints are made to regulatory agencies, including the Consumer Product Safety Commission, among others. In the current research, archival and experimental evidence finds that consumer complaints are more commonly made for female (vs. male) victims of product failures, despite men being more often harmed and hospitalized when using products. Evidence suggests that gender stereotypes lead to

increased perceptions of victimhood and harm done when the victim is female as opposed to male. This in turn leads to increasingly blaming the manufacturer when the victim is female. Implications for firms and consumer protection are discussed.

Numerical Minority Membership Diminishes the Appeal of Identity-Linked Products

Iman Paul, Georgia Tech, USA*

Jeffrey R Parker, Georgia State University, USA

Sara Loughran Dommer, George Washington University, USA

Does being a numerical minority member in a group of out-group members influence the in-group member's evaluations of his or her identity linked products? Four studies find that when a person's social identity is activated by being in the numerical minority of a group, he/she reports greater identity salience but less positive attitudes toward products associated with negative aspects of the social identity

Threatening Me, Threatens the Brand: The Effects of Self-Threat and Self-Brand Connections on Brand Evaluations

Nadia Danienta, University of Illinois at Urbana-Champaign, USA*

Tiffany White, University of Illinois at Urbana-Champaign, USA

We demonstrate that the experience of self-threat decreases consumers' evaluations of high self-brand connected (SBC) brands. In Study 1, we demonstrate the main interaction between self-threat and SBC on brand evaluations. Furthermore, we address how consumers cope with self-threat by demonstrating the differential effects of threat appraisal in Study 2 and Study 3. The findings support the notion that other-appraised threats lead consumers to bolster the self-concept, while self-appraised threats decrease brand evaluations for high SBC consumers. Thus, external threats directed at the self, irrespective of the brand, have significant effects for high SBC consumers



BREAK

11:00 am - 11:15 am

Sunset Court

SESSION 3

11:15 am – 12.30 pm

SESSION 3
Friday, 17 February 2017

11:15 am - 12:30 pm

3.1 Symposium: When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior

Room: Sea Cliff

Chair: Christilene du Plessis, Rotterdam School of Management, Erasmus University

Juggling When Low in Control: The Effect of Control on Choice to Multitask

Jerry Han, University of Texas at Austin, USA*

Susan Broniarczyk, University of Texas at Austin, USA

Although consumer multitasking is a widespread phenomenon, the literature lacks an understanding on when consumers are more likely to multitask. We propose and find that incidental feelings of low control lead consumers to multitask more rather than do tasks sequentially. Moreover, our study results show that multitasking subsequently leads to lower task performance and well-being. Thus, consumers who are experiencing low perceived control may initiate a downward spiral, whereby they self-select to multitask, leading to deleterious outcomes.

Multitasking: Perception and Performance

Shalena Srna, University of Pennsylvania, USA*

Rom Y. Schrift, University of Pennsylvania, USA

Gal Zauberman, Yale University, USA

Previous research has demonstrated the detrimental effects of multitasking on performance. In the current paper, we first provide evidence that multitasking can be about people's perceptions. That is, the same activity a person is engaging in may be perceived as either multitasking or single-tasking. Secondly, we demonstrate, using incentive-compatible studies, that the mere perception of multitasking increases persistence and improves performance compared to the perception of single-tasking, holding the task constant. Finally, we find that the perception of multitasking reduces boredom and increases engagement with the task, which drives this improvement in

performance and increase in persistence.

How Multitasking Influences Consumer Learning of Brand Associations

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

Steven Sweldens, Rotterdam School of Management, The Netherlands

Stijn van Osselaer, Cornell University, USA

We investigate the impact of consumer multitasking on the ability of consumers to learn brand associations. Though prior research assumes that predictive learning - the process of learning to predict brand related outcomes - will be attenuated when cognitive resources are constrained, because it is a resource-intensive process, we show that multitasking facilitates predictive learning by narrowing attention. In addition, we find that incidental learning – the process of learning brand related outcomes based on the frequency with which a brand and outcome co-occur – is not influenced by multitasking.

Drawing Conclusions While Multitasking: Distracting Background Ads Cue Consumers to Infer Product Interest Through Metacognitive Inferences

Daniel M. Zane, Ohio State University, USA*

Robert W. Smith, Ohio State University, USA

Rebecca Walker Reczek, Ohio State University, USA

In an increasingly cluttered world, advertisements are often background stimuli rather than the focus of consumers' undivided attention. This research explores how consumers' interest in brands in background advertisements is driven by metacognitive inferences about distraction. We demonstrate that when consumers find themselves more distracted than expected by a background advertisement, they draw on an underlying lay theory that distraction implies interest in the contents of the distracting stimulus to make the metacognitive inference that they are interested in the advertised brand. These metacognitive inferences depend on factors such as the accessibility and diagnosticity of the underlying lay theory.

3.2 Symposium: Unveiling the Social Dynamics of Word of Mouth

Room: Pacific Heights

Chair: Francesca Valsesia, University of Southern California, USA

I Got Here First! Feelings of Psychological Ownership and Consumer Ratings

Francesca Valsesia, University of Southern California, USA*

Joseph Nunes, University of Southern California, USA

Andrea Ordanini, Bocconi University, Italy

Evaluating a consumption experience online has become a familiar occurrence for millions of consumers globally. Across five laboratory studies, we show the sheer number of previous ratings posted for a given experience can have a significant influence on the opinions consumers' express. This happens because consumers feel greater psychological ownership when they are among the first to go on record evaluating a consumption experience. These feelings of ownership emerge from a greater sense of control over the future of a business and have a positive influence on the valence of consumer ratings.

Dancing with the Enemy: Dynamics, Drivers, and Outcomes of Rival Brand Engagement

Behice Ece Ilhan, DePaul University, USA

Koen Pauwels, Ozyegin University, Turkey*

Raoul Kuebler, Ozyegin University, Turkey

Fans of a brand engage with the social-media ecosystem of rival brands and their fans. We define this interactive, intercommunal, and interbrand practice—a behavioral manifestation of rival brand engagement—as “dancing with the enemy” (DwE). Expanding the brand-centric community model of oppositional loyalty, we introduce a synergistic and interdependent model.

The multimethod analysis identifies the types, triggers, dynamics, and consequences of DwE. Findings reveal that a fan posting in both communities (DwEAcross) stimulates both brand-negative (DwEWithin) and brand-positive (DwERipple) discourse and drives social-media brand engagement. Managerial variables like advertising campaigns and new-product launches are key drivers of DwE.

Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands

Nailya Ordabayeva, Boston College, USA

Lisa Cavanaugh, University of Southern California, USA*

Darren Dahl, University of British Columbia, Canada

Negative reviews can actually be good for brands. Six studies show how negative reviews from low- (vs. high-) status reviewers motivate consumers to distance themselves from reviewers perceived as different in status and increase product appeal. Social distancing causes negative reviews from low- (vs. high-) status reviewers to be less detrimental. This effect only emerges when the product is relevant to consumers' identity, and is moderated by consumers' own status: high-status (low-status) consumers perceive greater distance with a low-status (high-status) negative reviewer, leading to opposite effects of a negative review. These findings have important implications for managing negative word-of-mouth online.

The Psychological and Social Consequences of Listening to Material versus Experiential Conversations

Wilson Bastos, Católica-Lisbon: School of Business and Economics*

Sarah Moore, University of Alberta, Canada

Individuals converse about a multitude of topics for more than eight hours each day (Mehl & Pennebaker, 2003). Prior work has identified various benefits of conversing; the present research extends this work by exploring how conversations about two purchase types (experiential vs. material) affect

listeners socially and emotionally. This work demonstrates that hearing about others' experiences makes consumers happier than hearing about others' objects. Further, we examine a two-step mechanism underlying this effect. We show that listeners perceive experiential (vs. material) conversations as more substantive, which, in turn, facilitates social connection with tellers, ultimately increasing listener happiness.

3.3 Symposium: Frontiers of Consumer Healthcare Decisions

Room: Marina

Chair: Yimin Cheng, Hong Kong University of Science and Technology

Stigmatized Risk Factors in Health Messages: The Defensive Influence of Moral Identity

Chethana Achar, University of Washington, USA*

Lea Dunn, University of Washington, USA

Nidhi Agrawal, University of Washington, USA

This paper examines how and when associations of social stigma to sources of disease transmission (e.g., unsafe sexual practices) influence the effectiveness of health appeals. Consumers' moral identity moderates their processing of health messages such that those with high (vs. low) moral identity consider themselves to be less susceptible to risk when diseases are transmitted through stigmatized (vs. not stigmatized) means. This results in reduced intentions to comply with health messages, even when they present solutions such as vaccinations. This effect is shown to be driven by self-positivity bias and a messaging intervention is presented as counteraction.

The Burden of Social Proof

Preyas Desai, Duke University, USA

Mary Frances Luce, Duke University, USA

Janet Schwartz, Tulane University, USA*

While a proliferation of insights from behavioral science is increasingly called upon for public service, little is known about the magnitude and downstream consequences of “nudging” behavioral change. Here, we examined how social proof impacts both short and long term engagement in medical testing—an activity that is considered to be beneficial to individual health, but is inherently threatening and aversive. Our results from both hypothetical and

real medical testing situations show that social proof has a very modest impact on increasing testing, but its power degrades over time and can leave the persuaded feeling less confident in the results.

The Protestant Work Ethic and Preference for Natural Healthcare

Yimin Cheng, Hong Kong University of Science and Technology*

Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Consumers often need to choose between natural vs. artificial healthcare solutions. Using both publicly available country-level data and individual-level experimental data, we identify important heterogeneity in the preference for natural healthcare as a function of the Protestant Work Ethic (PWE). Individuals or societies who believe strongly in the PWE show greater preference for natural healthcare options (e.g., vaginal deliveries instead of Cesarean Sections, tree-derived instead of lab-synthesized drugs). Studies also suggest the effect was possibly driven by high-PWE people's emphasis on self-reliance and dislike of external intervention to an established system (e.g., nature).

Illness Severity and Consumer Inferences of Drug Side Effects

Monika Heller, University College London*

David Faro, London Business School, UK

Simona Botti, London Business School, UK

Identical pharmaceutical drugs can be used to treat and prevent mild and severe illnesses. We conducted several studies to explore whether consumers' expectations of side effects varied depending on the severity of the illness the drug was intended to treat or prevent. Participants expected to experience more intense side effects when using the same drug for a severe illness than when using the same drug for a mild illness. Actual experience with a medical product showed the opposite pattern – less intense reported side effects for the more severe illness—suggesting expectation disconfirmation.

3.4 Symposium: New Perspectives on Social Motivation and Word-of-Mouth

Room: Presidio

Chair: Frank Zheng, University of Texas at Austin, USA

Susan Broniarczyk, University of Texas at Austin

Social Acceptance and WOM

Zoey Chen, University of Miami, USA*

We theorize that social sharing is often driven by the overarching goal of gaining social acceptance. To fulfill this goal, individuals must form relationships and maintain existing relationships with others. This suggests then that individuals are likely to adopt different WOM strategies based on existing relationship with the WOM recipient. Namely, people are likely to share self-enhancing WOM with stranger (in order to attract others to form relationships) and emotionally connecting WOM with friends (in order to maintain existing ties). Six studies provide support for these ideas.

“Sharing without Reading” Leads to Inflated Subjective Knowledge

Frank Zheng, University of Texas at Austin, USA*

Adrian Ward, University of Texas at Austin, USA

Susan Broniarczyk, University of Texas at Austin, USA

Extant research on social contagion assumes that information spreads as sharers deliberately process external information, then decide whether or not to share it; as each sharer processes this information, s/he is “infected” with new knowledge. However, emerging evidence suggests that this is not always the case; for example, 16.2% of shared links on Twitter have more retweets than clicks (Zarrella, 2013). We propose that “sharing without reading” represents a distinct phenomenon in which information “carriers” spread content without being infected by it. Evidence from three studies suggests that sharing without reading leads to increases in subjective, but not objective, knowledge.

Word-of-Mouth in Free Product Settings

Samuel Bond, Georgia Tech, USA*

Stephen He, University of West Virginia, USA

Wen Wen, University of Texas at Austin, USA

Our research examines drivers of consumer word of mouth in free-product settings, revealing fundamental differences with traditional, paid-product settings. Highlighting two unique characteristics of free products (reciprocity motivation and lower adoption stakes), we consider the implications of these characteristics for WOM dynamics. Two laboratory investigations and a real-world natural experiment demonstrate that compared to consumers of paid products, consumers of free products are more likely to share their opinions as: 1) the existing volume of WOM decreases, or 2) the opinions shared by prior consumers become more homogeneous.

“Don’t Buy” or “Do Not Buy”? How Negation Style in Online Reviews Influences Product Evaluations

Soyoung Kim, University of Alberta, Canada*

Sarah Moore, University of Alberta, Canada

Kyle Murray, University of Alberta, Canada

We investigate how negation style—that is, contractions (e.g., “isn’t”) versus full negations (e.g., “is not”)—in online reviews influences consumers’ product evaluations. When reviews contain contracted negations, consumers evaluate the target product more positively than when reviews contain full negations. This effect is driven by consumers’ perceptions of reviewers’ characteristics. Specifically, consumers perceive a reviewer who uses contractions as warmer and more competent than one who uses full negations, and these perceptions sequentially mediate the effect of negation style on product evaluations. Our research suggests that subtle changes in negation style can alter consumers’ product judgments.

3.5 Individual Papers: Risk and Uncertainty

Room: Telegraph Hill

Chair: Aaron Brough, Utah State University

The Quality Versus Quantity Trade-off: A Dual-Risk Account for How Choices for Self Versus Others Differ

Peggy Liu, University of Pittsburgh, USA*

Ernest Baskin, St. Joseph's University, USA

A common tradeoff that consumers make is between quality and quantity, yet little is understood about this tradeoff. We propose that whether a consumer is choosing for self versus other affects this tradeoff. Across four studies, consumers choosing for another person (vs. self) were less likely to choose quantity over quality. This difference occurred because two forms of risk (product liking risk and social risk) were heightened when choosing for others. This effect occurred across gift-giving and non-gift-giving contexts and for a wide range of product types.

Moderation by Extremes: Biases in Risk-Reward Perceptions Drive Compromise Effects in Financial Bundles

Peggy Liu, University of Pittsburgh, USA

Cait Lamberton, University of Pittsburgh, USA*

Kelly Haws, Vanderbilt University, USA

We extend understanding of the compromise effect to the context of bundles, when the “middle” option can be composed either to include only purely moderate options (e.g., individual stocks moderate in both risk and reward) or to include equal numbers of both extreme alternatives (e.g., half high-risk/high-reward and half low-risk/low reward stocks), such that moderate attribute levels exist in the aggregate, but not for any single item. Five studies show that compromise effects are stronger when consumers are offered middle options that bundle extremes together. This occurs because the bundle-of-extremes is erroneously viewed as more potentially rewarding, but not riskier.

People Dislike Uncertain Advisors, But Not Uncertain Advice

Celia Gaertig, University of Pennsylvania, USA*

Joseph Simmons, University of Pennsylvania, USA

Research suggests that people prefer confident advisors to uncertain advisors. But do people dislike uncertain advice or merely uncertain presentations of advice? Across six studies, we find that an advisor is judged more favorably when the advice is expressed confidently than when it is preceded by “I am not sure.” Importantly, however, people are not more likely to prefer certain advice. People do not dislike (and sometimes prefer) advisors who express uncertainty by providing ranges of possibilities, or by saying that something is only X% likely. Thus, it seems that people dislike presentations of uncertainty, but not uncertainty itself.

The Bulletproof Glass Effect: Ironic Consequences of Assurances (vs. Warnings)

Aaron Brough, Utah State University, USA*

Leslie John, Harvard Business School, USA

Although bulletproof glass offers real protection, its very presence can ironically cause people to become more aware of surrounding dangers and paradoxically feel less safe than they would in its absence. Similarly, we show across three studies that privacy policies, although designed to help regulate the collection, storage, and use of personal data, can ironically decrease perceived security and purchase intent compared to companies that do not offer any privacy assurances. These findings highlight conditions under which consumers process assurances as though they were warnings and provide new insights regarding the drivers of perceived risk.



LUNCHEON AND PRESIDENTIAL ADDRESS

12:30 pm - 2:00 pm

Grand Ballroom

SESSION 4

2:15 pm - 3:30 pm

SESSION 4
Friday, 17 February 2017

2:15 pm - 3:30 pm

4.1 Symposium: Framing Effects Throughout the Course of the Consumer Decision-Making Process

Room: Sea Cliff

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

Preference Reversals Over Consumer Goods

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

Ellen Evers, University of California Berkeley, USA

We demonstrate evidence for preference reversals that are distinct from those evinced in prior work. Specifically, in both hypothetical and incentive compatible settings, we find that participants prefer a relatively more utilitarian good when preference elicitation is framed as willingness-to-pay than when it is framed as a choice between two products. We demonstrate that this is due to participants relying more on their affective responses when making a choice (vs. indicating WTP). The effect is attenuated when participants are told to deliberate. These findings question the notion of stable preferences and violate the assumption of procedure invariance.

Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers' Subjective Experience of Difficulty

Yonat Zwebner, University of Pennsylvania, USA*

Rom Schrift, University of Pennsylvania, USA

The current research examines how two prominent preference elicitation modes (choice and rank-ordering) impact consumers' subjective experience of difficulty. Because choice (i.e., selecting the option with highest utility) is embedded also in the ranking process (i.e., selecting the top-ranked option) one would expect that ranking will be perceived as more difficult. However, we repeatedly find the opposite. Employing incentive-compatible designs, we find that consumers experience greater difficulty when asked to choose as opposed to rank even though the latter typically takes them longer to perform. Results supports an option-attachment account as the underlying psychological mechanism.

Selective Hedonic Editing

Alex Imas, Carnegie Mellon University, USA*

Ellen Evers, University of California Berkeley, USA

George Loewenstein, Carnegie Mellon University, USA

The hedonic editing hypothesis predicts that losses should be integrated and gains segregated. Support for the hypothesis has been mixed, particularly for losses. Drawing on the theory of mental accounting, across five studies we show that hedonic editing depends on flexibility of categorization. When outcomes clearly belong to the same category, they are integrated; when different categories, they are segregated. When category-membership is ambiguous, losses are integrated while gains are segregated.

Choosing or creating? Framing choices as design processes increases perceived customization of products

Alice Moon, Disney Research, USA*

Maarten Bos, Disney Research, USA

Consumers enjoy customization. However, producing customized products can be costly for companies. We investigate whether a product decision can be framed in ways that make consumers feel as though their product is customized for them, even when it is not. Across several studies, we find that presenting decisions as a multi-stage process (versus a simple choice) leads to greater perceived customization. We distinguish between several explanations for our effect, and provide evidence that this creation process increases the feeling that the consumer designed the product themselves, which in turn, increases perceived customization.

4.2 Symposium: Conversation on Translating Consumer Research into Policy: Developments, Opportunities, and Challenges

Room: Pacific Heights

Chair: Nailya Ordabayeva, Boston College, USA

Hristina Nikolova, Boston College, USA

Personal experience with policy-related work

Ronald Hill, Vilanova University, USA*

Leslie John, Harvard Business School, USA*

The experts (and audience members with experience in the area) will be invited to describe their personal journey of doing policy work. They will be invited to share how they got involved in policy work, what prompted them to get involved, and how they connected with the right partners (policy makers, non-profit organizations) to get started. They will also be invited to describe the issues (research and policy questions, consumer problems) they tackled together with their policy partners, and to describe the final results (e.g., resulting policies and their outcomes).

Logistics of translating research findings into actionable policies

Cait Lamberton, University of Pittsburgh, USA*

Bhavya Mohan, Harvard Business School, USA*

The experts (and audience members with experience in the area) will be invited to speak about the logistics, opportunities, and challenges of translating research findings into policies. Specifically, they will be invited to reflect on the policy and research questions (i.e. specific consumer problems) that they have found to be particularly relevant for policy makers. Further, they will be invited to describe the methodological steps that they have taken to tackle those questions (e.g., types of research designs that they have used to explore the optimal configuration and/or potential outcomes of policies, the types of data they have collected, etc.). The goal is to not just uncover the

potential similarities and differences in the questions and methods adopted for purely academic vs. policy work, but to also reveal some opportunities and challenges of executing policy work.

Publishing policy results

Carey Morewedge, Boston University, USA

Michael Norton, Harvard Business School, USA*

The experts (and audience members with experience in the area) will be invited to share their experience of publishing the findings that emerged in the course of their collaboration with policy makers. Are there challenges in getting such work published? Does the strategy for publishing such work need to be inevitably different from the strategy for publishing academic work? What are some outlets and publication avenues that may be particularly welcoming of work originating in policy projects?

Advice for researchers who wish to engage in policy work

Janet Schwartz, Tulane University, USA*

Suzanne Shu, University of California Los Angeles, USA*

Mary Steffel, Northeastern University, USA*

The experts (and audience members with experience in the area) will be asked to share some tips with researchers who may aspire to get more involved in policy work. Looking back at their own experience, is there anything they would have done differently? Is there the right stage in life and career to get involved in policy work? Can such work pose challenges at certain stages of career (e.g., while in the PhD program or on tenure track)? Would experts recommend specific policy partners for researchers to consider collaborating with, and would they recommend specific strategies to find/approach these partners?

4.3 Symposium: The Role of Attention in Goal Pursuit

Room: Marina

Chair: Justin Pomerance, University of Colorado, USA

Margaret Campbell, University of Colorado, USA

Moderating the Progress Bias: The Role of Regulatory Focus

Margaret Campbell, University of Colorado, USA

Caleb Warren, University of Arizona, USA

Justin Pomerance, University of Colorado, USA*

When pursuing goals, people exhibit a progress bias in which they overweight activity that moves them towards the goal and underweight activity that moves them away. In two studies, we show that the magnitude of the progress bias depends upon one's regulatory focus (both measured and manipulated). We build upon existing work documenting the effects of perceived progress on motivation in goal pursuit, integrating the role of regulatory focus and exploring implications for willingness to change means of goal pursuit.

Stuck in the Shell: Middle-stage Goal Pursuers Avoid (but Need) Social Reference Point

Szu-chi Huang, Stanford University, USA*

People who have arrived in the middle stage of goal pursuit deliberately avoid social reference points that could potentially outperform them, a phenomenon termed "stuck in the shell effect." Paradoxically, the very social reference points that middle-stage goal pursuers attempt to avoid can ultimately restore their motivation and pull them out of the slump.

How Recasting Acquisition Costs as Goal Investments Enables Switching to a Newly Available Product

Robin Soster, University of Arkansas, USA*

Kurt Carlson, Georgetown University, USA

A choice between two alternatives can be conceptualized as a choice between two means to a goal. In many instances (such as when waiting in line to buy a product) the pursuit of an initial means requires spending time (and in some cases money) before acquisition. In this interval, another, better means may become available. This work examines how resources spent pursuing one means interfere with consumers' willingness to switch to a more appealing means, and how recasting these spent resources as investments in the goal (rather than the means) increases willingness to switch to the new alternative.

Anxiety and the Need for Resource Efficiency

Shruti Koley, Texas A&M University, USA*

Caleb Warren, University of Arizona, USA

Suresh Ramanathan, Texas A&M University, USA

Anxiety can be broken down into narrower categories. Individuals experience active-anxiety when they're lagging behind on goals they can act upon, while they experience passive-anxiety when they perceive threats that are outside their control. Active-anxiety, unlike passive-anxiety, increases the need to maximize resource-efficiency, and minimize resource-wastage, not only for resources that are related to the source of the anxiety, but also resources that are unrelated. This activation of the need to maximize resource-efficiency in turn increases (a) preference for discounted products and (b) the reluctance to pull-out of unrewarding endeavors that one has already invested resources into (i.e. sunk-cost effect).

4.4 Individual Papers: Influences on Consumer Attitudes and Beliefs

Room: Presidio

Chair: Massimiliano Ostinelli, University of Wisconsin-Milwaukee

From Strong Uncertainty-Loathing to Strong Uncertainty-Loving

Luxi Shen, Chinese University of Hong Kong, China*

Christopher Hsee, University of Chicago, USA

We propose a theoretical framework and present empirical evidence to reconcile two starkly contradictory findings regarding risk preference: one by Gneezy et al. (2006) showing strong uncertainty aversion – that an uncertain outcome (e.g., \$5 or \$10) is less attractive than its worst certain outcome (\$5), and the other by Shen et al. (2015) showing strong uncertainty loving – that an uncertain outcome (e.g., \$5 or \$10) is more attractive than its best certain outcome (e.g., \$10). This theoretical framework also provides insights into understanding when different degrees of different uncertainty preferences occur (e.g., weak uncertainty-loving, Goldsmith and Amir 2010).

R U Close? Txt Me: Communication Format and Psychological Distance

Alex Kaju, University of Toronto, Canada*

Sam J. Maglio, University of Toronto, Canada

Digital communication plays a critical role in the planning and execution of many marketing-related tasks. Though technology allows us to send messages over new and diverse distances, little research has evaluated the effects of different communication technologies on how we perceive these distances. This research suggests that when it comes to interpreting information and making judgments, not all forms of communication are created equal. In four studies, communication using different messaging formats is shown to alter recipients' perception of social closeness, spatial distance, temporal distance, and hypothetical distance. Time urgency and construal are discussed as mechanisms for these effects.

Why Some Prices Are Fairer Than Others

Franklin Shaddy, University of Chicago, USA*

Anuj K. Shah, University of Chicago, USA

People can pay for things in a variety of ways. Of course, money is the most common, but people also spend other currencies (e.g., time, effort). How fair is it to ask people to pay for things with these various currencies? Here, we show that people believe currencies differ in how well they signal preferences (e.g., money spent is a worse signal of want/need than time or effort spent), and these intuitions about preference signaling strongly shape perceptions of fairness. Next, we document several factors that influence these perceptions and how they shape support for public policies and business practices.

Intuitive Choice Begets Resilient Consumer Attitudes

Sam Maglio, University of Toronto, Canada*

Taly Reich, Yale University, USA

Decisions need not be deliberative; consumers confronting choices often recruit their gut feelings instead. Might reliance on intuitive feelings in making purchase decisions impact how consumers evaluate those chosen products? An initial pair of studies provides evidence that a focus on feelings (versus deliberation) fosters stronger attitudes through a mechanism by which consumers view chosen options as more reflective of their true self. In a subsequent pair of studies, a focus on feelings makes attitudes more resilient in the face of negative feedback. Thus, by cultivating strong attitudes, relying on feelings changes how consumers appraise their purchases.

4.5 Individual Papers: Financial Influences and Outcomes

Room: Telegraph Hill

Chair: Daniel Mochon, Tulane University

The Consumption Consequences of Couples Pooling Financial Resources

Joe Gladstone, University of Cambridge, UK*

Emily Garbinsky, University of Notre Dame, Mendoza College of Business, US

Does the decision to pool money with your significant other affect how it is spent? Five studies show that couples who have a joint (vs. a separate) bank account are more likely to spend money on utilitarian products, and less likely to spend money on hedonic products. Evidence for this effect is found by analyzing over 160,000 bank transaction records as well as lab experiments. These different spending patterns are driven by the increased need for justification experienced when money is pooled together. If the need for justification is reduced, the effect of account type on spending patterns disappears.

When Your Hands Are Tied: The Dual Effects of Expense Ownership on Pain of Payment

Joshua Morris, Stanford University, USA*

Szu-chi Huang, Stanford University, USA

We explore the impact of expense ownership—the extent to which the incurrance of an expense is perceived to be dictated by one’s will or the situation—on pain of payment. We demonstrate that lower expense ownership affects two distinct components of pain of payment differently – 1) exacerbating the aversive feeling of losing one’s financial resources and 2) mitigating a decrease in one’s financially responsible self-view. Therefore, the net impact of expense ownership on pain of payment depends on whether consumers focus on the loss aspect of the expense or their feelings of financial responsibility when they incur an expense.

The Effect of Financial Constraints on Social Sharing

Anna Paley, New York University, USA*

Stephanie Tully, University of Southern California, USA

Eesha Sharma, Dartmouth College, USA

In an increasingly interconnected world, consumers rely on social media to discuss purchases. The current research investigates one factor influencing social sharing: financial constraints. Previous research shows that financially constrained consumers demonstrate conspicuous displays of consumption, suggesting they may be more motivated to share on social media. However, we show that financially constrained consumers are less inclined to share about their purchases. We demonstrate that this effect is not driven by decreased willingness to share about oneself, purchase frivolity, or concerns about others' judgment. Instead, the salience of financial constraints reduces the conversation-worthiness of discussing financial expenditures.

Scope Insensitivity in Debt Repayment

Daniel Mochon, Tulane University, USA*

Nina Mazar, University of Toronto, Canada

Dan Ariely, Duke University, USA

In this project we examined whether scope insensitivity, the finding that consumers are often insensitive to the number or quantity of something they are paying for can be used to help consumers pay off their credit card debt. That is, whether consumers would pay off more of their debt if the payment frequency was increased, as they would be insensitive to this change. A series of lab studies show that increasing payment frequency leads to higher debt repayment. Field data of real credit card transactions shows a pattern consistent with these finding.



BREAK

3:30 pm - 3:45 pm

Sunset Court

SESSION 5

3:45 pm - 5:00 pm

SESSION 5
Friday, 17 February 2017

3:45 pm - 5:00 pm

5.1 Symposium: The Giver's Perspective on Gift Giving

Room: Sea Cliff

Chair: Hillary Wiener, Duke University, USA

Giving Happiness: Why We Give Material Gifts when Experiences Make Us Happier

Joesph Goodman, Ohio State University, USA

Sarah Lim, Cornell University, USA*

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

Charitable Gift Requests Lead to Less Generous Giving

Adriana Samper, Arizona State University, USA

Cindy Chan, University of Toronto, Canada*

Ryan Hamilton, Emory University, USA

Gift registries requesting charitable donations have gained popularity, adding a new layer of magnanimity to the prosocial act of gift giving. Across three studies, we find that gift givers give less money when a gift registry requests gifts of charitable donations than gifts of cash. We explore the downstream consequences of these gifts and find that givers derive more emotional benefits from giving to charity gift registries than to cash gift registries, suggesting that charity gift registries allow givers to get more while giving less.

Giving Gifts to Picky People – When and Why Gift Givers Won’t Try to Satisfy

Andong Cheng, Pennsylvania State University, USA*

Margaret Meloy, Pennsylvania State University, USA

Evan Polman, University of Wisconsin - Madison, USA

When gift givers need to give a gift to a “picky gift recipient,” what are their reactions? Will they exert more effort, money and thought in finding a gift that delights the recipient or will they give up before getting started? In four studies, we show the gift givers do, in fact, “give up” and hold back on resource exertion (thought, money and effort) when they believe their gift recipient is picky. This effect is driven by gift givers’ expectations that picky recipients will be dissatisfied and won’t keep their gift.

Gifts of Consolation: Gifts as Substitutes for Social Support

Hillary Wiener, Duke University, USA*

Tanya Chartrand, Duke University, USA

Most existing research on gifts has examined celebratory gifts, but consumers also give gifts in response to others’ negative life events, such as a loved one’s death or a break up. We propose that these “gifts of consolation” are a form of social support and thus that giving a gift can actually be a substitute for providing emotional support. In three studies we show that consumers substitute gifts for social support (and vice versa), and in a lab study we examine when and why givers may prefer to give a gift rather than provide emotional support.

5.2 Symposium: Technology-Driven Consumption

Room: Pacific Heights

Chair: Kirk Kristofferson, Arizona State University, USA

Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing

Kirk Kristofferson, Arizona State University, USA*

Michelle Daniels, Arizona State University, USA

Andrea Morales, Arizona State University, USA

The ability to access affordable virtual reality (VR) technology is just reaching the mainstream consumer market. However, research has not examined the effectiveness of this medium over traditional channels or how consumers experience its content. We examine the marketing consequences of virtual reality and the psychological processes driving consumer experience. We demonstrate that virtual reality messages (vs. 360-degree 2D) can lead to higher brand support and increased desire for the real-life experience, but only when the message elicits an orienting response. This orienting response then drives transportation into the experience and increases the appeal's persuasiveness.

Being in the Moment: The Diverse Consequences of Ephemeral Messaging

Daniel He, Columbia University, USA*

Ran Kivetz, Columbia University, USA

Conventional belief contends that ephemeral messaging (e.g., Snapchat) appeals to consumers' desire to exchange private content. We propose that compared to permanent messaging, ephemeral messaging produces interrelated benefits of being in the moment, including increasing engagement in activities, fostering interpersonal closeness, enhancing creativity, and debiasing the sunk cost fallacy.

“Coming Alive” Through Headphones: Listening to Messages via Headphones vs. Speakers Increases Immersion, Presence, and Liking

Alicea Liberman, University of California San Diego, USA*

On Amir, University of California San Diego, USA

Juliana Schroeder, University of California Berkeley, USA

Consumers are increasingly exposed to media messages, advertising, news, and storytelling through auditory mediums, using either headphones or speakers. We assess whether listening to media via headphones or via speakers changes listeners’ attitudes and perceptions of these auditory messages. Across several experiments, we demonstrate that relative to speakers, listening to messages via headphones: 1) increases immersion, 2) decreases perceived social distance of the communicator, and 3) enhances positive perceptions of the communicator, leading listeners to be more persuaded to support a cause or give money to someone in need.

When Multi-Touch Interfaces Create an Illusion of Confidence: The Role of Instrumental Need for Touch

Johannes Hattula, Imperial College Business School, UK*

Walter Herzog, WHU - Otto Beisheim School of Management,
Germany

Ravi Dhar, Yale University, USA

his research explores the effect of using a multi-touch (vs. non-touch) computer interface on consumers’ choice and risk judgments. Our main proposition is that when a touch-type interface is provided, individuals who are high in instrumental need for touch report a higher subjective experience of confidence that will carry over to subsequent judgments. Four studies demonstrate that respondents with high instrumental need for touch are more confident, less likely to defer a product choice, and more willing to take risk when the decision is evaluated using a touch-type (vs. non-touch) interface.

5.3 Symposium: Pushing the boundary of creativity: Contexts and strategies for enhancing creative cognition

Room: Marina

Chair: Luke Nowlan, University of Miami, USA

The Sweet Taste of Creativity: Can Taste Perceptions Affect Consumer Creativity?

Lidan Xu, University of Illinois at Urbana-Champaign, USA*

Ravi Mehta, University of Illinois at Urbana-Champaign, USA

JoAndrea Hoegg, University of British Columbia, Canada

The current research examines the effect of taste perceptions on consumer creativity. Across four experiments, it is demonstrated that consumption of sweetness as compared to other tastes including bitter, sour and salt leads to higher creativity. The results are replicated for imagined taste (sweet vs. bitter) perceptions, ruling out the possibility that the effects are driven by an increase in glucose. It is further demonstrated that open-minded processing underlies this effect. An investigation of the boundary condition for the effect indicates that the influence of sweet taste on creativity is attenuated when people have a high need for structure.

Busyness Enhances Creativity

Luke Nowlan, University of Miami, USA*

Juliano Laran, University of Miami, USA

We propose that being busy reduces the tendency to inhibit thoughts, which in turn enhances creativity. Busyness is the subjective state of being engaged in many tasks at one time. In order to address and efficiently manage this multitude of tasks, busy individuals decrease the tendency to inhibit their thoughts. One consequence of this relationship is that busier individuals are able to generate more novel and creative ideas. Three studies support this framework and rule out alternative explanations.

The Effects of Political Ideology on Consumer Creativity

Claire Heeryung Kim, Indiana University, USA*

Adam Duhachek, Indiana University, USA

Kelly B. Herd, Indiana University, USA

H. Krishnan Shanker, Indiana University, USA

This paper theorizes the important role of two dimensions of consumer creativity—novelty and appropriateness—as they interact with one’s political ideology. We propose that political ideology may influence creative performance by systematically altering individuals’ cognitive processes. Specifically, liberals are more likely to engage in divergent thinking, leading to increased performance on the novelty dimension. On the contrary, conservatives are more likely to engage in convergent thinking that may lead to elevated performance on the appropriateness dimension. Furthermore, the link between political ideology and the two dimensions of creativity extends to persuasion in a creative advertisement context.

The Pursuit of Creativity in Idea Generation Contexts

Melanie S. Brucks, Stanford University, USA*

Szu-chi Huang, Stanford University, USA

We explore how the pursuit of creativity can ironically backfire, hindering creative performance. We demonstrate that pursuing the goal to be creative decreases the number of highly creative ideas generated because the goal-directed monitoring process inhibits divergent thinking.

5.4 Individual Papers: Estimation and Prediction

Room: Presidio

Chair: Jaehoon Lee, Southern Illinois University

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

Amin Attari, University of Kansas, USA*

Promothesh Chatterjee, University of Kansas, USA

Frank Cabano, University of Kansas, USA

This research investigates whether observing the occurrence of an uncertain event affects probability estimation of that event. Across three experiments we show that consumers overestimate the likelihood of an uncertain outcome, when they watch the event unfolding in front of them. We hypothesize and provide process evidence that the illusion of control serves as the underlying mechanism for this effect. That is, when consumers watch an uncertain event, they have the illusion that they can influence the outcome of the event in their own favor. This situational aspect of probability estimation has not been investigated in prior research.

The Accuracy of Less: Why People Underestimate Increases but not Decreases in Quantity

Pierre Chandon, INSEAD, France

Nailya Ordabayeva, Boston College, USA*

While we know that quantity increases are strongly underestimated, we find that estimates of quantity decreases are almost perfect. This asymmetry is not caused by loss aversion but by the presence of a natural zero bound in downsizing estimation tasks and lack thereof in supersizing estimation tasks, which makes downsizing estimation an interpolation task and supersizing estimation an unbounded extrapolation task. The asymmetry disappears when an explicit or an implicit bound is imposed on supersizing estimation, or when the zero bound is removed from downsizing estimation.

A Prediction Gap in Effect of Income Tax on Effort

Shalena Srna, University of Pennsylvania, USA*

Gal Zauberman, Yale University, USA

Rom Schrift, University of Pennsylvania, USA

Existing evidence suggests that people are tax averse, causing them to avoid loss associated with taxes beyond equivalent costs in their purchase and policy decisions. The present research proposes and shows that people predict that they will be averse to income tax, but the actual relationship between income taxes and productivity is not straightforward. Across four incentive compatible studies (total N=2506), we show that people's predictions of how different income tax schedules of tax money will influence productivity, satisfaction, and perceptions of fairness do not match how people actually respond in an experimental pay-per-performance setting.

The Effect of Local-Global Identity on Price-Quality Judgments

Sijie Sun, University of Texas at Arlington, USA*

Zhiyong Yang, University of Texas at Arlington, USA*

Ashok Lalwani, Indiana University, USA

Narayan Janakiraman, University of Texas at Arlington, USA

Three studies show that a local (vs. global) identity leads to a greater level of reliance on price as an indicator of product quality. The effect is triggered by sensitivity to quality variance induced by local (but not global) identity. Furthermore, when quality variance is salient, the globals increase their price-quality association to match that of the locals. When quality variance is deactivated, the locals decrease their price-quality association to match that of the globals.

5.5 Individual Papers: Determinants of Prosocial Consumer Behaviors

Room: Telegraph Hill

Chair: Stephanie Lin, Stanford University

The Effect of Exposure to Faces of Varying Facial Width-to-Height Ratio on Donations

Sean T Hingston, Schulich School of Business, York University,
Canada*

Eric Stenstrom, Farmer School of Business, Miami University

Devon DelVecchio, Farmer School of Business, Miami University

Michael Stirrat, York St John University, York, United Kingdom

Across three studies, we demonstrate that exposure to low (versus high) facial width-to-height ratio (fWHR) faces increases donation intentions despite the faces being unrelated to the charities of interest. Furthermore, we show that this effect is mediated by generalized perceptions of trustworthiness. We also show a boundary condition whereby this effect does not hold when the observed faces were not socially relevant cues. These findings are the first to demonstrate that exposure to faces of varying fWHR can bias decision making in an unrelated domain.

Cultivating Gratitude and Giving Through Experiential Consumption

Amit Kumar, University of Chicago, USA*

Jesse Walker, Cornell University, USA

Thomas Gilovich, Cornell University, USA

Using traditional psychological questionnaires as well as a large data set of online consumer reviews, we demonstrate that experiential purchases (money spent on doing; e.g., travel, meals out, tickets to events) foster more gratitude than material purchases (money spent on having; e.g., clothing, jewelry, furniture). In an economic game paradigm—the standard dictator game that is often used to measure altruism—we also show that reflecting on experiential

consumption is more likely to promote pro-social behavior than reflecting on material goods. Thinking about experiences one has bought leads one to behave more generously than thinking about possessions one has bought.

Children on Sale: The Interactive Roles of Fundraising Promotion and Prosocial Identity on Charitable Intent

Eunjoo Han, Auckland University of Technology, New Zealand*

Claire Heeryung Kim, Indiana University, USA*

We examine a unique type of extrinsic incentives in charitable giving that makes a targeted prosocial act less costly. Three studies showed that offering a chance to help by giving less decreases charitable intent; however, this effect is more pronounced among individuals high (vs. low) in prosocial identity. We propose that the observed effect is mediated by trust toward a charity.

Lowering Perceived Competence to Justify Avoidance of Prosocial Requests

Peggy Liu, University of Pittsburgh, USA

Stephanie Lin, Stanford University, USA*

People care strongly about being viewed as competent. Yet, we propose that the desire to avoid engaging in prosocial behavior while maintaining the impression that one has good moral character leads people to lower their perceived competence. In four studies, people decreased both self-reported and behavioral displays of competence to sidestep a prosocial request. The final study showed that displaying decreased competence can ironically backfire, decreasing likelihood of engaging in a subsequent self-interested opportunity requiring the downplayed skills. Thus, people are willing to trade off on competence evaluations if warmth evaluations, such as evaluations of moral character, are at risk.



JCP AE RESEARCH AND REPORT

4:00 pm - 4:50 pm

Napa

JCR ERB MEETING

5:00 pm - 6:30 pm

Twin Peaks

WORKING PAPER SESSION

5:00 pm - 6:30 pm

WORKING PAPER SESSION

Friday, 17 February 2017

5:00 pm - 6:30 pm

Working Paper Session 1: Branding, Advertising, and Aesthetics

Room: Sea Cliff

Chair: Lily Lin, Simon Fraser University

W-1.01 The Asymmetric Effects of Forgiveness toward Brands (Underdog vs. Top-dog) upon Brand Crisis (External vs. Internal)

Kiwan Park, Seoul National University, Korea

Yaeri Kim, Seoul National University, Korea*

Seojin Stacey Lee, Seoul National University, Korea

By applying attribution theory, we intend to provide evidences for the notion that forgiveness toward the brand upon crises (internal vs. external) is moderated by brand positioning (underdog vs. top-dog). We identify that in service domain, where perceived warmth from the brand is particularly important, service failure especially caused by the underdog brand is considered more serious. However, in product context where brands' competence is more important than warmth, people express less forgiveness intention on top-dog brands' crisis. In addition, we demonstrated underlying mechanisms of forgiveness intention when brand crisis is posed in different domains (service vs. product).

W-1.02 Deprivation of control and the phonetic appeal of brand names

Jamel Khenfer, Grenoble School of Management, France*

Caroline Cuny, Grenoble School of Management, France

Can the phonetic appeal of brand names compensate for a low control state? When people articulate plosive consonants (e.g., b, p), they produce a burst in sound requiring muscular contractions that engage a forward body motion. Based on the theory of embodied cognition, we propose that the pronunciation of plosive consonants—in comparison to fricatives (e.g., f, v)—requires facial movements associated with readiness and action. We propose, accordingly, that in the context of control deprivation, consumers tend to prefer brand names containing plosives rather than fricatives.

W-1.03 Snobby = Tasty? How Product Elitism Influences Taste Perceptions

Nathalie Spielmann, NEOMA Business School, France*

Pierrick Gomez, NEOMA Business School, France*

Consumers can signal their status through consumption and clone the consumption patterns of aspirational groups. Consequently, consumers are often inclined to favor elitist products. Products perceived as being elite may transfer the symbolic quality of the elite to the consumer using them. This research examines if activating the belief that a product is elite influences taste perceptions. The results of three studies confirm that elite products lead to higher levels of perceived transferred essence, which, in turn, induces higher taste perceptions while ruling out a price explanation. This research sheds more light on the social aspect of taste experiences.

W-1.04 What You Smell Is What You See? The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics

Xiaoxuan (Farrah) Wu (PhD Student), Temple University, Fox School of Business, USA*

Martin Reimann, University of Arizona, Eller College of Management, USA

Maureen (Mimi) Morrin, Temple University, Fox School of Business, USA

Angelika Dimoka, Temple University, Fox School of Business, USA

Can the olfactory and visual senses cooperate to resolve ambiguity? Two scent experiments aim to understand if and how pleasant ambient scent (e.g., eucalyptus) can mitigate stimulus ambiguity in visual product aesthetics (e.g., abstract artwork), and how consumers' perceptions and evaluations are influenced as a consequence (e.g., increased viewing time, and mitigated negative affect). The findings of this study can help management make an informed decision on whether and how to use pleasant ambient scent in physical environments.

W-1.05 It Rings True: How Company Founder's Stories Enhance Perceived Authenticity of a Brand

Anne Hamby, Hofstra University, USA*

David Brinberg, Virginia Tech, USA

Kim Daniloski, Virginia Tech, USA

Stories about a company's founding and development (brand biographies) are frequently shared with consumers in promotional communications. The current work shows that these stories can enhance consumers' perceptions that the focal brand is authentic. This influence occurs through a process of connecting the founders' values, as inferred from the founder's stated motive to start the business, to one's own values (perceived narrative fidelity). Founders stories' influence on perceived authenticity is enhanced when there is a "match" between the consumers' values and the founder's values.

W-1.06 Silent Persuaders: Can Promotional Merchandise Incidentally Affect Reactions to a Brand?

Eva Marckhgott, WU Vienna, Austria*

Bernadette Kamleitner, WU Vienna, Austria

Consumers often use promotional merchandise without noticing. We investigate whether such incidental encounters affect consumer response, whether brand familiarity moderates the type of response, and whether incidental exposure to billboards is similarly effective. Manipulating incidental exposure, we find that promotional merchandise (a branded pen) affects brands even if unnoticed. However, the type of response depends on prior familiarity. In case of familiar brands promotional merchandise increases brand awareness and spontaneous brand choice. Low familiarity brands benefit from a boost in brand attitude. Moreover, incidental brand exposure through merchandise tends to be more effective than exposure through billboards.

W-1.07 When Innovation Backfires: How Merely Considering Functional Foods Hurts the Entire Product Category

Justina Gineikiene, ISM University of Management and Economics,
Vilnius, Lithuania*

Bob M. Fennis, University of Groningen, the Netherlands

The present study extends findings in health related consumer decision making area by showing that exposure to specific types of innovations can backfire when these novel products entail an inherent and incompatible trade-off between healthiness and naturalness. We show that such ambivalent evaluations may spill over from single product exemplars to the evaluations of the entire product category. However, this effect is not equally pronounced for everyone, rather it is more present for consumers that tend to experience such ambivalence as more aversive, i.e., consumers with elevated levels of need for order and predictability.

W-1.08 Minimalist vs. Maximalist: When Packaging Design Enhances Consumer Self-Brand Connection

Ngoc (Rita) To, University of Houston, USA*

Vanessa Patrick, University of Houston, USA

In this research we aim to demonstrate the influence of minimalist (clean and simple) versus maximalist (ornate and decorative) packaging design on consumer self-brand connection. Although minimalist and maximalist packaging designs are visually distinct from one another, both are perceived as equally aesthetically pleasing and have a favorable influence on brand luxury perceptions. Across two studies, we show that while maximalist packaging design enhances self-brand connection for low power consumers, minimalist packaging design enhances self-brand connection for high power consumers.

W-1.09 Christmas sells but when, how and for whom?

Valentina Nedeva, HEC Lausanne, Switzerland*

Sandor Czellar, HEC Lausanne, Switzerland

David E. Sprott, Washington State University, USA

This research investigates whether reminding consumers of the divine character of Christmas activates a more communal (vs. agency) mindset where communion and agency stand for describing two basic dimensions of persons and groups - the others and the self. We argue that the activation of a communal mindset leads to more gift giving and less gift receiving expectations and behaviors as it is related to consideration of others in contrast to agency which is related to the goal pursuit of the self. We also investigate whether this is especially true for consumers high (vs. low) in religiosity.

W-1.10 Cause-Related Marketing Campaigns: the Roles of Implicit Theories, Benefit Frame, and Firm-Cause Fit

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

Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA*

Despite cause-related marketing has been known to have a positive impact on companies' image, the unique psychology associated with the efficacy of cause-related marketing campaigns has been underexplored. Two types of appeals can influence prosocial behavior. Self-benefit appeals focus on how donations enhance donors' life by making them feel better about themselves, while other-benefit appeals highlight helping those in need. We identify when and why self-benefit vs. other-benefit frames enhance or hinder the efficacy of cause-related marketing campaigns. Further, this research examines whether cause-related marketing campaigns only appeals to certain segments of consumers based on their implicit theory orientation.

W-1.11 Why Are Luxury Ads So Abstract?

Zichuan Mo, Peking University, China*

Jingjing Ma, Peking University, China

Luxury ads are usually designed to be abstract, featuring status or lifestyle instead of material or functionality. Do abstract ads always work better than concrete ads in luxury advertising? Drawing on construal level theory, the present research demonstrates that although luxury ads tend to be predominately abstract, abstract ads are only more effective than concrete ads in inciting future luxury purchase; instead, concrete ads are more effective than abstract ones in inciting immediate luxury purchases. This research contributes to literature on luxury branding, advertising, and construal theory.

W-1.12 Consumer Mindset and Evaluation of Ambiguous Ads

Afra Koulaei, University of Southeast Norway*

Marit Engeset, University of Southeast Norway*

Do creative consumers appreciate ambiguous ads more than less creative consumers? We posit that consumers' mindset at the time of processing the ambiguous ads will determine the effectiveness of the ads. Our first objective is to investigate, the mechanisms by which individuals with creative versus thoughtful mindset process and evaluate the ambiguous ads. Second, we want to examine whether the favorable ad evaluations generated by individuals lead to more willingness to pay or not.

Working Paper Session II: Prosocial Intentions: For the Benefit of Others

Room: Pacific Heights

Chair: Bonnie Simpson, Western University

W-2.01 Differential Impacts of God and Religion on Prosocial Intentions

Mustafa Karatas, Koc University, Turkey*

Zeynep Gürhan-Canli, Koc University, Turkey

This study examines differential cognitive consequences of two important religious concepts –God and religion– as they pertain to compliance with prosocial requests. More specifically, we show that God (vs. religion) reminders lead to higher (vs. lower) level of abstraction. Consequently, God (vs. religion) reminders increase compliance with abstractly (vs. concretely) framed messages or prosocial tendencies toward distant (vs. close) targets.

W-2.02 Sustainability Marketing Strategies: How Self-Efficacy and Controllability Can Stimulate Pro-Environmental Behaviors for Individuals

Marilyn Giroux, Auckland University of Technology, New Zealand*

Frank Pons, Laval University, Canada

Lionel Maltese, Kedge Business School, France

Marketers and policy makers can play an important role by creating messages that are effective both in educating and persuading individuals to take on a more pro-environment mode of behavior. The authors investigate what motivates consumers to express sustainable goals and what factors interfere in their decisions. The results demonstrate that pro-environmental attitude directly impacted such low-cost behaviors as turning off lights. However, the authors find that perceived social support, self-identity and perceptions of control positively influence more difficult behaviors, such as buying products with less packaging.

W-2.03 Legacy as an Account: Depositing a Good Will Today so that Descendants Can Benefit Tomorrow

Lin Wang, Ph.D student, School of Business, Nankai University, China

Zengxiang Chen, Assistant professor, College of Tourism and Service Management, Nankai University, China

Xingbo Li, Assistant professor, College of Business, University of Louisville, USA

Katina Kulow, Assistant professor, College of Business, University of Louisville, USA*

The creation and transmission of legacy is one of the most fundamental motivations human beings possess, providing a means for people to achieve symbolic immortality and a lasting sense of continuity. The current research examined an important consequence of possessing a legacy motivation. Results of three experiments revealed that legacy motivation leads to prosocial behaviors, and the effect is driven by the motivation to invest in descendants. Interestingly, we also documented that legacy motivation attenuates people's tendency to give priority in helping close others. This research identifies a new motivational antecedent of prosocial behaviors.

W-2.04 Calling a Lie a Lie: Deception Identification, Word of Mouth, and Consumer Attitudes

Rebecca Rabino, Virginia Tech, USA*

Paul Herr, Virginia Tech, USA

The present work explores the power of deception identification (e.g. calling a lie a lie) to influence consumer attitudes and word of mouth. We propose that when a deception falls outside an acceptable range (such as non-white lies), identification of that deception is diagnostic, thereby impacting consumer perceptions and behavior.

W-2.05 Can a Gift Tell Your Romantic Relationship? The Impact of the Intimacy of Romantic Relationships on Gift Choices

Jooyoung Park, Peking University HSBC Business School*

Sara Kim, The University of Hong Kong

Gifts play an important role in romantic relationships because it can tighten the relationship between the givers and the recipients. The present study examines how the intimacy of romantic relationships influences givers' motives to see recipients' affective responses and their gift choices. Two studies showed that givers who have a more intimate relationship with the recipients will be more likely to focus on their immediate, affective responses and choose hedonic gifts over utilitarian gifts. The current and future studies will help better understand people's gift choices and the discrepancy in givers and recipients' evaluations of gift in romantic relationships.

W-2.06 Consumer Benevolence and Risk Taking: Is Altruism Perilous?

Sudipta Mukherjee, Virginia Tech, USA*

Samuel Bond, Georgia Tech, USA

Mario Pandelaere, Virginia Tech, USA

Our research examines the relationship between consumer benevolence and risk taking. Based on theory of less deliberative processing and optimism bias, we hypothesize and find across three 3 studies that at both trait and situational levels, benevolence is related to increased risk taking due to decreased risk perceptions. Specifically, we find that behaving benevolently results in less deliberative information processing which results in decreased risk perception and subsequently increased risk taking.

W-2.07 “Wishful Recycling”: Exploring the Effects of Receptacle Signage on Consumer Disposal

Jesse Catlin, California State University, Sacramento, USA*

Yitong Wang, University of Technology, Sydney, Australia

Rommel Manuel, California State University, Sacramento, USA

Recent recycling promotion trends include the labeling of public garbage bins with the term “landfill,” ostensibly out of a desire to increase recycling rates by making the negative consequences of garbage more salient. In a series of studies, we find that this intervention can have the unintended consequence of increasing the rate of incorrect placement of nonrecyclable items in recycle bins. We refer to this outcome as “wishful recycling” and find that it appears to occur most frequently when consumers are already unsure about a particular product’s actual recyclability.

W-2.08 The Cause Matters: Donation appeals featuring experiential goods increase donation magnitude

Aminreza Shiri, Bilkent University, Turkey*

Ahmet Ekici, Bilkent University, Turkey

In the present research we compare two types of donation appeals: one that informs donors that the collected funds will purchase a material product for the recipient (e.g. a piece of clothing), and one that tells donors that the raised money will provide the recipient with a life experience (e.g. an outdoor activity). We show that an experiential-cause appeal significantly increases the donation magnitude. This phenomenon occurs because: (1) the money spent on life experiences carries more economic value, (2) donating to an experiential cause makes donors feel more connected to recipients (than giving to a material cause), and (3) donating to an experiential cause makes donors feel they have had a greater impact on the lives of others.

W-2.09 Sustainability Liability: Effects of Product-Specific Factors on Consumers' Evaluations of Sustainable Products

Leila Kamal-Abyaneh, University of Guelph, Canada*

Towhidul Islam, University of Guelph, Canada

Sunghwan Yi, University of Guelph, Canada

There has been a growing attention to ethical consumption in recent years and consumers show high willingness to buy and pay for sustainable products. However, there is a gap between their attitudes and behaviors towards green products. Furthermore, sustainable alternatives are actually not preferred to conventional alternatives in some product categories (i.e., sustainability liability). For example, according to Luchs, Naylor, Irwin and Raghunathan (2010), perceived strength (vs. gentleness) of the product category may attenuate consumers' preference for sustainable alternatives. Luchs et al. found that within a strong product category (e.g., car shampoo), consumers' preference for green alternatives was significantly lower than within a gentle product category (e.g., baby shampoo). Furthermore, Luchs et al. (2010) found that people associated higher ethicality with gentleness and lower ethicality with strength-related attributes. These findings indicate that sustainability is a liability when the perceived benefit of product category is not congruent with sustainability (e.g., strong or tough).

W-2.10 Good for the planet, good for me: How licensing motivates product upgrades

Ian Norris, Berea College, USA*

John Pelozo, University of Kentucky, USA

Alexis Allen, University of Kentucky, USA

The current research examined how appeals promoting the environmentally responsible handling of electronic waste impact consumers' upgrade decisions. Participants were offered a hedonic (utilitarian) incentive to upgrade their cell phones. The appeal promoted the benefits to the environment (firm) of sustainably recycling their old cell phone. Participants

were most likely to upgrade when a hedonic incentive was paired with an environmental benefit appeal. Such environmental licensing may increase electronic waste by paradoxically promoting the sustainable recycling of upgraded electronics.

W-2.11 Prosocial Referral Rewards

Rachel Gershon, Washington University, USA*

Cynthia Cryder, Washington University, USA

Leslie John, Harvard Business School, USA

Companies using referral reward programs typically use one of two reward structures: 1) Self Rewards (e.g., If you refer a friend you will receive \$10) or 2) Shared Rewards (e.g., If you refer a friend, you and your friend will each receive \$5). However, findings from the current project suggest that consumers may be most likely to refer friends to a company when their friend will receive the full reward, a “prosocial referral reward” structure that very few companies use.

W-2.12 When Public Recognition for Charitable Acts Backfires: The Role of Consumer Self-Construal

Bonnie Simpson, Western University, Canada*

Katherine White, University of British Columbia, Canada

Juliano Laran, University of Miami, USA

While previous research has shown that making charitable donations visible to others can motivate charitable giving, we find that public recognition can sometimes decrease donations. Across four studies, we show that an independent self-construal (i.e., separate from others) results in lower donation amounts when the donation will receive public recognition compared to when the donation will remain private; this effect does not occur for those under an interdependent (i.e., connected with others) self-construal. This research contributes to the understanding of the role of public recognition, as well as self-construal and self-interest, in charitable giving.

Working Paper Session III: Judgment, Preference, and Choice

Room: Marina

Chair: Elizabeth Webb, Columbia University

W-3.01 The Differences of Similarities: The Role of Sharp-and-Round Numbers on Perceived Similarity

Yegyu Han, Virginia Tech, USA*

Sang Kyu Park, University of Florida, USA

Yongjun Sung, Korea University, Korea

A recent work challenged the traditional models of similarity by showing that introducing small differences can in fact increase perceptions of similarity. The current research reconciles the striking lacuna in the literature by demonstrating when and how small differences can increase or decrease perceived similarity across objects. Drawing from literature on numerical information processing, the authors demonstrate that small-round price differences decrease perceived similarity while small-sharp differences increase perceptions of similarity. The authors suggest that the difficulty associated with processing small-sharp differences motivates individuals to dismiss the discrepancy, thereby leading to an elevated sense of overall similarity among objects.

W-3.02 Or else! The positive effect of an advisor's ultimatum on perceived expertise.

Shirley Shuo Chen, University of Alberta, Canada*

Kyle B Murray, University of Alberta, Canada

This research examines how advice given with an ultimatum affects perceived expertise in the context of financial decision-making. In a series of three studies, we find that perceptions of expertise increase when an advisor threatens to provide no future advice if the current recommendation is not

accepted. Additionally, we find domain knowledge plays a moderating role such that people high (low) in domain knowledge perceive an advisor as more (less) of an expert after an ultimatum. Our results indicate that this effect is driven by inferences about the asymmetric nature of knowledge in the relationship between an advisor and advisee.

W-3.03 Upward or Downward: Effect of Direction of Time-keeping on Resource Deficiency and Related Downstream Preferences

Ankur Kapoor, Indian Institute of Management, Ahmedabad; India*
Sanjeev Tripathi, MICA, Ahmedabad; India

Time has become a scarce resource and frequent time-keeping is becoming a common activity. This research studies the impact of direction of time-keeping on resource deficiency perception and related downstream preferences. Applying the theoretical perspective of time-as-resource and resource deficiency, we argue that the direction of time-keeping (upward/downward) systematically impacts resource deficiency perception, preference for calorie-rich foods and risk aversion. Through three studies, we infer that downward time-keeping leads to higher resource deficiency perception, as manifested in increased preference for calorie-rich foods and higher risk aversion, while upward time-keeping does not lead to such effects.

W-3.04 The joint effect of affect and information-processing style on price judgment

Kaeun Kim, University of Massachusetts, USA*
Elizabeth Miller, University of Massachusetts, USA

Combining the affect-as-cognitive-feedback account with research on the dual role of price, the present research shows that affective states influence consumers' price judgment depending on the currently accessible mode of processing. Findings from three experiments suggest that positive affect increases price-as-quality judgments only when global processing is salient whereas negative affect facilitates price-quality perception when local

processing is dominant. These findings provide a more nuanced perspective of the impact of affect on price judgment and suggest that marketers must consider both affect and thinking style to fully understand how consumers will evaluate prices.

W-3.05 Are monetary incentives always the best? The effects of incentive type and childhood socioeconomic status on purchase intention

Qin Wang, Arizona State University, USA*

Liangyan Wang, Shanghai Jiao Tong University, China

Giving incentives to consumers is generally used in sales promotion and believed to be efficient techniques to generate consumer awareness and response. Past research has examined the effectiveness of different types of sales promotions (most can be seen as monetary incentive). In the present research, the authors found that the effect of incentive type (monetary incentive vs. spiritual incentive) on consumers' purchase intention was moderated by consumers' childhood socioeconomic status (high vs. low), but not their current socioeconomic status. Also we confirm that consumers' perceived norm consistency mediates this interaction effect.

W-3.06 The Role of Enriched Attributes in a Singular-option and a Paired Choice

Xiaoqi Han, Western Connecticut State University*

Frank Kardes, University of Cincinnati

Enriched attributes are embedded in relatively large associative networks stored in memory, and each concept included in a network can potentially invite spontaneous inference formation. The two studies show that an enriched attribute generates spontaneous inferences, which leads to decreased choice deferral in a singular-option (vs. paired-option) choice. Further, implicit prompting decreases choice deferral regardless of attribute type in a singular-option choice task and prompting won't be as impactful in a paired-option (vs. singular-option) choice task.

W-3.07 I Toil I control? The Impact of Effort on Consumers' Winning Probability Judgment

Xiaohua Zhao, Qinghua University, China*

Yuhuang Zheng, Qinghua University, China

Fang Wan, University of Manitoba, Canada*

This paper examines the influence of effort on consumers' winning probability judgment in uncertain events. We found that consumers who have spent high effort (vs. low effort) will make a higher winning probability judgment, because high effort induces high wishful thinking tendencies, and desirability of the outcome moderates the effect.

W-3.08 "I choose this, but recommend that": Self-other discrepancies in risky decisions

Ryan Corser, Vanderbilt University, USA*

Kelly Haws, Vanderbilt University, USA

Consumers make decisions all the time based on the recommendations of others. We examine how perceptions of risk differ based on whether one is making the decision for themselves or a recommendation for another. We find that advisers tend to recommend riskier actions than what decision-makers chose for themselves. After exposure to decisions involving social or health risks, differences emerged between self-choice and recommendations for others. Specifically, self-other discrepancies showing riskier behaviors for recommendations to others emerged when the risky behavior was perceived as low risk and highly valued by peers.

W-3.09 Is Time Pressure a Risky Business? A Meta-analysis

Alex Belli, University of Technology Sydney, Australia*

François Carrillat, University of Technology Sydney, Australia

Do people under time pressure make risky decisions? This study endeavours to address this question that has divided academics. A meta-analysis was

conducted on 83 effect sizes from 12 studies, and revealed time pressure does not promote risk-seeking on average. However, framing was a significant moderator: people under time pressure were more risk-seeking over gains but more risk-averse over losses, in accordance with risk preference reversal theory (Saqib & Chan, 2015). Furthermore, study-level methodological characteristics did not alter preference reversal; hence, predictions from the theory are robust across both hypothetical and real choices as well as monetary and non-monetary choices.

W-3.10 People Express Less Extreme Opinions When Sharing With an Audience Who Has Experienced the Product Before

Uri Barnea, University of Pennsylvania, USA*

Jonah Berger, University of Pennsylvania, USA

How does word of mouth change based on the product experience of the audience? We demonstrate that people express less extreme attitudes about a product when conversing with a person who has experienced it, compared to someone who has not, for positive and negative product experiences alike. We suggest that the effect of audience experience is driven by impression management considerations of the speaker, and present initial supporting evidence.

W-3.11 Underweighting Future Usage in Purchase Decisions

Liz Friedman, Yale University, USA*

Shane Frederick, Yale University, USA

Ravi Dhar, Yale University, USA

We explore how considering future usage of a products influences decisions in situations where consumers face a choice between a higher price, higher quality option, and a lower price, lower quality option. We propose that when making such decisions, consumers tend to underweight the amount of time they will own the products, which leads them to undervalue the total utility of the higher quality option. Across four studies, we demonstrate that cues to

consider the length of ownership or frequency of use make the consumer more likely to choose the expensive option.

W-3.12 The compensation-driven nature of monetary incentives and its effects on motivating choices and performance

Rachel Meng, Columbia University, USA*

Ran Kivetz, Columbia University, USA

Incentives motivate us. While considerable research has focused on whether monetary rewards work, our evidence suggests that cash (relative to noncash hedonic) incentives generate a compensation-driven mindset that leads people to prefer certain and immediate rewards over uncertain or delayed ones. This tendency is diminished when individuals are induced with identity (vs. instrumental) motives and when a reward is no longer contingent on effort expenditure. When faced with a probabilistic performance-based bonus on a real-effort task, those incentivized with cash (vs. hedonic prizes of equivalent retail value) were more likely to cheat and less likely to perform well and persist.

Working Paper Session IV: The Social Self: Self-Other Discrepancies and Social Interactions

Room: Presidio

Chair: Mehdi Mourali, University of Calgary

W-4.01 Materialism and Social Connections: The Comfort of Spending Time versus Appreciation from Spending Money

William Ding, Washington State University, USA*

David Sprott, Washington State University, USA

While materialism is a pervasive value in the United States, relatively little is known about how materialism affects the social life of consumers. An attempt is made in this paper to establish a foundation for a theory of materialism and spending time (versus money) in social activities. Across three studies, the present research suggests that consumers higher (versus lower) in materialism tend to spend less time with, but spend more money on, others. Two distinctive underlying processes, psychological comfort (self-focused) versus perceived appreciation (other-focused), are highlighted to explain consumers' spending behaviors.

W-4.02 Pros and Cons for Kings and Pawns: The Differential Effects of Two-Sided Arguments on Self-Perceived Experts versus Novices

Martin Pyle, Ryerson University, Canada*

Grant Packard, Wilfrid Laurier University, Canada

Do knowledge beliefs shape how people process two- (vs. one-) sided arguments? While research has examined how source and message factors moderate the impact of “pro and con” arguments, little attention has been paid to attributes of the recipient in this context. We introduce recipient subjective knowledge as an important factor in valenced argument effects. An initial study confirms that those high (low) in subjective knowledge evaluate the source's expertise as higher (lower) following a two- (vs. one-) sided argument in an online review setting, offering a potential explanation for mixed findings on the persuasive impact of valenced arguments.

W-4.03 Reducing consumer indecision: The effect of power

Mehdi Mourali, University of Calgary, Canada*

Frank Pons, Laval University, Canada

Derek Hassay, University of Calgary, Canada

Zhiyong Yang, University of Texas, Arlington, USA

Two studies examine the effect of power on consumer indecision. The findings suggest that power reduces choice deferral, not because high power consumers perceive the decision to be less risky or because they simply have a tendency to act, but because power reduces the anticipation of future regret.

W-4.04 Says who?: Reviewers' social identities influence perceptions of authenticity and attitudes toward a restaurant

Suzanne Horwitz, Yale School of Management, USA*

Balazs Kovacs, Yale School of Management, USA

We examine how customers play a role in establishing whether an organization is perceived as authentic. Across three experiments, participants responded to fictional online reviews about restaurants containing comments about the restaurants' authenticity. People trusted the reviews more when the reviewers' race or nationality matched the restaurants' cuisines, even though this often meant that the reviewer was from a different group than the participant. Perceptions of authenticity mediated liking of the restaurant. Above and beyond the content of a review, it also matters who is saying it.

W-4.05 Redefining Expertise in a Social World: How Sharing Digital Content Influences Self-Perceptions of Expertise

Daniel M. Zane, Ohio State University, USA*

Rebecca Walker Reczek, Ohio State University, USA

Robert W. Smith, Ohio State University, USA

This research extends the conceptualization of consumer expertise into the increasingly socially-connected environment that consumers live in. Our

initial studies explore how sharing preexisting digital content (e.g., a news article) can enhance consumers' self-perceptions of subjective expertise. Sharers believe they are acting as experts by disseminating information to others and conclude from their act of sharing that they must be knowledgeable about the topic of the shared content. These increased self-perceptions of subjective expertise then lead consumers to perform behaviors traditionally associated with being an expert.

W-4.06 Power to the People: Consumer Influence Tactics In Retail Settings

Raymond Lavoie, University of Manitoba, Canada*

Kelley Main, University of Manitoba, Canada

Joey Hoegg, University of British Columbia, Canada

Wenxia Guo, Acadia University

In this research we explore the novel perspective that consumers can influence service agents. We provide evidence that consumer influence tactics (i.e. tips and compliments) impact staff's perceptions of the customer and elicit preferential treatment. We demonstrate that the relative effectiveness of tips and compliments is moderated by the degree of relationship development within the interaction between staff and customers. To the degree that a relationship is able to develop between customers and servers, compliments gain in effectiveness relative to tips. The relationship between consumer influence tactics and preferential treatment is serially mediated by increased feelings of appreciation and the subsequent likeability of the consumer.

W-4.07 Asymmetry between presenters and evaluators

Joonkyung Kim, University of Toronto, Canada*

The paper studies the interaction between advice providers and clients in a hiring context. When an agent has experiences consisting of focal work experience (e.g., fund management experience in a fund manager recruiting context) and other nonfocal experiences (e.g., experience as a loan officer), the nonfocal experiences can be described precisely for more information or

abstractly (e.g., experience in another finance job) for brevity. Four studies show that presenters are indifferent between the two descriptions, evaluators strongly dislike the description illustrating details of the nonfocal experience, regardless of the amount of the experience, relevance of the experience, and perspective taking.

W-4.08 Pseudo-Reviews: Conceptualization and Consumer Effects of a New Online Phenomenon

Federico de Gregorio, The University of Akron

Alexa Fox, Ohio University

Hye Jin Yoon, Southern Methodist University*

The present research introduces, conceptualizes, and investigates consumer response to pseudo-reviews, a growing online phenomenon. Pseudo-reviews are user-generated, humorous, fake reviews that contain surface-level similarities to authentic reviews, but exist primarily to poke fun at a product. Across two experiments, we found that pseudo-reviews were not liked or perceived as helpful as authentic negative or positive reviews. For products that did not have unusual features, consumers did not let them negatively impact their product evaluation. For products that did have unusual features, pseudo-reviews negatively affected product evaluation even when consumers thought they were less helpful.

W-4.09 The Impact of Introducing Others to a Shared Consumption Experience

Virginia Weber, University of Alberta, Canada*

Jennifer Argo, University of Alberta, Canada

Sarah Moore, University of Alberta, Canada

The current research examines “introducing consumption experiences” wherein one consumer (i.e., the introducer) who has already had an experience chooses to share it simultaneously with someone (i.e., the target) who has never had that experience before (e.g., watching one’s favorite movie

with a friend who has not yet seen it). Specifically, we explore the implications of the target disliking the introduced experience and find that when the target does not have an overlapping identity with the experience, his/her negative evaluation of the introduced experience creates a self-threat to the introducer, causing the introducer to distance the self from the experience.

W-4.10 Social Exclusion Prevents Carryover Effects of Deception

Hamed Aghakhani, Dalhousie University, Canada*

Kelley Main, University of Manitoba, Canada

Recent research has shown that advertising deception not only has a negative effect on consumers' responses to subsequently encountered similar products and sources, but also carryovers onto advertisements from other firms who were not engaged in the prior deceptive act. This research reveals a previously undocumented positive effect of social exclusion. In particular, through three experiments, the current research demonstrates that social exclusion attenuates this carryover effect.

W-4.11 Publicity Enhances Evaluation of Benignly Negative Behaviors

Kao Si, The Chinese University of Hong Kong*

Xianchi Dai, The Chinese University of Hong Kong

We propose and show that behaviors that appear benignly inconsistent with relevant goals or principles are evaluated more positively when they are conducted in public than in private. Publicity makes people judge such behaviors to be less inconsistent with the relevant goals or principles and be more likely to accept goal-/principle-consistent justifications for such behaviors. We explicate the mechanism underlying the current effects, identify boundary conditions, and demonstrate the effects in domains of goals and moral behaviors.

W-4.12 Cultural Differences in Conformity to Descriptive Norms

Rebecca Chae, University of Michigan, USA*

Carolyn Yoon, University of Michigan, USA

Using normative messages in social campaigns has become increasingly commonplace. Prior research has shown that messages using descriptive norms can lead to greater conformity than messages without such norms. In this research, we investigate how culture affects persuasion when consumers are presented with different descriptive norms. Based on extant literatures on culture and norms, we theorize that the degree of conformity to descriptive norms differs for Easterners versus Westerners. In laboratory and field experiments, we document cultural variation in conformity and persuasion as a function of the type of descriptive norm across different domains.

Working Paper Session V: Guiding the self: health, self-control, and goals

Room: Telegraph Hill

Chair: Kirk Kristofferson, Arizona State University

W-5.01 Do consumers feel more authentic after making a high or a low self-control choice? The moderating role of lay rationalism

Michail Kokkoris, University of Cologne, Germany*

Erik Hoelzl, University of Cologne, Germany

Carlos Alós-Ferrer, University of Cologne, Germany

We examine how resolving self-control conflicts by making a high or a low self-control choice affects consumers' feelings of authenticity, i.e. the subjective experience of acting in accord with one's true self. We propose that individual differences in lay rationalism, i.e., the use of reason versus feelings to guide decisions, moderate the effect of consumer choice (high vs. low self-control) on authenticity. We show that consumers low (high) in lay rationalism feel more authentic when making a low (high) self-control choice. Moreover, this effect motivates compensatory authenticity seeking to restore authenticity deficits.

W-5.02 The Sensation of Touch Makes Me Feel Better: Touch as an Antidote for PSA Ad Induced Negative Affect

Meng-Hsien (Jenny) Lin, California State University Monterey Bay, USA*

Akshaya Vijayalakshmi, Indian Institute of Management, Ahmedabad, India

Melika Kordrostami, Iowa State University, USA

This working paper focuses on an idea that bridges theories and past research from consumer research, psychology and advertising literature to study the impact of haptic (sense of touch) on consumers response to threat ads. The current paper finds that the power of touch presented in various

forms, warmth or interpersonal touch, triggered through visual imagery can regulate the threat and empathy experienced after viewing of public service announcement ads (PSA). Further, individual difference factors such as need for touch (NFT) and comfort with interpersonal touch (CIT) play a significant role in moderating the viewers' responses.

W-5.03 Might bigger portions of healthier snack food help?

Carolina Werle, Grenoble Ecole de Management, Irege, France*

Dubelaar Chris, Deakin University, Australia

Natalina Zlatevska, Bond University, Australia

Stephen S Holden, Macquarie Graduate School of Management

Three experiments investigate if consumption of healthy food can be enhanced using portion-size. We first compare portion-size effects for healthy and unhealthy snack foods. Portion-size effects were larger for unhealthy in comparison to healthy snacks. Study 3 focused only on healthy snacks and further investigated the role of food-focus. High-school students received large or small portions of baby-carrots while in a movie theater. They watched either a movie related or unrelated to food. Portion-size effects were stronger when participants watched a movie unrelated to food. The food-related movie made participants think more about food and diminished their susceptibility to portion-size.

W-5.04 Exploring Materialism and Self in a Plastic Surgery

Sujin Song, Korea University, Korea*

Hector Gonzalez, York University, UK

This research explores how aesthetic plastic surgery has affected consumers' self and post plastic surgery life. Especially, the current work attempts to provide a narrative theoretical lens that are uncovered by Schouten (1991) on 1) how plastic surgery functions as a tool to exhibit one's autonomy on physical and psychological self, and 2) how materialistic consumption tendencies are escalated post plastic surgery. Nine interviews show that

consumers have a greater ownership for the contaminated body part, try to fulfill one's psychological self by changing physical self and engage in new consumption practices that are more materialistic post plastic surgery.

W-5.05 How Health-based Body Image Stereotypes in Advertising Perpetuate Unhealthy Consumption Decisions Among at Risk Populations

Scott Connors, Washington State University, USA

Katie Spangenberg, University of Washington, USA*

Andrew Perkins, Washington State University, USA

Mark Forehand, University of Washington, USA

The use of health-based body image stereotypes in advertising is shown to lead overweight consumers to make unhealthy product choices as a function of their own self body-image. An overweight implicit body image drives perceptions of product-model fit leading to more positive (negative) attitudes towards unhealthy (healthy) products.

W-5.06 I Don't Smoke, so I Can Indulge in Risky Actions: An Illusory Boost in the Self's Health Confidence after Exposure to Anti-Smoking Public Service Announcements

Hakkyun Kim, Sungkyunkwan University

Sangdo Oh, Yonsei University

Jungyun Kang, Sungkyunkwan University*

Donghyen Park, Sungkyunkwan University*

This research proposes that messages depicting the negative consequences of one type of harmful behavior may undermine the risk perceptions toward other unrelated domains and may increase behavioral intentions among people who are not the intended target of those messages. For instance, after being exposed to public service announcements on the danger of smoking, non-smokers may perceive an illusory boost in their health conditions. As a result, these people are more likely to perceive risk in other types of unhealthy behaviors as comparatively low and acceptable, making them more likely to commit such behaviors.

W-5.07 Satisfying Curating versus Collecting Goals

H. Lauren Min, University of Colorado, USA*

Lawrence E. Williams, University of Colorado, USA

Everyday consumers are embracing the practice of curating. Yet conceptualization of curating is largely absent in prior research, perhaps because it is commonly conflated with collecting. We examine whether consumers evaluate acquisition, usage, and disposition outcomes differently based on whether they have either a curating or collecting goal. Having a curating (versus collecting) goal increased perceived goal satisfaction when acquisition was low (versus high), expected preservation was short (versus long), and the recipient of one's curation/collection was the next generation (versus future self), and decreased perceived goal satisfaction when public exposure and organization of the curation/collection were low (versus high).

W-5.08 When sugar becomes salient...??? The role of non-conscious motivation in healthful choices for self and significant others.

Anumeha Sah, Henley Business School, University of Reading*

Carola Hillenbrand, Henley Business School, University of Reading

Julia Vogt, Henley Business School, University of Reading

This research attempts to bring together streams of research from consumer psychology, marketing and nutrition to provide possible solutions to the obesity epidemic due to consumption of excessive liquid sugar in the form of sweet beverages. There is an urgent need to look beyond the health halos of supposedly healthy beverages so that this excessive sugar becomes visible, is noticed and is avoided. Most consumers are well aware that consuming high sugar food and drink is detrimental to health. Their conscious intention is to avoid sugary food and beverages but somehow very limited effects of this intention are seen on the actual behavior and consumption of individuals. To solve this, a behavior change intervention is required that is not dependent on conscious intention. This might be achieved by non-conscious motivational routes to influence consumers as environmental cues can activate cognitive

structures and implicitly affect behavior of individuals. This research aims to apply concepts from heuristics and bias and priming to identify behavior change interventions wherein people adopt a change willingly and with pride, thus ensuring sustainability of the behavior. This research hopes to contribute to consumer psychology, public policy and social marketing.

W-5.09 Potato chips vs (Maine potatoes) potato chips: Does simply putting a region name on a product make it seem healthier?

Ji hyun Jin, (MS student) Korea University, Korea*
Kwanho Suk, Korea University, Korea

Compare these two products: potato chips vs (Maine potatoes) potato chips. Can simply putting a region name on an indulgent product lower the calorie estimates of it? This research investigates whether the phenomenon exists and more importantly, whether such phenomenon occurs even if the region is NOT a well-known producer of the product's ingredient. A preliminary study demonstrates that when the name of the region (in which the ingredient of the product was produced) is obviously attached to the product package, consumers evaluate the product to be much healthier and lower in calories compared to its counterpart with no such label.

W-5.10 The Therapeutic Utility of Shopping: Retail Therapy, Emotion Regulation, and Well-Being

Leonard Lee, National University of Singapore, Singapore
Tim Böttger, University of St.Gallen, Switzerland*

We explore how shopping could contribute toward the regulation of negative feelings and engender, what we call, therapeutic utility. Building on and synthesizing prior research on motivation theory, emotion regulation, and compensatory consumption, we propose a conceptual framework that illuminates the different sources of therapeutic utility in shopping based on four primary motives in consumption— affective-preservation, affective-growth, cognitive-preservation, and cognitive-growth. Importantly, our framework acknowledges that consumers can engage in retail therapy without

pursuing any concrete purchase goals or any actual purchases. Taking a needs perspective, we discuss potential mechanisms for therapeutic utility through shopping and propose directions for future research.

W-5.11 Do Low-Income People Notice Calorie Labels? Differences between Low- and Higher-Income Participants in Menu Evaluation

Eric VanEpps, University of Pennsylvania, USA*

Julie Downs, Carnegie Mellon University, USA

George Loewenstein, Carnegie Mellon University, USA

Christopher Olivola, Carnegie Mellon University, USA

In a novel task, lower-income consumers were less likely than higher-income consumers to notice when the calorie content of menu items changed, though there were no differences between groups in identification rates for other, similar menu revisions. Additional survey results suggest that low-income consumers are less likely to notice calorie labels on menus because they care less about this information when they look at menus. Whether this difference reflects priorities or ability is yet unknown.

W-5.12 “Choosing Unhealthy to Appear Warm: How Consumers Signal Personality Traits via Food Choice”

Marija Grishin, University of Kansas, USA*

Yexin Jessica Li, University of Kansas, USA

Jenny G. Olson, University of Kansas, USA

Surendra N. Singh, University of Kansas, USA

We test the novel proposition that impression management goals within the fundamental dimensions of social cognition (warmth and competence; Fiske, Cuddy, & Glick, 2007) have differential effects on consumers’ food choice. The results of three experiments reveal observer effects, where unhealthy food choice increases perceptions of the chooser’s warmth, as well as actor effects, where motivation to appear warm significantly increases the proportion of unhealthy (vs. healthy) foods chosen.

Working Paper Session VI: Emotion & Experience

Room: California Parlor

Chair: Thomas Allard, Nanyang Technological University

W-6.01 "No Pain, No Gain": The Positive Effects of Disgust

Gaia Giambastiani, Bocconi University, Italy*

Gülen Sarial-Abi, Bocconi University, Italy

Can disgust evoke a positive aspect of a product? This research builds a link between two seemingly unrelated concepts that are instead subject to an implicit causation mechanism: the emotion of disgust and the perception of specific positive attributes in products. In a series of two studies, one conducted in a university lab and one in the field, we demonstrate that individuals perceive the disgusting products as more effective. We suggest that this perception is because of the lay beliefs that are developed starting from early childhood.

W-6.02 The Mere Presence of a Smartphone Weakens Emotional Experience

Noah Castelo, Columbia University, USA*

Adrian Ward, University of Texas at Austin, USA

Peter Reiner, University of British Columbia, Canada

Smartphones offer consumers an incredible array of benefits, but their mere presence also brings costs, including decreases in conversation quality, focused attention, and fluid intelligence. We propose that the presence of a smartphone has the general effect of decreasing mindfulness of ones' surroundings, which can explain recent findings and suggests novel effects. We show that the mere presence of a smartphone can decrease the intensity of emotional experiences, and that decreased mindfulness explains this effect.

W-6.03 It's the Pain That Counts: How Payment Mechanisms Affect Anticipated Gift Appreciation

Seung Eun Kim, Seoul National University, South Korea*

Kyoungmi Lee, Seoul National University, South Korea

Can the payment method used to buy a gift affect the gift giver's anticipation on how much the recipient would appreciate the gift? Across two studies we show that, when gift givers have purchased a gift using more psychologically painful methods (e.g., cash) compared to less painful methods (e.g., debit or credit card), they expect the recipient appreciate the gift to a greater extent. Results further show that pain of payment mediates this effect, suggesting that gift givers would believe the more painful it was to purchase the gift, the more appreciated the gift recipient would be.

W-6.04 In Our Hearts You Will Always Stay Loved and Remembered

TzuShuo Ryan Wang, University of Minnesota, USA*

Barbara Loken, University of Minnesota, USA*

Consumers sometimes become reluctant to detach from their treasured belongings because such detachment can generate self-threats. To investigate how consumers cope with such self-threats when product detachment is inevitable, this working paper adopts the self-expansion model and hypothesizes that, by including objects into the self, consumers allow their detached belongings to continue to exist and live on in their self even when their belongings are destroyed as a result of detachment. This idea is built upon literature on the grieving process after the death of a loved one. Results from two experiments provide preliminary evidence supporting this working paper's hypothesis.

W-6.05 How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude

Lauren Grewal, University of Pittsburgh, USA*

Mary Steffel, Northeastern University, USA

Dhruv Grewal, Babson College, USA

This research examines how people prefer to give and receive gratitude, and whether recipients accurately predict and respond to givers' preferences. Across studies, we find gift recipients failing to express their gratitude publicly as often as givers would prefer. This belief appears to be due to recipients incorrectly believing givers will like gratitude less and feel less closeness due to public (versus private) gratitude appearing less personal. We suggest that for gift exchanges to be more successful, givers need to think about recipient desires for the gift itself while recipients need to respond in kind in their gratitude expression.

W-6.06 The Effect of Antecedents of Sadness on Brand Evaluation

Luxi Chai, University of Kansas, USA*

Yexin Jessica Li, University of Kansas, USA

Different elicitors of sadness (i.e., social loss vs. status loss) should generate different evaluations and behaviors due to the different problems they create. This paper investigates how these elicitors influence the perceived importance of two fundamental brand traits, namely, warmth and competence. In two experiments, we show that when consumers experience sadness from status loss, they emphasize the importance of brand competence and rate competent brands more desirable than warm brands. In contrast, ratings of brand traits do not differ when consumers experience sadness from social loss. We contribute to research on emotion in consumer attitudes and behaviors.

W-6.07 The Effect of Authentic vs. Hubristic Pride on Construal Level

Melis Ceylan, Koc University, Turkey*

Nilüfer Aydınoglu, Koc University, Turkey

Selin Atalay, Frankfurt School of Finance and Management, Germany

Pride is a common response to significant life events such as graduating from college and every day life events such as exerting self-control. Consumers, thus, can frequently experience pride and it is critical to understand how this emotion affects how consumers construe information and make subsequent choices. This research shows that individuals experiencing hubristic (authentic) pride adopt higher- (lower-) level construals. This result contributes to research in emotions and judgment & decision making; and has implications for marketing practitioners.

W-6.08 Does Sharing Make Consumers Happy or Does Happiness Make Consumers Share?

Ezgi Akpınar, MEF University, Turkey*

Kivilcim Dogerlioglu Demir, Sabanci University, Turkey

Does sharing make us happier? Or does happiness make us share more? Two tightly controlled experiments demonstrate the bi-directional effect between happiness and sharing. Two components of happiness affect sharing differently: while excitement weakens the tendency to share negative reviews, calmness strengthens the tendency to share positive reviews. Further, sharing boosts happiness, both through calmness and excitement. Our framework sheds light on how companies can boost positive content while preventing negative content shared by consumers. It also provides implications for consumers' overall well-being.

***W-6.09 Lost in Fantasy, or Alive in Reality: The Elution Hypothesis –
Balancing Immersion and Emersion in Virtual Realities***

Daniel Boller, University of St. Gallen, Switzerland*

Alexander Schulte-Mattler, University of St. Gallen

Andreas Herrmann, University of St. Gallen

In this research work we argue, that the interplay of immersion (individual state of being attached to Virtual Reality [VR]), and emersion (individual state of being detached to Physical Reality [PR]) affects the ability in transferring and applying VR experiences in PR, and consequently, the benefits of VR. Specifically, the ‘Elution-Hypothesis’ demonstrates that the level of abstraction in VR transcend the shift from VR to PR, that is revert immersion, and that the level of associations transcend the shift from PR to VR, that is revert emersion, finally affecting the mental separation of VR/PR, and consequently, the benefits of VR.

W-6.10 The Egocentric Impact Bias: The Self’s Actions Seem to Elicit Stronger Emotions Than Do Others

Fausto Gonzalez, University of California Berkeley, USA*

Minah Jung, New York University, USA

Clayton Critcher, University of California Berkeley, USA

We explore the Egocentric Impact Bias—the perception that the self’s own actions will have stronger emotional impacts on others than would the same actions performed by someone else. Participants thought smile-inducing or upsetting videos would elicit stronger reactions when participants (instead of the random assignment of a computer) sent them to others (Study 1, N = 284). These forecasts were not similarly heightened when judging others’ choices, suggesting the bias characterizes the self’s actions, not merely intentional ones (Study 2, N = 588). The discussion focuses on how this bias helps create socially conscious decisions.

W-6.11 The effect of incidental disgust on aesthetic preference

Kiwan Park, Seoul National University, South Korea

Seojin Stacey Lee, Seoul National University, South Korea*

Joonkyung Kim, University of Toronto, Canada

Products with the same functionality can have different designs varying in the visual complexity. While complex designs with greater irregularity and details could add stimulation, these visual features could be unattractive under disgust, as these are associated with potential danger and unhealthiness from the evolutionary point of view. In two studies, we show the incidental disgust induced by an exposure to disease threats led to a more favorable evaluation for simple designs and less favorable evaluation for complex designs. The finding contributes to the emotion and art literature as it documents how avoidance tendency triggered by disgust influences aesthetic evaluation.

W-6.12 The Role of Mind Perception in Consumers' Reactions to Artificial Intelligence

Noah Castelo, Columbia University, USA*

Adrian Ward, University of Texas at Austin, USA

Bernd Schmitt, Columbia University, USA

Artificial intelligence (AI) is continually acquiring new human-like abilities, from driving cars to diagnosing diseases to providing financial advice. However, consumers are often uncomfortable with algorithm-based decision systems, and this may be particularly true of AI given popular warnings about the threats it poses to human jobs and lives. We find that mind perception – which involves two dimensions of agency and experience – plays a significant role in consumers' comfort with and willingness to use AI for a variety of tasks.



Reception
6:30 pm - 8:00 pm
Gold Ballroom



Saturday, 15 February 2017

REGISTRATION
7:30 am - 3:45 pm
Sunset Court

BREAKFAST
7:30 am - 8:15 am
Sunset Court

SESSION 6
8:15 am - 9:30 am

SESSION 6
Saturday, 18 February 2017

8:15 am - 9:30 am

6.1 Symposium: The Social Nature of Consumption: Fostering Consumer-Brand Relationships

Room: Sea Cliff

Chair: Andrea Bonezzi, New York University, USA

Monika Lisjak, Arizona State University, USA

Reducing Consumer Alienation: The Effect of Making Product Producers Personal

Christoph Fuchs, Technical University Munich, Germany, and Erasmus University, The Netherlands

Martin Schreier, WU Vienna University of Economics and Business, Austria

Ulrike Kaiser, WU Vienna University of Economics and Business, Austria

Stijn van Osselaer, Cornell University, USA*

In the era of mass production, consumers often know nothing about the person(s) who created the products they consume. In this research, we show that exposing consumers to personal information about a product's producer increases consumers' willingness to pay and product preference. Six studies document that making producers personal reduces the separation between consumers and the producer, which has positive effects on the way consumers perceive both the producers and their products. The studies also rule out several alternative explanations including increased accountability, demand artifacts, and economic neediness of the producer.

The Starbucks Effect: How Consumer Identification Impacts Consumer Preference

Sarah Lim, Cornell University, USA*

Stijn van Osselaer, Cornell University, USA

Christoph Fuchs, Technical University Munich, Germany, and Erasmus University, The Netherlands

Martin Schreier, WU Vienna University of Economics and Business, Austria

The present research examines how providing a consumer's name to a producer or service provider influences the consumer's preference for products. We propose that consumers believe that providing their name would prompt producers to view them in a less objectifying way—perceiving them more as an individual person instead of a source of income, which would translate into greater preferences for products made by those producers. A series of five studies examines the proposed effect and delineates a boundary condition. Thus, this research highlights that processing orders by name can contribute to cultivating more meaningful relationships between companies and consumers.

A Relationship Account of Marketing Rewards: The Effect of Conditional versus Unconditional Rewards on Brand-Self Connection

Andrea Bonezzi, New York University, USA*

Monika Lisjak, Arizona State University, USA*

This research examines how rewards can be used as a marketing tool to foster self-brand connection. Across three experiments we compare and contrast conditional to unconditional rewards, and show that unconditional rewards are more effective than conditional rewards at fostering brand-self connection, because they increase the salience of communal relationship norms.

To Trace is to Trust: Consumers' Response to Product Traceability

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. In this paper, we examine how the simple act of labeling a product as “traceable” can influence consumer-brand relationships. Across four experiments, we demonstrate that when a company includes a “traceability” label on its products, consumers infer that it is being transparent in its production process and also infer positive qualities about the brand and its products, even without any additional positive information about production practices with its traceability labeling.

6.2 Symposium: Personal Money (Mis)Management

Room: Pacific Heights

Chair: Heather Barry Kappes, London School of Economics and Political Science, UK

Know Thyself Financially: How Financial Self-Awareness Benefits

Consumers

Nivriti Chowdhry, Jones Graduate School of Business, Rice University, USA*

Jihye Jung, Jones Graduate School of Business, Rice University, USA

Utpal Dholakia, Jones Graduate School of Business, Rice University, USA

We consider the relation between an individual's financial self-awareness (FSA), defined as knowledge about one's own current financial assets, liabilities, and spending patterns, and downstream financial behaviors. Results of eight studies show that a higher level of FSA is associated with more judicious short-term saving and spending decisions and longer-term outcomes such as paying down debt. We find that financial literacy strengthens the positive association between FSA and financial outcomes and the effect of FSA is mediated by perceptions of efficacy about handling personal finances. This research suggests that increasing consumers' FSA can influence prudent financial decision making.

Associating Status Spending with Wealth Predicts Financial Vulnerability

Heather Barry Kappes, London School of Economics and Political Science, UK*

Adults who are unprepared to meet emergency expenses could improve their financial situations by being more frugal. These studies suggest that one reason they are not may be perceptions of how spending relates to wealth. Participants judged targets who spent a higher percentage of their own income or who consumed higher-status goods to be wealthier than lower spenders

with the same income. As an individual-difference measure, perceptions of a stronger link between a target's spending and target's wealth predicted less personal frugality and less ability to meet unexpected expenses, over and above income and financial literacy.

Better Understood Companies Seem Like Safer Investments

Andrew R. Long, University of Colorado Boulder, USA*

Philip M. Fernbach, University of Colorado Boulder, USA

Bart de Langhe, University of Colorado Boulder, USA

Consumers tend to conflate their sense of understanding of what a company does with investment risk, believing better-understood companies to be safer investments. We document the effect using risk ratings, as well as expected return outcomes. In five studies, sense of understanding predicted perceived risk, but not actual risk of stocks. In the final study, participants constructed portfolios for a risk-tolerant and a risk-averse investor. Participants allocated more investment dollars to easy-to-understand companies for the risk-averse investor. The results may explain both the enduring popularity and common misinterpretation of the “invest in what you know” philosophy.

Debt Aversion and the Trajectories of Psychological Pain

Adam Eric Greenberg, UCLA Anderson School of Management, USA*

Hal E. Hershfield, UCLA Anderson School of Management, USA

Previous research has found that although planned debts can be beneficial, consumers are averse to them. Yet scant attention has been paid to the underlying reasons for loan aversion. Here, we investigate whether beliefs in different psychological pain trajectories affect the decision to take up loans. Across six studies, we find that consumers anticipate one of two possibilities: an immediate pain trajectory in which pain peaks at the time a loan is taken out, or a growing pain trajectory in which pain peaks after holding on to a loan. We show that the latter trajectory causes greater loan aversion.

6.3 Symposium: Customized Nudges: Choice Architecture for a Heterogeneous World

Room: Marina

Chair: Kirstin Appelt, University of British Columbia, Canada

Effective, Selective Choice Architecture: Checklists as a More Precise Tool

Kirstin Appelt, Columbia University, USA*

Melissa Knoll, Consumer Financial Protection Bureau, USA

Eric Johnson, Columbia University, USA

Jon Westfall, Delta State University, USA

We introduce a new choice architecture tool, preference checklists, which are intended to be both effective and selective (i.e., meeting individuals' differing needs and preferences). In two studies, we test the efficacy of preference checklists through their impact on older Americans' preferred Social Security retirement benefit claiming age. Checklists presenting reasons to claim benefits later before presenting reasons to claim benefits early significantly delay preferred claiming age. Further, we show that checklists show greater efficacy compared to a typical, "neutral" choice architecture and a typical nudge (i.e., setting a default age).

Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs

David Hardisty, University of British Columbia, Canada*

Yoonji Shim, University of British Columbia, Canada

Daniel Sun, University of Calgary, Canada

Dale Griffin, University of British Columbia, Canada

Why has the uptake of energy efficient products been so slow? We propose that many consumers have a latent "long-term cost minimization" goal. Normally, when consumers are making purchases, they do not think about long-term costs. However, through a "10-year energy cost" label, we activate this latent goal, thus increasing the proportion of energy efficient choices from

12% to 48% in a field study in five drug stores over a period of six weeks. Furthermore, in a series of four lab studies, we establish the mechanism and demonstrate the efficacy of this technique relative to existing alternatives.

Choosing Not to Choose: Consumers Are More Satisfied with a Product When It Is Determined by a Prediction Algorithm Than When They Personally Chose It

Yann Cornil, University of British Columbia, Canada

Anne-Kathrin Klesse, Erasmus University Rotterdam, The Netherlands*

Companies like Netflix rely heavily on recommendation systems that seek to predict consumers' product preferences, for instance, based on past consumption. Whereas research on choice suggests that consumers would be more satisfied with a product that they chose themselves, our research demonstrates that consumers are actually more satisfied with a product that matches their preferences when they know that these preferences have been externally predicted; we term this phenomenon "predictability utility." We demonstrate this effect experimentally in three studies (N = 800) by developing and testing various recommendation systems in the domains of music and paintings.

Feeling Green: Decision Modes Promoting Environmentally-Friendly Consumer Utility Choices

Crystal Reeck, Temple University, USA*

Karoline Gamma, University of St. Gallen, Switzerland

Elke Weber, Columbia University, USA

Decision modes are qualitatively different psychological approaches people use when making judgments. When facing tradeoffs, people employ diverse decision modes, and different choice architecture interventions may be used to encourage specific decision modes. The present experiments examined how decision modes shaped judgments involving tradeoffs about consumer

utilities. In a consumer decision making context, affect-based modes promoted more environmentally-friendly choices, even when they incurred a personal cost, while calculation-based modes decreased environmentally-friendly choices. Choice architecture interventions that selectively highlighted the benefits of environmentally-friendly options interacted with decision modes. These findings provide insight into how decision modes alter decision processes.

6.4 Individual Papers: Paradoxical Outcomes in Consumer Behavior

Room: Presidio

Chair: Yaniv Shani, Tel Aviv University

When Concern for Inequality Promotes Inequality

Amit Bhattacharjee, Erasmus University Rotterdam, The Netherlands*

Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Despite the unprecedented prosperity of the developed world, a tenth of the world's population still lives in extreme poverty. Why do such drastic inequities persist? We present four studies investigating whether moral concern about inequity can itself restrict the range of solutions with potential to help the disadvantaged. Our findings suggest that moral outrage provoked by unfair labor practices can divert consumers' attention away from the beneficial consequences of these opportunities for disadvantaged workers. Accordingly, consumers may neglect the potential of disliked business practices like low-wage labor to help solve social problems and improve people's lives.

Consumer Goal Pursuit: Less of More or More of Fewer Goal-Inconsistent Behaviors?

Hoori Rafieian, Drexel University, USA*

Yanliu Huang, Drexel University, USA

Barbara E. Kahn, University of Pennsylvania

Consumers set goals achieving of which requires self-control. we investigate a self-control bias and argue that when consumers have a goal, they are more likely to focus on the number (than the amount) of goal-inconsistent behaviors. When they have a health goal, they feel guiltier when they eat two different snacks than when they eat the same amount but from one snack. When they have a saving goal, they feel guiltier when they make unnecessary purchases in two different categories than when they buy two unnecessary items from one category. This bias shows itself when consumers make a goal-inconsistent decision.

The Maximizing Contradiction: Impact of Seeking the Best on Getting the Best

Nicholas J. Olson, University of Minnesota, USA*

Rohini Ahluwalia, University of Minnesota, USA

We consider the impact of maximizing, or a goal of attaining the best, on objective decision quality. Past work examining this topic has produced mixed results, with some studies suggesting that maximizing hinders decision quality, and other studies suggesting the opposite. We attempt to reconcile past findings and in the process introduce a phenomenon we term the maximizing contradiction: seeking the best results in not getting the best. Our work explores the underlying mechanisms and moderators of the phenomenon, and creates a comprehensive framework that predicts when and how maximizing will effect decision quality.

Accidentally on purpose: Action-oriented self-deception in the service of difficult-to-justify purchases

Yaniv Shani, Tel Aviv University, Israel*

Gil Appel, USC Marshall School of Business*

Ron Shachar, Interdisciplinary center

Shai Danziger, Tel Aviv University, Israel

In this research we report an analysis of field data that includes a large secondary market of 1,193,490 iPhones and we present a lab study. Our research demonstrates that when people are motivated to act inconsistently with their perceived self (e.g., to purchase a newer yet difficult-to-justify version of a product they already own), they resolve this internal conflict by being more careless or less likely to protect their owned possession, increasing the likelihood of it being damaged. In so doing, they “remove” the negative interpretation of a difficult-to-justify or wasteful purchase from the desired purchase action.

6.5 Individual Papers: Influences on Eating Perceptions and Behaviors

Room: Telegraph Hill

Chair: Anna Paley, New York University

Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions

Pierre Chandon, INSEAD, France

Yann Cornil, University of British Columbia, Canada

Liane Schmidt, INSEAD, France

Michele Chabert, Université Pierre et Marie Curie

Judith Aron-Wisniewsky, Hôpital La Pitié Salpêtrière, France

Hilke Plassmann, INSEAD, France*

While the obesity epidemic is on the rise, food perceptions and responsiveness to marketing actions in obese people remain poorly understood. Here, we are the first to compare differences in the way lean and obese participants (1) stereotype foods, (2) respond to marketing actions, and (3) manifest impatience to obtain unhealthy foods. For all three tasks we found that obese participants showed more disadvantageous health-related behavior as compared to lean participants. We also plan to compare how obese participants' food perceptions and sensitivity to marketing change after a gastric bypass weight loss intervention ready at the time of the conference.

Does Salience of the Sound of Food Increase or Decrease Consumption?

Nailya Ordabayeva, Boston College, USA*

Raji Srinivasan, University of Texas at Austin, USA

We show that the mere salience of the sound of food, controlling for the food's actual sound, can increase or decrease consumption. Sound salience increases consumption because it enhances experience of the food's sound and taste evaluations. But sound salience decreases consumption when experience of the sound of food is impaired or when consumption monitoring

is active. These effects hold across various food items (sweet candies, salty chips), food textures (crunchy, crunchy and creamy), food settings (sampling, consumption), and consumption measures (consumption volume, purchase intentions, consumption intentions).

Power and Food: Does Feeling Powerful Lead to more Healthful Eating?

Cindy Wang, University of Oregon, USA*

Jiao Zhang, University of Oregon, USA

This research examines how individuals' sense of power influences their food purchase decisions. We propose that priming high power versus low power will increase the salience of a long-term health goal, leading individuals to focus more on food healthfulness versus food tastiness in evaluating food products, and consequently decrease their purchase intent for indulgent foods but increase their purchase intent for healthy foods. Moreover, we identify a boundary condition for this effect: the pattern of results reverses when food advertisements use assertive messages to urge the purchase of the advertised food.

Mental Accounting for Food in Exceptional Contexts

Abigail Sussman, University of Chicago, USA

Adam Alter, New York University, USA

Anna Paley, New York University, USA*

When consuming an identical food, should the effect of this food on your diet depend on the context in which that food is encountered? Across five studies, we find that people have difficulty understanding how calories consumed in exceptional contexts affect their diet. In turn, this leads to an increase in both hypothetical and real portion size. Using a mental accounting framework, we suggest that errors in both booking and posting are driving the effects.



BREAK

9:30 am - 9:45 am

Sunset Court

SESSION 7

9:45 am - 11:00 am

SESSION 7
Saturday, 18 February 2017

9:45 pm - 11:00 pm

7.1 Symposium: Looking Good, The Aftermath: How Encountering and Acquiring Physically Attractive Products Influences Behavior

Room: Sea Cliff

Chair: Adriana Samper, Arizona State University, USA

Keisha Cutright, Duke University, USA

To Err is Human, to Forgive is Divine: Why Beautiful Products Are Forgiven

Ludovica Cesareo, University of Pennsylvania, USA*

Patti Williams, University of Pennsylvania, USA

Eugenia Wu, University of Pittsburgh, USA

Keisha Cutright, Duke University, USA

We extend the literature on beauty in consumer behavior by examining the degree to which mundane, but beautiful products can evoke a sense of awe and sacredness relative to functional alternatives. Importantly, we find that such feelings of awe and sacredness increase consumers' propensity to forgive a company transgression, even when that transgression is immoral in nature.

The Price of Beauty: Differential Effects of Design Elements With and Without Cost Implications on Nonprofit Donor Solicitations

Claudia Townsend, University of Miami, USA*

This research shows that consumers make inferences about a nonprofit organization based on its solicitation's aesthetics. Highly aesthetic elements increase perceptions of professionalism which then leads to greater donation response. However, with donation solicitations, aesthetics can be classified into two types: those that imply something about the cost of solicitation production ("costly aesthetics") and those that do not ("pure aesthetics"). When paired with high levels of pure aesthetics, high costly aesthetics increase perceptions of organizational wastefulness thus decreasing donations. Thus, the most effective solicitation is not the most beautiful, but one offering high pure aesthetics and low costly aesthetics.

Impress Yourself: How Beautiful Products Influence Self-Evaluations of Performance

Kelly Herd, Indiana University, USA*

Page Moreau, University of Wisconsin - Madison, USA

In this research, we present five experiments in which participants use either more or less attractive products to achieve their consumption goals. These studies ensure that the functionality of the different products is held constant, enabling us to examine the influence of attractiveness on consumers' task-related self-evaluations. Across three different product categories and tasks, we demonstrate that when consumers use beautiful products, they believe they have performed better than when they use functionally equivalent, but less attractive ones. A self-signaling mechanism explains these effects.

Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions

Keisha Cutright, Duke University, USA

Shalena Srna, University of Pennsylvania, USA

Adriana Samper, Arizona State University, USA*

We examine the importance of consumer appearance and attractiveness on purchase intent by studying the role of dress. We find that wearing formal attire increases the likelihood of making a purchase for oneself. Formal dress instantiates the feeling of communicating one's most physically and psychologically attractive self (the "best self") and therefore heightens one's feelings of fit in an environment and the desire to act consistently with this self through purchase.

7.2 Symposium: 360 Degrees of Variety: The Dynamic Relationship of Variety Preferences & Perceptions

Room: Pacific Heights

Chair: Kelley Gullo, Duke University, USA

Jacqueline Rifkin, Duke University, USA

Variety for Breakfast? How Preferences for Variety Change Throughout the Day

Kelley Gullo, Duke University, USA*

Jordan Etkin, Duke University, USA

Jonah Berger, University of Pennsylvania, USA

Why does eating the same thing for breakfast every day sound reasonable, but eating the same thing for dinner every day sound so unappealing? We propose that preferences for variety change throughout the day. Two studies, examining a number of different contexts, demonstrate that people prefer less variety in the morning than in the rest of the day. These results shed light on drivers of variety preferences and have important implications for understanding consumer choice.

Keep Winning or Stop Losing? The Effect of Consumption Outcomes on Variety-Seeking

Joy Lu, University of Pennsylvania, USA*

Liangbin Yang, University of Pennsylvania, USA

As consumers engage in experiential products, they may exhibit variety-seeking behavior by switching frequently between different options. We propose that consumers' preferences for variety may change depending on the valence of outcomes they experienced in past consumption occasions, such as their enjoyment of an episode of a TV show or a meal at a restaurant. Within the context of a popular video game where players can choose between different virtual environments across multiple rounds of play, we find evidence that

players become more variety-seeking after experiencing more negative consumption outcomes, as measured by their performance in each round.

How Variety in Self-Expression Undermines Self-Continuity

Jacqueline Rifkin, Duke University, USA*

Jordan Etkin, Duke University, USA

From dating profiles to social media platforms to streaming services, consumers are often asked to construct assortments that represent their personal tastes. But might the composition of these assortments affect how consumers see themselves? Across multiple domains (books, music, TV), four studies demonstrate that perceiving greater variety in a self-expressive assortment undermines self-continuity. This phenomenon occurs because the perception of variety elicits inferences of unstable preferences, which diminishes the belief that one's identity persists across time. We further find that the perception of variety also damages evaluations of the products and services for which consumers construct self-expressive assortments.

On the Relationship Between Assortment Variety and Category Expertise

Aner Sela, University of Florida, USA*

Siân Morgan, University of Florida, USA

Michael Maimaran, Northwestern University, USA

Consumers often choose unique, rare, or sophisticated options to portray themselves as experts, but might the mere level of assortment variety chosen also serve as a signal of expertise, and if so, how? Three experiments show that the relationship between assortment variety and perceived expertise depends on the perceiver's own level of expertise. Whereas category experts perceive less assortment variety as an indication of greater expertise in that category (and consequently choose less varied assortments to portray themselves as experts), novices perceive more assortment variety as an indication of expertise (and choose accordingly when they wish to appear as experts).

7.3 Symposium: What Can Brains and Bodies Tell Us That Consumers Won't?: Neurophysiological Processes Underlying Consumer Judgment and Choice

Room: Marina

Chair: Mehmet Yavuz Acikalin, Stanford University, USA

Neural Mechanisms Underlying Diversification in Consumer Choice

Linda Couwenberg, Erasmus University Rotterdam, The Netherlands*

Maarten Boksem, Erasmus University Rotterdam, The Netherlands

Maciej Szymanowski, Erasmus University Rotterdam, The Netherlands

Alan Sanfey, Radboud University Nijmegen

Ale Smidts, Erasmus University Rotterdam, The Netherlands

We investigated why people tend to diversify when making multiple selections from an array of available options, using fMRI. On the behavioral level, we find dissociable effects of 'satiation' (i.e., decreased utility of a previously chosen option) and 'novelty-seeking' (i.e., increased utility of a non-chosen option) on choice. On the neural level, we find these effects to be associated with a common neural mechanism, tracking the updating of utility of options in the dynamic context of choosing a portfolio of options.

Peacocks, Testosterone and Status Seeking: Single-dose Testosterone Administration Increases Preference for Status Brands and Products

Gideon Nave, University of Pennsylvania, USA*

Colin Camerer, California Institute of Technology

Hilke Plassmann, INSEAD, France

We investigated the biological roots of humans' status signaling through consumption in two double-blind placebo-controlled pharmacological experiments (N=243 males). We find that exogenous testosterone administration causally increases liking of status brands and that the effect is driven by testosterone-induced status-seeking but not quality- or power-seeking motivation.

Are All Cognitive Constraints Created Equal?: An Eye-Tracking Investigation of the Distinct Effects of Time Pressure, Load, and Depletion on Processing and Choice

Mehmet Yavuz Acikalin, Stanford University, USA*

Uzma Khan, University of Miami, USA

Ravi Dhar, Yale University, USA

Past research has found contexts where time-pressure, cognitive load, and ego depletion have similar consequences on consumer behavior, eliciting behavior consistent with System 1 processes. Using eye-tracking to compare and contrast the underlying processes, we show distinct effects of these cognitive constraints on information processing. Compared to their traditionally used control conditions, depletion and time-pressure reduce processing amount but do not influence processing pattern. Interestingly, cognitive load does not change the amount of processing, but leads to more attribute-based comparisons. Finally, only time-pressure affects selectivity in processing. Overall, our results demonstrate that not all cognitive constraints are created equal.

Modulation of Judgments by Incidental Affect: The Dynamic Integration of Affect and its Temporal Sustainability

Aiqing Ling, INSEAD, France*

Nathalie George, Pierre and Marie Curie University, France

Baba Shiv, Stanford University, USA

Hilke Plassmann, INSEAD, France

We investigated how incidental affect infuses into consumer evaluations. By using facial affective encoding and skin conductance recording, we captured valence and arousal of affect on a moment-to-moment basis in an incidental reward paradigm on aesthetic evaluations. We show that affect infusion underlies fast neurophysiological dynamics and that these two components of affect play dissociable roles in affect infusion processes. Specifically, the valence of affect mediates evaluations and the mediating effect of valence is positively moderated by arousal. We discuss marketing implications of our findings on how to leverage consumers' affect on product evaluations.

7.4 Individual Papers: How Consumers Interpret and Spend The Resources of Time and Money

Room: Presidio

Chair: Jennifer Bechkoff, San Jose State University

How People Use Found Time

Jae Chung, Columbia University, USA*

Leonard Lee, National University of Singapore, Singapore

Don Lehmann, Columbia University, USA

Claire Tsai, University of Toronto, Canada

Time is the most limiting resource in a person's life. With the increasing amount of time pressure that people experience today, how do people spend time that they have gained unexpectedly? We compare how people spend windfall time with windfall money in seven experiments. The results demonstrate that people tend to spend more of their "found time" than found money on hedonic activities rather than utilitarian activities. We find that this propensity is driven by a sense of work-life imbalance; greater work-life imbalance leads to less guilt in and a greater preference for spending found time on hedonic activities.

Embracing Experiential over Material Consumption: Thinking about Death Increases Consumer Preferences for Experiences

Yoonji Shim, University of British Columbia, Canada*

Katherine White, University of British Columbia, Canada

The current research examines the effect of mortality salience on consumer preferences for experiential versus material purchases. In five studies, we demonstrate that reminding people of their own mortality leads them to prefer experiential over material consumption. In addition, we find that these effects are driven by differences in perceived meaningfulness between experiential versus material purchases following mortality salience threats. We further demonstrate the moderating role of meaning-affirmation by revealing that the

tendency to prefer experiential over material consumption in response to mortality salience is mitigated when people are given an opportunity to affirm their meaningfulness via an alternative route.

Religious Shoppers Spend Less Money

Didem Kurt, Boston University, USA*

J. Jeffrey Inman, University of Pittsburgh, USA

Francesca Gino, Harvard Business School, USA

Although religion is a central aspect of life for many people across the globe, there is scant research on how religion affects one's non-religious routines. Using both field and laboratory data, we find across four studies that religiosity curbs the money and time people spend on their grocery purchases.

\$100 a month or \$1,200 a year: Impact of Regulatory Focus on the Evaluation of Temporally Framed Benefits

Shankha Basu, Nanyang Technological University, Singapore*

Sharon Ng, Nanyang Technological University, Singapore

Consumers often encounter benefits which recur over time and are framed at different levels of aggregation. Four studies suggest that the consumers' regulatory focus may affect the evaluation of such frames. Across studies, promotion focused consumers evaluated an aggregate frame more positively as compared to a disaggregate frame. However, no such difference in evaluation based on frame emerged for prevention focused consumers. Mediation analysis suggested that differences in information processing strategies elicited by the salient regulatory focus may underlie the differences in evaluation.

7.5 Individual Papers: Healthy and Unhealthy Inferences and Behaviors

Room: Telegraph Hill

Chair: Jungkeun Kim, Auckland University of Technology

Don't Succumb to My Temptations: Social Avoidance as Counteractive Self-Control

Jessica Gamburg, Northwestern University, Kellogg School of Management, USA*

Maferima Touré-Tillery, Northwestern University, Kellogg School of Management, USA

Y. Jin Youn, Seoul National University

Across five studies, we examine social judgments of another person (a target) who is observed engaging in indulgent behavior. Across multiple domains (drinking, eating, cursing, spending), we find targets who indulge (vs. exercise restraint) are avoided by observers. Further, we propose a novel mechanism: indulging targets are avoided because observers fear the negative influence those targets can have on observers' own behaviors and, thus, own goals. We demonstrate that goal importance is an important moderator – observers without a restraint goal in that domain do not avoid the indulging targets, even when targets are engaged in socially undesirable behavior.

Judging a Book by its Cover: How Packaging Biases Health-Related Inferences

Sean T Hingston, Schulich School of Business, York University, Canada*

Aparna Sundar, Lundquist College of Business, University of Oregon

Theodore J Noseworthy, Schulich School of Business, York University, Canada

Package design differentiates a product from its competitors. This research investigates how packaging form can influence judgments of a food product's

healthiness. Across three studies, the authors demonstrate that the form adopted can lead consumers to infer that a food product is more (vs. less) healthy. These findings demonstrate a novel health halo cue (i.e. a form-based, visual cue). The results of this research indicate that marketers should be cognizant of the far reaching consequences of adopting forms of packaging that have preexisting associations in consumers' minds.

Consumers Prefer “Natural” More for Preventatives than for Curatives

Sydney Scott, University of Pennsylvania, USA*

Paul Rozin, University of Pennsylvania, USA

Deborah Small, University of Pennsylvania, USA

Why do consumers prefer natural products and avoid synthetic ones in some contexts (e.g., purchasing foods, anti-vaccination attitudes), but not others (e.g., genetically modified insulin)? We show that consumers more strongly prefer natural products when preventing (versus curing) a problem. This pattern occurs because people infer natural is safer, but less potent, and prefer safer, less potent products when preventing (versus curing). When consumers learn that a particular natural remedy is more potent and more risky than the synthetic alternative (the opposite of the intuitive inference), the effect reverses—the natural alternative is more preferred for curing than for preventing.

Effects of Physical Cleansing on Subsequent Unhealthy Eating

Jungkeun Kim, Auckland University of Technology, New Zealand*

Jae-Eun Kim, Massey University, New Zealand

Jongwon Park, Korea University, Korea*

The present research investigates the effect of a physical cleansing act (e.g., handwashing) in a prior context on consumers' unhealthy eating behaviors. Four experiments demonstrate that a physical cleansing act decreases consumers' preference for vice foods (e.g., chocolate cookies) over virtue foods (e.g., fruit salads), as well as the quantity of vice foods that consumers

prefer to eat. This effect is replicated, regardless of whether the participants themselves physically wash their hands vs. simply imagine themselves doing so vs. observe another person's washing his/her hands. However, the effect on the quantity to eat is restricted to vice foods only.



BREAK

11:00 am - 11:15 am

Sunset Court

PLENARY (Dan Ariely, Darren Dahl, and Barbara Kahn)

11:15 am - 12:15 pm

Gold Ballroom

AWARDS AND BUSINESS LUNCHEON

12:30 pm - 2:00 pm

Grand Ballroom

SESSION 8

2:15 pm - 3:30 pm

SESSION 8
Saturday, 18 February 2017

2:15 pm - 3:30 pm

8.1 Symposium: Understanding and Curbing Judgments of Low-Income Consumers' Consumption Decisions

Room: Sea Cliff

Chair: Steven Shepherd, Oklahoma State University, USA

Jenny Olson, University of Kansas, USA

Poverty and Helplessness: How a Lack of Control Affects Impulsivity and Risk-Taking

Ayelet Gneezy, University of California San Diego, USA

Alex Imas, Carnegie Mellon University, USA

Ania Jaroszewicz, Carnegie Mellon University, USA*

Research shows those experiencing adverse states such as financial scarcity often exhibit elevated impatience and risk aversion. However, such individuals also often lack agency over the state—i.e., they are helpless. We show that agency moderates the effect of adverse states on impulsivity: adverse states only lead to greater impatience and myopia when individuals lack agency to improve these states. We argue this relationship is mediated by shifts in risk preferences, such that helplessness elevates risk aversion, which in turn increases impatience. Our findings suggest programs promoting empowerment may improve outcomes for those in poverty and other adverse states.

Consumer Commitment in Base of the Pyramid Markets

L. Ling Ong, California Polytechnic University Pomona, USA*

Lisa Jones Christensen, Brigham Young University, USA

Sridhar Balasubramanian, University of North Carolina at Chapel Hill, USA

Consumers at the base of the pyramid (BoP) face a variety of psychological constraints given the difficulty of their environmental conditions. This paper uses field data collected in partnership with a Kenyan microfinance institution

to analyze household consumption. Relationship marketing theory posits that client commitment is key to sustained and successful firm exchanges. To our knowledge, this work is the first to explore client commitment to both the firm and peers in the BoP context, finding a positive relationship, particularly with commitment to the consumer's economic network. This has implications for developing BoP client strategies for firms, NGOs, and policy.

An Egocentric Bias in Judging Others' Spending: Stereotyping Social Assistance Recipients for Deviating from our own Preferences

Steven Shepherd, Oklahoma State University, USA*

Troy Campbell, University of Oregon, USA

The current research finds that we judge others' spending depending on whether or not they spend their money on the things we value. When those receiving social assistance make "atypical" purchases (i.e., coffee flavored yogurt vs. vanilla yogurt), or when they make purchases that the participant idiosyncratically does not value highly, the recipient of social assistance is judged as more impulsive, less deserving of social assistance, and fitting with stereotypes of those receiving social assistance, including perceiving a greater likelihood of him or her making "sin" purchases (e.g., gambling, cigarettes). Implications for social assistance attitudes and policy are discussed.

Waste Not, Want Not: Consumers' Income Shapes Moral Judgments Toward Resource (Mis)Management

Jenny Olson, University of Kansas, USA*

Brent McFerran, Simon Fraser University, Canada

Andrea Morales, Arizona State University, USA

Darren Dahl, University of British Columbia, Canada

The current research extends past work on how consumers view choices made by income earners versus low-income consumers receiving government assistance. Specifically, we show that not only is the latter group denigrated for ethical, financial expenditures, negative judgments extend to donations of

time and material possessions. Spending time on endeavors outside of seeking paid employment is seen as wasteful, which ultimately reduces perceived morality. Spending money or time on ethical choices meant to benefit members of another vulnerable group mitigates harsh judgments, as do unethical actions meant to conserve financial resources.

8.2 Symposium: The Social Nature of Emotions

Room: Pacific Heights

Chair: Yimin Cheng, Hong Kong University of Science and Technology

The Effects of Power on Emotional Responses to Self-Failure

Derek Rucker, Northwestern University, USA

Adam Duhachek, Indiana University, USA

Claire Heeryung Kim, Indiana University, USA*

DaHee Han, McGill University, Canada

The current research finds a context, in which power actually influences discrete negative emotion with a focus on anger and suggests that high power leads to greater anger when individuals encounter self-failure. Since increased power activates approach-related tendencies due to increased rewards and freedom whereas decreased power activates inhibition-related tendencies due to elevated threat, punishment, and social constraint, and anger is associated with an approach orientation, individuals in high power would feel greater anger when encountering self-failure.

Seeking Indulgence by Involving Others

Miaolei Jia, National University of Singapore, Singapore*

Gita Johar, Columbia University, USA

Leonard Lee, National University of Singapore, Singapore

Seeking indulgence often makes consumers feel guilty. To reduce guilt, consumers may look for reasons to justify their indulgent behavior. In three experiments, we demonstrate that consumers are more likely to strategically involve others when they seek vice versus virtue options. This effect is mediated by the feeling of guilt. Accordingly, promotions that involve others (e.g., “buy one and get one free for your loved one”) increase purchase intention for vice but not virtue products.

Smiling Signals Intrinsic Motivation

Yimin Cheng, Hong Kong University of Science and Technology*

Anirban Mukhopadhyay, Hong Kong University of Science and
Technology

Patti Williams, University of Pennsylvania, USA

The nature of a person's motivation (whether it is intrinsic or extrinsic) is important information for social interactions. However, it is difficult to reliably communicate and make inferences about it. The present research suggests that displayed enjoyment, as evidenced by the size of someone's smile, can serve as a strong non-verbal signal of intrinsic motivation. Four studies show that observers infer greater intrinsic motivation when they see others display big (vs. small) smiles, and that actors intuit this relationship, strategically displaying bigger smiles if they are given a goal to signal intrinsic (vs. extrinsic or no specific) motivation.

8.3 Symposium: Self-Presentation in Online and Offline Word of Mouth

Room: Marina

Chair: Francesca Valsesia, University of Southern California, USA

The Influence of Self-Presentation Concerns on Online Reviews

Francesca Valsesia, University of Southern California, USA*

Joseph Nunes, University of Southern California, USA

Andrea Ordanini, Bocconi University, Italy

Members of online rating communities such as Yelp and TripAdvisor are concerned about being perceived as knowledgeable by others. This concern is shown to influence the valence of their ratings and reviews, resulting in increasingly negative opinions over time. This trend occurs, in part, because reviewers adopt different self-presentation tactics as the number of their reviews increases. While new to a community, reviewers try to signal they make good choices, which influences ratings positively. Later on, reviewers become more concerned with demonstrating critical skills and a capacity to be discriminating, which influences ratings negatively.

Humblebragging: A Distinct—and Ineffective—Self-Presentation Strategy

Ovul Sezer, Harvard Business School, USA*

Francesca Gino, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Humblebragging – bragging masked by a complaint – is a ubiquitous form of self-promotion, from social media to job interviews: “My hand hurts from signing so many autographs.” Laboratory and field experiments converge to show that although people humblebrag to make a good impression, humblebragging is ineffective in signaling traits that people want to promote and reduces liking by decreasing perceived sincerity. Despite a belief that combining bragging and complaining confers the benefits of both, humblebragging backfires.

Bragging Through an Intermediary

Irene Scopelliti, City University of London, UK*

Joachim Vosgerau, Bocconi University, Italy

George Loewenstein, Carnegie Mellon University, USA

Four experiments show that the use of an intermediary to convey positive information about a target person elicits more positive and less negative emotions in recipients than direct self-promotion by the target person.

Intermediation effectively enhances perceptions of the target person on the positive qualities disclosed, and this effect persists irrespective of whether the intermediary is motivated by self-interest. However, intermediation may carry image costs for the intermediary.

Unintended Consequences of Indirect Impression-Management

Kirk Kristofferson, Arizona State University, USA*

Katherine White, University of British Columbia, Canada

This research examines the consequences of an under-studied, yet prevalent indirect impression-management tactic: communicating the prosocial behaviors of others. We find that when individuals publically communicate (vs. think about or privately write about) the positive behaviors of others, this can lead the communicator to behave less prosocially on subsequent tasks.

8.4 Individual Papers: Consumer Reasoning and Inference

Room: Presidio

Chair: Alessandro Biraglia, Leeds University

Gut Feelings, Priming, and Intuition: Interpreting ‘Difficulty’ as ‘Impossible’ or ‘Important’ Moderates Intuitive Influence

James Mourey, DePaul University, USA*

Consumers often report relying on their ‘gut’ to make decisions, but when and how intuition affects choice—and attempts to influence intuition via techniques like priming—are not clearly understood. Three studies introduce the moderating role of Interpretation of Difficulty (IoD) in which metacognitive experiences of difficulty lead to intuitive, prime-consistent choices (difficulty means ‘impossible’) or rational, prime-reactant choices (difficulty means ‘important’). Participants who interpret ‘difficulty’ to mean ‘impossible’ provide intuitive (incorrect) responses to the CRT (Study 1) and behave in prime-consistent ways (Study 2). However, IoD is also shown to be malleable: manipulating IoD affects intuitive/prime sensitivity (Study 3).

Reason-Product (In)compatibility: Cognition and Affect in Consumer Reasoning

Alexander DePaoli, Stanford University, USA*

Uzma Khan, University of Miami, USA

Itamar Simonson, Stanford University, USA

Previous literature argues that reasoning about a decision leads to less satisfying choices. We claim that this view is incomplete. We introduce a distinction between "cognition-based reasons" (grounded in rational evaluations) and "affect-based reasons" (grounded in feelings and emotions) to illustrate that reasoning does not reduce satisfaction as a rule, but rather as a function of whether reasons are "incompatible" with the product category in which a choice is being made. Incompatible reasoning leads consumers to

choose products with which they are less satisfied, whereas "compatible" reasoning does not change choice behavior, and thus does not drive down satisfaction.

Effects of Meritocratic Beliefs on Consumer Expectations for Unearned Preferential Rewards

Jungyun Kang, Sungkyunkwan University*

Sunghee Jun, Seoul National University*

Kiwan Park, Seoul National University

Hakkyun Kim, Sungkyunkwan University

This research shows that people who endorse meritocratic beliefs apply the merit principle to unearned preferential rewards upon which outcomes are determined at random. We find that meritocratic people are more likely to expect to win unearned preferential rewards when they spend more (vs. less) money.

Reputational benefits of nominal corporate generosity

Tiffany Vu, University of Michigan, USA*

Scott Rick, University of Michigan, USA

Corporations' cause marketing campaigns typically highlight two attributes: the percent-of-proceeds from each purchase to be donated, and the maximum amount the corporation will donate. How do consumers process this information when forming perceptions of the corporation's generosity? We find that generosity perceptions are more strongly influenced by the percent-of-proceeds attribute, even when generosity is objectively a function of the maximum donation amount. The percent-of-proceeds attribute is more influential because it is easier to evaluate. As a result, corporations can appear highly generous (by donating a high percent-of-proceeds) without actually being highly generous (by offering a low maximum donation).

8.5 Individual Papers: The Distinct Outcomes of Discrete Consumer Emotions

Room: Telegraph Hill

Chair: Aekyoung Kim, Rutgers University

Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation

Melanie Rudd, University of Houston, USA*

Kathleen Vohs, University of Minnesota, USA

Christian Hildebrand, University of Geneva, Switzerland

What spurs people to learn and create? Exploration and learning are considered fundamental human drives, and yet one putative truism is that consumers are often cognitive misers. However, we predicted and found that an emotion—awe—can motivate people to break free from mental miserliness: Consumers who experienced awe (vs. happiness or neutrality) became more open to learning, thereby increasing their desire to partake in experiential creation. We also demonstrated that this mediational relationship was moderated by people's dispositional need for closure. Together, these findings offer fresh insights on how to engage consumers and inspire the desire to create.

The Absolute More, The Merrier - The effect of Dispositional Greed on Thinking Styles

Goedele Krekels, Ghent University, Belgium*

Mario Pandelaere, Virginia Tech, USA / Ghent University, Belgium

Two thinking styles explain numerical choice behavior: absolute and relative thinking. The first results from rational economic theory, the second from psychological decision-making research. Where both theoretical standpoints claim that only one type of thinking actually exists, in this paper we show that thinking style is an individual difference variable influenced by greed. In five studies we show that the more greedy people are, the more they display absolute

thinking. Furthermore, this difference in thinking styles is due to a difference in diminishing sensitivity. Finally, contrary to theoretical reasoning, in specific situations absolute thinking leads towards suboptimal decisions.

How Gratitude Affects Preferences: The Role of Locus of Emotional Control

Shreyans Goenka, Cornell University, USA*

Manoj Thomas, Cornell University, USA

This research demonstrates that gratitude reduces preferences for hedonic products, but not for utilitarian products. It also demonstrates a novel psychological account for gratitude's modus operandi: internal locus of emotional control. Grateful people believe they can generate their desired emotional state of well-being by regulating their thoughts internally, and thus, are less likely to seek external stimuli to influence their emotions. Four empirical studies and one field study demonstrate the effect of gratitude on reduced hedonic preference and the underlying mechanism. Implications for research on the distinct motivational consequences of specific emotions and on consumer well-being are discussed.

The Effects of Romantic Motives on Numerical Preferences

Aekyoung Kim, Rutgers University, USA*

Dengfeng Yan, University of Texas, San Antonio

Kristina Durante, Rutgers University, USA

This research explores the effects of romantic motives on numerical preferences. Five studies demonstrate that romantic motives (goals related to forming a romantic relationship) increase preference for even (vs. odd) numbers, which in turn enhances evaluations of marketing communications containing even (vs. odd) numbers. This effect occurs for romantic motives, but not for motives related to other social relationships such as kinship and friendship. Finally, in line with our goal-based theorizing, the proposed effect is attenuated when the goal is difficult to achieve or when the goal is already satiated.



BREAK

3:30 pm - 3:45 pm

Sunset Court

SESSION 9: SPOTLIGHT SESSIONS

3:45 pm - 5:00 pm

The goal of the Spotlight Sessions is to showcase different viewpoints from experts in specific research domains that are of great interest to the Society for Consumer Psychology membership. Speakers will discuss recent findings and insights from their work and will facilitate a discussion with the audience about potential future research directions and special considerations within the domain of study. Come and find out what cutting edge researchers in these areas are up to!

SESSION 9: SPOTLIGHT SESSIONS
Saturday, 18 February 2017

3:45 pm - 5:00 pm

9.1 Spotlight Session: The Economic Consumer

Room: Sea Cliff

Discussion Leaders: Shachar Kariv, University of California, Berkeley

Joseph Nunes, University of Southern California

Abigale Sussman, University of Chicago

Gal Zauberaman, Yale University

9.2 Spotlight Session: The Emotional Consumer

Room: Pacific Heights

Discussion Leaders: Andrea Morales, Arizona State University

Mike Norton, Harvard University

Michel Pham, Columbia University

Baba Shiv, Stanford University

9.3 Spotlight Session: The Motivated Consumer

Room: Marina

Discussion Leaders: Ravi Dhar, Yale University

Ayelet Fishbach, University of Chicago

Derek Rucker, Northwestern University

Kathleen Vohs, University of Minnesota

9.4 Spotlight Session: The Prosocial Consumer

Room: Presidio

Discussion Leaders: Cynthia Cryder, Washington University in St.

Louis

Ayelet Gneezy, University of California, San Diego

Rebecca Reczek, Ohio State University

Karen Winterich, Pennsylvania State University

9.5 Spotlight Session: The Social Consumer

Room: Telegraph Hill

Discussion Leaders: Jennifer Argo, University of Alberta

Rebecca Ratner, University of Maryland

Zak Tormala, Stanford University

David Wooten, University of Michigan

9.6 Spotlight Session: 25 Years of JCP: A Panel Discussion of the Past, the Present, and the Future

Room: California Parlor

Discussion Leaders: Moderator: Anirban Mukhopadhyay, HKUST

Dipankar Chakravarti, Virginia Tech

Amna Kirmani, University of Maryland

CW Park, University of Southern California

Sharon Shavitt, University of Illinois

The Journal of Consumer Psychology turns 25 this year. To commemorate this occasion, a panel of current and former Editors will discuss different aspects of their experience at JCP, including reflections on the history of the journal and the field, current issues, and publishing trends for the future. The panelists will also discuss strategies for publishing in JCP and address questions from audience members.



SCP ADVISORY PANEL

5:00 pm - 6:00 pm

French

CLOSING EVENT at VERSO

7:00 p.m. - Midnight

1525 Mission St, San Francisco, CA 94103, (415) 300-2995, versosf.com

Bus Transportation provided to and from VERSO. Board busses on the

Jessie Street side of the Palace Hotel starting at 6:45 p.m.

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Individual Papers Reviewers

- Niusha Abdollahi, PhD student
Mehmet Yavuz Acikalin, Stanford
University, USA
Nükhet Agar, Koç University
Sun Young Ahn, University of
Arizona
David Alexander, University of St.
Thomas, USA
Alexis Allen, University of
Kentucky, USA
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University Leuven, Belgium
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Jesse Catlin, California State
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 Luxi Chai, University of Kansas, USA
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 Hyewon Cho, University of Illinois at Urbana-Champaign, USA
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 Bart Claus, Iéseg School of Management, France
 Scott Connors, Washington State University, USA
 Yann Cornil, University of British Columbia, Canada
 Kirsten Cowan, NEOMA Business School
 Daniela Cristian, BI Norwegian Business School
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 Amit Das, Qatar University, Qatar
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 Emanuel de Bellis, University of St. Gallen, Switzerland
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 Qian Deng, University of Alberta, Canada
 Alexander DePaoli, Stanford University, USA
 Mohamed Didi Alaoui, IAE Aix
 Yu Ding, Columbia University, USA
 Christilene du Plessis, Erasmus University Rotterdam, The Netherlands
 Lea Dunn, University of Washington, USA
 Julija Dzenkovska, Newcastle University Business School, Newcastle upon Tyne, UK
 Ryan Eanes, Washington College
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 Danit Ein-Gar, Tel Aviv University, Israel
 Isabelle Engeler, IESE Business School
 Jordan Etkin, Duke University, USA
 Hajar Fatemi, McGill University, Canada
 Bob Fennis, University of Groningen, The Netherlands
 Lee Follis, Yale University, USA
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 Sabine Frenzel, Philipps-Universität Marburg, Germany
 Elena Fumagalli, HEC Paris, France
 Jessica Gamburg, Northwestern University, USA
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 Yegyü Han, Virginia Tech, USA
 Haiming Hang, University of Bath,
 UK
 Sara Hanson, University of
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 Nico Heuvinck, IESEG School of
 Management, France
 Mehdi Hossain, Southern
 Connecticut State University
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 State University-Harrisburg
 Ming Hsu, University of California
 Berkeley, USA
 Bingyan Hu, University of Iowa,
 USA
 Li Huang, University of South
 Carolina, USA
 Yanliu Huang, Drexel University,
 USA
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INDEX

Author Index

A

- Abdollahi
 Niusha 179
 Achar
 Chethana..... 52
 Acikalin
 Mehmet Yavuz
 149, 150,
 179, 188
 Agar
 Nükheth..... 179
 Aggarwal
 Pankaj..... 131
 Aghakhani
 Hamed .111, 188
 Agrawal
 Nidhi..... 52
 Ahluwalia
 Rohini..... 138
 Ahn
 Sun Young. 179,
 188
 Akpinar
 Ezgi 122
 Alexander
 David..... 179
 Allard
 Thomas..... 119
 Allen
 Alexis ... 99, 179
 Alós-Ferrer
 Carlos 113
 Alter
 Adam..... 140
 Amir
 On34, 36, 78
 Ang
 Dionysius... 179,
 188
 Anlamlier
 Makbule Eda
 179, 188
 Appel
 Gil138
 Appelt
 Kirstin134
 Argo
 Jennifer 110, 174
 Arias
 Robert 188
 Ariely
 Dan..... 23, 70
 Armstrong Soule
 Catherine.... 179,
 188
 Aron-Wisnewsky
 Judith..... 139
 Atalay
 Selin 122
 Atlas
 Stephen..... 179
 Attari
 Amin 81, 179
 Auschaitrakul
 Sumitra 179, 188
 Ayd_1no_Flu
 Nilüfer..... 122
B
 Bae
 Sohyun 179
 Bagga
 Charan..... 179
 Balasubramanian
 Sridhar..... 159
 Barasch
 Alixandra 179
 Barbera
 Michael179, 188
 Barnea
 Uri105, 179, 188
 Barnes
 Aaron 179
 Basil
 Debra..... 188
 Michael179, 188
 Baskin
 Ernest... 56, 179,
 188
 Bastos
 Wilson .. 50, 188
 Basu
 Shankha 152
 Bayuk
 Julia ... 179, 186,
 188
 Bechhoff
 Jennifer 151
 Bellezza
 Silvia..... 179
 Belli
 Alex 104
 Berg
 Hanna.. 179, 188
 Berger
 Christina 179
 Jonah... 105, 147
 Bhargave
 Rajesh 179
 Bhatt
 Siddarth 179
 Bhattacharjee
 Amit... 137, 179,
 186
 Bilovich
 Avri..... 188
 Biraglia
 Alessandro . 166,
 179, 188
 Boegershausen
 Johannes 179,
 188
 Boettger
 Tim 179, 188
 Boksem
 Maarten..... 149
 Boller
 Daniel 123, 179,
 188

Bolton
 Lisa E.186
 Bond
 Samuel55, 97
 Bonezzi
 Andrea 129, 130,
 186
 Borau
 Sylvie ..179, 188
 Bos
 Maarten62
 Botner
 Keith....179, 188
 Böttger
 Tim.....117
 Botti
 Simona ..53, 186
 Braxton
 Dominique...179
 Brick
 Danielle J.22
 Brigden
 Neil.....179, 188
 Brinberg
 David.....91
 Broniarczyk
 Susan.....47, 54
 Brough
 Aaron56, 57
 Aaron R.....179
 Brucks
 Melanie S.80
 Buechel
 Eva179, 188
 Bues
 Mirja.....189
 Bullard
 Olya.....179
 Burson
 Katherine.....186
C
 Cabano
 Frank81, 179
 Cain
 Daylian.....186
 Calderón Urbina
 Susan... 179, 189
 Camerer
 Colin 149
 Camilleri
 Adrian 179
 Campbell
 Margaret 65
 Troy 160
 Cannon
 Christopher 179,
 189
 Carlson
 Kurt.....65
 Carrillat
 François 104
 Carvalho
 Lilian... 179, 189
 Castelo
 Noah ... 119, 124
 Castro
 Iana 186
 Catlin
 Jesse..... 98, 179,
 189
 Cavanaugh
 Lisa . 34, 50, 186
 Cesareo
 Ludovica 145,
 180
 Ceylan
 Melis .. 122, 180,
 189
 Chabert
 Michele 139
 Chae
 Boyoun 189
 Rebecca..... 112
 Chai
 Luxi.... 121, 180,
 189
 Chakravarti
 Dipankar 174
 Chan
 Cindy 75, 180
 Steven..... 180
 Chandon
 Pierre81, 139
 Chandon Ince
 Elise..... 186
 Chartrand
 Tanya..... 76
 Chatterjee
 Promothes... 81
 Subimal180, 189
 Chen
 Charlene 26
 Rocky Peng 180
 Shirley Shuo 101
 Zengxiang..... 96
 Zoey 54
 Cheng
 Andong..76, 180
 Yimin 52, 53,
 162, 163
 Cho
 Cecile 180
 Hyewon 180
 Choi
 Jin-A..... 189
 Chowdhry
 Nivriti .132, 180,
 189
 Chris
 Dubelaar 114
 Chu
 Charlene 180,
 189
 Chung
 Jae..... 151
 Jaeyeon 180, 189
 Claus
 Bart..... 180
 Coleman
 Nicole Verrochi
 39
 Connors
 Scott115, 180

- Cornil
Yann .. 135, 139,
180, 189
- Corser
Ryan104, 189
- Couwenberg
Linda 149
- Cowan
Kirsten.180, 189
- Crain
Katherine 189
- Cristian
Daniela 180, 189
- Critcher
Clayton 123
- Cryder
Cynthia 100,
173, 186
- Cuny
Caroline 89
- Cutright
Keisha..145, 146
- Czellar
Sandor 93
- D**
- Dagogo-Jack
Sokiente 39, 180,
189
- Dahl
Darren... 50, 160
- Dai
Xianchi 111
- Dallas
Steven 189
- Dana
Jason 186
- Daniels
Michelle 77
- Danienta
Nadia 41, 42,
180
- Daniloski
Kim 91
- Danziger
Shai 138
- Das
Amit 180, 189
Gopal... 180, 189
- de Bellis
Emanuel 180
- De Bondt
Caroline 180,
189
- de Gregorio
Federico 110
- de Langhe
Bart 133
- De Langhe
Bart 186
- DeVecchio
Devon 83
- Deng
Qian 180, 189
- DePaoli
Alexander... 166,
180, 189
- Desai
Preyas 52
- Desmichel
Perrine 189
- Dhar
Ravi 33, 78, 105,
150, 173
- Dholakia
Utpal 132
- Didi Alaoui
Mohamed ... 180,
189
- Diehl
Kristin 186
- Dimofte
Claudiu 186
- Dimoka
Angelika 90
- Ding
Isabel 189
William 107
William S. ... 189
Yu 180, 189
- Dogerlioglu Demir
Kivilcim 122
- Dommer
Sara Loughran
..... 39, 42
- Downs
Julie 118
- du Plessis
Christilene 47,
48, 180, 189
- Duhachek
Adam 80, 162
- Duke
Kristen 34
- Dunn
Lea 52, 180, 189
- Durante
Kristina 169
- Dzenkovska
Julija ... 180, 189
- E**
- Eanes
Ryan 180, 189
- Ebrahimi
Mahdi 40, 180
- Ein-Gar
Danit 19, 180
- Ekici
Ahmet 98
- Engeler
Isabelle 180, 189
- Engeset
Marit 94
- Etkin
Jordan 147, 148,
180, 189
- Evers
Ellen 61, 62
- F**
- Fan
Linying
(Sophie) ... 20
- Faraji-Rad
Ali 35

Faro
David.....53

Fatemi
Hajar.....180

Fedorenko
Ivan189

Fennis
Bob.....180
Bob M.92

fernbach
philip186

Fernbach
Philip M.133

Fishbach
Ayelet.....173

Fitzsimons
Gavan33
Gavan J,22

Follis
Lee180, 189

Forcum
Lura.....180, 189

Forehand
Mark.....39, 115

Fox
Alexa.....110

Frederick
Shane.....105

Frenzel
Sabine..180, 189

Friedman
Liz105

Fuchs
Christoph....129,
130

Fumagalli
Elena180

G

Gaertig
Celia57

Gafeeva
Rufina.....189

Gal
David.....186

Gallin
Steffie189

Gamburg
Jessica 153, 180,
189

Gamma
Karoline135

Gao
Fei180, 189

Garbarino
Ellen....180, 189

Garbinsky
Emily69

Garcia-Rada
Ximena189

Garvey
Aaron .180, 187,
189

George
Nathalie.....150

Gerrath
Maximilian H.
E. E.181, 190

Gershon
Rachel 100, 181,
190

Ghiassaleh
Arezou 181, 190

Giambastiani
Gaia.....119

Gilovich
Thomas83

Gineikiene
Justina92

Gino
Francesca ...152,
164

Giroux
Marilyn 95, 181,
190

Givi
Julian.....190

Gladstone
Joe.....69

Gneezy
Ayelet.159, 173,
187

Goenka
Shreyans169,
190

Goldsmith
Kelly20

Gomez
Pierrick90

Gonzales
Gabriel.181, 190

Gonzalez
Fausto123
Hector114

Goode
Miranda181

Goodman
Joesph.....75

Goyal
Vikas ...181, 190

Graf
Laura K. M. 190

Greenberg
Adam Eric ..133

Grewal
Dhruv121
Lauren .121, 190

Griffin
Dale134

Grishin
Marija.118, 181,
190

Griskevicius
Vladas.....187

Gullo
Kelley ..147, 190

Guo
Wenxia109

Gürhan-Canli
Zeynep.....95

H

Hadar
Liat181, 190

Hadi
Rhonda 181, 190

Hagtvedt
Henrik..... 181

Hamby
Anne 91, 181,
190

Hamilton
Ryan 75

Han
DaHee..... 162
Eunjoo.. 84, 181
Jerry..... 35, 47
Xiaoqi 103, 181,
190
Yegyu 101, 181,
190
Young Jee..... 34

Hang
Haiming..... 181

Hanson
Sara.....181, 190

Hardisty
David...134, 190

Hassay
Derek 108

Hattula
Johannes 78

Häubl
Gerald..... 187

Haws
Kelly.... 56, 104,
187

Hayran
Ceren 190

He
Daniel 77
Sharlene..... 181,
190
Stephen..... 55

Heller
Monika 53

Herd
Kelly..... 146
Kelly B. 80

Herr
Paul96

Herrmann
Andreas 123

Hershfield
Hal E. 133

Herzog
Walter..... 78

Heuvinck
Nico..... 181, 190

Hildebrand
Christian..... 168

Hill
Krista..... 190
Ronald.....63

Hillenbrand
Carola..... 116

Hingston
Sean T ...83, 153

Hoegg
JoAndrea 79
Joey 109

Hoelzl
Erik 113

Horwitz
Suzanne 108

Hossain
Mehdi 181

Hosseini
Rahil..... 190

Hsee
Chris.....36
Christopher....67

Hsieh
Meng-Hua93,
181

Hsu
Ming.... 181, 190

Hu
Bingyan..... 181,
190
Yanghong.... 190

Huang
Li 181, 190

Szu-chi... 37, 65,
69, 80

Szu-Chi..... 187

Yanliu 137, 181,
187

Zhongqiang
(Tak) 181,
190

Huh
Young Eun... 24,
181

Hydock
Christopher 181,
190

Hyodo
Jamie D..... 181,
190

I

Ilhan
Behice Ece 49

Imas
Alex 62, 159

Inman
J. Jeffrey 152

Isaac
Mathew S..... 25,
181

Islam
Towhidul 99

Iyamabo
Jeremiah..... 190

J

Janakiraman
Narayan 82

Jaroszewicz
Ania 159

Jia
Lei..... 181, 190
Miaolei..... 162,
181, 190

Jiang
Yuwei 20

Jie
Joseph Yun 181,
190

Jin
 Ji hyun.....117
 Johar
 Gita.....162
 John
 Leslie.....57, 63,
 100, 181
 Johnson
 Eric.....134
 Samuel 181, 190
 Joiner
 Chris.... 181, 190
 Jones Christensen
 Lisa.....159
 Jun
 Sunghhee.....167
 Jung
 Jihye...132, 181,
 190
 Minah .123, 181,
 190
 Minji.....190
 SungJin.....190
K
 Kahn
 Barbara E. ...137,
 187
 Kaiser
 Ulrike129
 Kaju
 Alex.....67
 Kamal-Abyaneh
 Leila99
 Kamleitner
 Bernadette91,
 181
 Kang
 Jungyun.....115,
 167
 Kanno
 Saori.... 181, 190
 Kapoor
 Ankur ..102, 190
 Kappes
 Heather 181, 190
 Heather Barry
 132
 Karaduman
 Cansu 190
 Karata_F
 Mustafa181, 190
 Karatas
 Mustafa..... 95
 Kardes
 Frank..... 103
 Kariv
 Shachar 173
 Karmarkar
 Uma 187
 Keenan
 Elizabeth 190
 Kenrick
 Doug 19
 Khamitov
 Mansur 181
 Khan
 Uzma.... 33, 150,
 166
 Khenfer
 Jamel.... 89, 181,
 191
 Kim
 Aekyoung .. 168,
 169
 Aekyoung
 (Amy)..... 181
 Claire Heeryung
 ... 80, 84, 162
 Eunice 191
 Hakkyun 115,
 167
 Jae-Eun 154
 Jeehye Christine
 24
 Jongmin .. 24, 33
 Joonkyung.. 109,
 124, 182, 191
 Jung.... 182, 191
 Junghan182, 191
 Jungkeun ... 153,
 154, 182
 Kaeun ..102, 191
 Moon-Yong 182,
 191
 Nicole ..182, 191
 Nicole Y. 27
 Sara..... 97
 Seung Eun .. 120
 Soo182, 191
 Soyoung..... 55
 Yaeun..... 191
 Yaeri....89, 182,
 191
 Kirk
 Colleen .28, 182,
 191
 Kirmani
 Amna..... 174
 Kivetz
 Ran77, 106
 Klesse
 Anne 182
 Anne-Kathrin
 135
 Knoll
 Melissa 134
 Kokkoris
 Michail 113,
 182, 191
 Koley
 Shruti..... 23, 66
 Konya-Baumbach
 Elisa..... 182
 Kordrostami
 Elika 182
 Melika 113
 Kouchaki
 Maryam 40
 Koulaei
 Afra94, 191
 Kovacheva
 Aleksandra.. 191
 Kovacs
 Balazs 108

- Krekels
Goedele 168,
182, 191
- Kristofferson
Kirk 77, 113,
165, 182
- Ksendzova
Masha ..182, 191
- Kuebler
Raoul 49
- Kulkarni
Kalpak 182
- Kulow
Katina 96
- Kumar
Amit 83
- Kupor
Daniella .. 36, 41
- Kurt
Didem..152, 182
- Kwak
Hyokjin..... 27
- Kwan
Man Ching. 182,
191
- Kwon
JaeHwan 182
- Kyung
Ellie 187
- L**
- Labroo
Aparna 187
- Lalwani
Ashok 82
- Lamberton
Cait 56, 63
- Laran
Juliano . 79, 100,
187
- Latimer
Robert..182, 191
- Lavoie
Raymond ... 109,
182, 191
- Lee
Crystal
Hyunjung
..... 182, 191
Hyejin 182
Jaehoon . 81, 182
Jiyoung..... 182
Kyoungmi ... 120
Leonard 117,
151, 162, 187
Saerom 187
Seojin Stacey 89,
124
Wonkyong Beth
..... 182
- Lehmann
Don 151
- Leroy
Sophie 37
- Li
Shaobo 182, 191
Wenjing..... 191
Xilin 36
Xingbo 96
Yexin Jessica
..... 118, 121
Yi 182, 191
Zhen 182, 191
- Lieberman
Alicea 78
- Licht
John-Gabriel.. 37
- Light
Alysson ... 38, 41
- Lim
Sarah 75, 130
- Lin
Chia-Wei (Joy)
..... 182, 191
Chien-Wei
(Wilson) 182,
191
Lily 89, 182, 191
MengHsien
(Jenny).... 182
- Meng-Hsien
(Jenny) ... 113
Stephanie 37, 83,
84
Stephanie C... 22
Yuting. 182, 191
- Ling
Aiqing 150
- Lisjak
Monika..... 129,
130, 182
- Liu
Peggy 56, 84,
182, 191
Peggy J. 22
Richie..... 191
Wendy .. 36, 187
- LIU
Xiaoyan 182,
191
- Loewenstein
George . 62, 118,
165
- Loken
Barbara 120
- Long
Andrew R.... 133
- Loughran Dommer
Sara..... 182, 191
- Lu
Joy 147
Yue 182, 191
Zoe Y.. 182, 191
- Luce
Mary Frances 52
- Luchs
Michael..... 182
- Lunardo
Renaud..... 182
- Lynch Jr.
John G..... 21
- M**
- Ma
Jingjing 94

MacDonnell
 Rhiannon.... 182,
 191
 Madan
 Shilpa ..183, 191
 Maeng
 Ahreum 183, 191
 Maglio
 Sam68, 183, 187
 Sam J.....67
 Maimaran
 Michael 148
 Main
 Kelley.109, 111,
 183
 Maira
 Elisa 183, 191
 Makienko
 Igor..... 183, 191
 Malaviya
 Prashant..... 187
 Malkoc
 Selin A. 187
 Maltese
 Lionel95
 Manchiraju
 Srikant. 183, 191
 Mandel
 Naomi..... 187
 Manuel
 Rommel.....98
 Marckhgott
 Eva91
 Mas
 Erick..... 191
 Mathew
 Shawn.. 183, 191
 Mathras
 Daniele 183, 192
 Mathur
 Pragya ..39, 183,
 192
 Mazar
 Nina.....70
 McCarthy
 Michael183, 192
 McFerran
 Brent ... 160, 187
 McGill
 Ann28
 McGraw
 A. Peter 183
 McLawrence
 Shenel . 183, 192
 Mead
 Nicole ... 38, 187
 Mehta
 Ravi..... 79
 Meloy
 Margaret 76
 Margaret G.. 183
 Meng
 Matthew D.. 192
 Rachel 106, 183,
 192
 Meyvis
 Tom..... 187
 Miller
 Dale..... 40
 Elizabeth 102,
 187
 Min
 H. Lauren.... 116
 Lauren. 183, 192
 Mislavsky
 Robert . 183, 192
 Mo
 Zichuan. 94, 192
 Mochon
 Daniel 23, 69,
 70, 183
 Mohan
 Bhavya..... 63
 Mok
 I Man Kathy 183
 Moon
 Alice 62
 Moore
 Sarah..... 50, 55,
 110, 183, 192
 Morales
 Andrea... 19, 33,
 77, 160, 173,
 187
 Moreau
 Page..... 146
 Morewedge
 Carey 64
 Morgan
 Carter...183, 192
 Siân..... 148
 Mormann
 Milica 187
 Morrin
 Maureen (Mimi)
 90
 Morris
 Joshua..... 69
 Mourali
 Mehdi .107, 108,
 183
 Mourey
 James..166, 183,
 192
 Mrkva
 Kellen ..183, 192
 Mukherjee
 Sudipta..97, 183,
 192
 Mukhopadhyay
 Anirban..53, 163
 Moderator:
 Anirban.. 174
 Munichor
 Nira..... 183
 Murray
 Kyle 55
 Kyle B 101
N
 Naderi
 Iman 38

- Namkoong
 Jae-Eun 183, 192
- Nedeva
 Valentina 93,
 192
- Nenkov
 Gergana 21, 187
- Newman
 Kevin 183
- Newton
 Kathryn 183
- Ng
 Sharon 152
- Nguyen
 Binh 183, 192
- Nikolova
 Hristina.. 21, 63,
 183, 192
- Norris
 Ian 99, 192
- Norton
 Michael 64, 164,
 187
 Mike 173
- Noseworthy
 Theodore J.. 153
- Novemsky
 Nathan .. 33, 187
- Nowlan
 Luke 79, 183
- Nunes
 Joseph 34, 49,
 164, 173
- O**
- O'Donnell
 Michael 61
- Oh
 Sangdo 115
 Travis Tae Seok
 183, 192
- Okada
 Erica Mina.. 183
- Olivola
 Christopher . 118
- Olson
 Jenny .. 159, 160,
 183, 192
 Jenny G. 118
 Nicholas J.... 138
- Ong
 L. Ling 159
- Ordabayeva
 Nailya 50, 63,
 81, 139, 183,
 192
- Ordanini
 Andrea... 49, 164
- Ostinelli
 Massimiliano 67,
 183, 192
- Oz
 Begum. 183, 192
- P**
- Packard
 Grant ... 107, 183
- Paley
 Anna 70, 139,
 140, 183
- Pandelaere
 Mario 97, 168
- Pandey
 Arpita .. 183, 192
- Paolacci
 Gabriele 137,
 184
- Park
 CW 174
 Donghyen 115
 J. April 184
 Jane 184
 Jane Jeongin .. 25
 Jihye 192
 Jongwon 154
 Jooyoung 97,
 184
 Kiwan... 89, 124,
 167
 Sang Kyu 101
- Parker
 Jeffrey R 42
- Patrick
 Vanessa.. 40, 92,
 187
- Paul
 Iman 42, 192
- Pauwels
 Koen 49
- Peck
 Joann 28
- Peer
 Eyal 184, 192
- Pelozo
 John 99, 184,
 192
- Penner
 Sara 192
- Penz
 Elfriede 184, 192
- Perkins
 Andrew 115
- Pfeiffer
 Bruce E. 184
- Pham
 Michel... 35, 173
- Philp
 Matthew 184,
 192
- Plassmann
 Hilke .. 139, 149,
 150
- Polman
 Evan 76, 187
- Pomerance
 Justin 65
- Pons
 Frank 95, 108
- Poor
 Morgan . 25, 184
- Popovich
 Deidre . 184, 192
- Poraj-Weder, PhD
 Magdalena . 184,
 192

Powers
 Keiko... 184, 192
 Pradhan
 Sean..... 184, 192
 Prokopec
 Sonja 184
 Puccinelli
 Nancy .. 184, 192
 Puntoni
 Stefano 187
 Putnam-Farr
 Eleanor 184, 192
 Puzakova
 Marina...27, 184
 Pyle
 Martin. 107, 184,
 192
R
 Rabino
 Rebecca 96, 184,
 192
 Rafieian
 Hoori ... 137, 184
 Ramanathan
 Suresh.....23, 66
 Ran
 Yaxuan 184, 192
 Ratner
 Rebecca 174
 Reczek
 Rebecca 173
 Rebecca Walker
 108
 Reeck
 Crystal 135
 Reich
 Taly 41, 68, 184,
 192
 Reimann
 Martin....90, 184
 Reiner
 Peter 119
 Rick
 Scott 167, 187
 Rifkin
 Jacqueline .. 147,
 148, 192
 Ringler
 Christine 184
 Robinson
 Stefanie 187
 Roche
 Sarah ... 184, 192
 Roedder John
 Deborah 187
 Roeder
 Scott..... 192
 Ross
 Gretchen 192
 Roux
 Caroline 20, 184,
 193
 Rowe
 Zoe 184
 Rozin
 Paul 154
 Ruan
 Bowen. 184, 193
 Rucker
 Derek . 162, 173,
 187
 Rudd
 Melanie 168
 Rueppell
 Roland. 184, 193
S
 S Holden
 Stephen 114
 Saenger
 Christina 184,
 193
 Sah
 Anumeha..... 116
 Saini
 Ritesh 184
 Salerno
 Anthony 19, 184
 Samper
 Adriana.. 33, 75,
 145, 146
 Sample
 Kevin L..... 184,
 193
 Samu
 Sridhar 184
 Sanfey
 Alan 149
 Santana
 Shelle..... 187
 Sarial-Abi
 Gülen 119
 Sarofim
 Samer ..184, 193
 Savary
 Jennifer 184
 Scekcic
 Ana 193
 Schanbacher
 Anja 193
 Schlosser
 Ann 187
 Schmidt
 Liane 139
 Schmitt
 Bernd 124
 Schreier
 Martin..129, 130
 Schrift
 Rom 61, 82, 184,
 187, 193
 Rom Y. 47
 Schroeder
 Juliana 78
 Schulte-Mattler
 Alexander... 123
 Schwartz
 Janet ..23, 52, 64
 Scopelliti
 Irene24, 165,
 184
 Scott
 Maura 187

Sydney.....	154	Simmons		Stein	
Sela		Joseph	57	Randy.....	193
Aner.....	25, 148,	Simonson		Stenstrom	
187		Itamar	166	Eric	83
Serfas		Simpson		Stewart	
Benjamin	184	Bonnie..	95, 100,	Kristin.	185, 193
Sevilla		185		Stirrat	
Julio.....	19, 184	Singh		Michael.....	83
Sezer		Surendra N. .	118	Straeter	
Ovul.....	164	Small		Laura.....	185
Shachar		Deborah.....	154	Stuppy	
Ron	138	Smidts		Anika ..	185, 193
Shaddy		Ale.....	149	Sudhir	
Franklin	68	Smith		Subin.....	185
Shah		Robert W.....	48	Sugathan	
Anuj K.....	68	Rosanna.....	41	Praveen	185
Shani		So		Suher	
Yaniv ...	137, 138	Jane	185, 193	Jacob.....	185
Shanker		Sohn		Sullivan	
H. Krishnan ..	80	Stefanie	185, 193	Nicolette	185,
Sharma		Song		193	
Eesha	70, 187	Myung Jin ...	185	Summers	
Varun...184,	193	Sujin.....	114	Christopher	185,
Shavitt		Soster		193	
Sharon	174	Robin.....	65	Sun	
Shen		Spangenberg		Daniel	134
Luxi	67, 184	Katie.....	115	Qizhang	185,
Shepherd		Spielmann		193	
Steven..	41, 159,	Nathalie .	90, 193	Sijie.....	82
160, 184		Spiller		Sundar	
Shim		Stephen.....	187	Aparna	153, 185,
Yoonji	134, 151,	Sprott		193	
184, 193		David.....	107	Sung	
Shiri		David E.	93	Yeonjin	193
Aminreza	98,	Srinivasan		Yongjun	101
185, 193		Raji.....	139	Supa	
Shiv		Srna		Dustin .	185, 193
Baba.....	150, 173	Shalena...47, 82,		Sussman	
Shu		146, 185, 193		Abigail	140
Suzanne	64	Stamatogiannakis		Abigail B. ...	187
Si		Antonios	26, 185	Abigale	173
Kao	111, 185	Stankovic		Swain	
Silverman		Tajana.....	193	Scott.....	28
Jackie...185,	193	Steffel		Sweldens	
		Mary.....	64, 121	Steven	48

- Szendrey
Julie193
- Szymanowski
Maciej149
- T**
- Tapar
Archit193
- Tezer
Ali20
- Thomas
Manoj169
Tabitha 185, 193
- Tignor
Stefanie185
- To
Ngoc (Rita)...92,
193
- Tonietto
Gabriela.....185,
193
- Tormala
Zak174
- Touré-Tillery
Maferima.....153
Rima.....37, 38
- Townsend
Claudia145,
185, 193
- Tripathi
Sanjeev102
- Trudel
Remi.....185
- Tsai
Claire 25, 26, 35,
151
- Tu
Yanping.....185
- Tugut
Meltem185
- Tully
Stephanie.....70,
185
- U**
- Ulu
Sevincgul ... 185,
193
- Urminsky
Oleg 187
- Usrey
Bryan .. 185, 193
- V**
- Valenzuela
Ana 185
- Valesia
Francesca 49,
164
- van Osselaer
Stijn..... 48, 129,
130
- VanEpps
Eric 118, 185,
193
- Verrochi Coleman
Nicole 187
- Vijayalakshmi
Akshaya 113
- Villanova
Daniel 193
- Villarreal
Ricardo 193
- Vogt
Julia..... 116
- Vohs
Kathleen37, 168,
173
- Vosgerau
Joachim.. 23, 24,
165, 188
- Vu
Tiffany 167, 193
- W**
- W. Smith
Robert 108
- Wadhwa
Monica..... 188
- Walker
Jesse..... 83
- Walker Reczek
Rebecca .48, 188
- Wan
Fang....104, 185,
193
Jing 131
- Wang
Chen185, 193
Cindy..... 140
Juan185, 193
Liangyan..... 103
Lin96, 193
Qin.....103, 185,
193
TzuShuo 185,
193
TzuShuo Ryan
..... 120
Wangshuai.. 194
Xin.....185, 194
Yajin..... 27
Yitong..... 98
Zheng 194
- Ward
Adrian...54, 119,
124
Adrian F. 21
- Warmath
Dee185, 194
- Warren
Caleb .23, 65, 66
- Watson
Jared185, 194
- Weathers
Danny 185
- Webb
Elizabeth.... 101,
188
- Weber
Elke 135
Virginia 110,
185, 194
- Weingarten
Evan 186

Weiss		Youn	
Liad	188	Y. Jin	153
Wen		Yucel-Aybat	
Wen	55	Ozge.....	93
Werle		Z	
Carolina	114	Zane	
Westfall		Daniel .	186, 194
Jon	134	Daniel M.....	48,
Wheeler		108	
Christian	188	Zauberman	
White		Gal ..	47, 82, 173
Andrew.....	19	Zeng	
Katherine ...	100,	Xianfang	186,
151, 165		194	
Tiffany.....	42	Zhang	
Whitley		Jiao.....	140
Sarah.....	194	Ying.....	37
Wiener		Zhao	
Hillary ...	75, 76,	Min	131, 188
194		Xiaohua	104
Wilcox		Zheng	
Keith....	186, 188	Frank.....	54, 186
Williams		Yuhuang	104
Elanor	188	Zhu	
Lawrence E.	116	Meng....	20, 186,
Patti ...	145, 163,	188	
188		Ziano	
Winterich		Ignazio	186, 194
Karen.....	173	Ziegler	
Karen Page ...	39	Alexander ..	186,
Woolley		194	
Kaitlin..	186, 194	Zlatev	
Wooten		Julian	40
David...174,	188	Zlatevska	
Wu		Natalina	114
Eugenia.....	145,	Zou	
186, 188		Yueming	186
Freeman.	19, 33,	Zwebner	
186, 194		Yonat	61, 186
Ruomeng ...	186,		
194			
Wu (PhD Student)			
Xiaoxuan			
(Farrah)	90		
X			
Xie			
Wenwen	186,		
194			
Xu			
Alison Jing .	186,		
194			
Lidan.....	79		
Y			
Yalch			
Richard	186, 194		
Yan			
Dengfeng....	169		
Jun.....	194		
Yang			
Adelle.....	27, 28		
Chun-Ming.	186,		
194			
Haiyang	26		
Liangbin	147		
Shaoguang...186			
Zhen	186, 194		
Zhiyong	82, 108,		
186			
Ye			
Ning	194		
Yi			
Sunghwan.....	99		
Yin			
Bingqing.....	186,		
194			
Yoon			
Carolyn	112, 188		
Hye Jin	110, 186,		
194			
Hyunjung	194		
Yorkston			
Eric.....	188		

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Saturday, February 18th

Room → Track →	Sea Cliff 1	Pacific Heights 2	Marina 3	Presidio 4	Telegraph Hill 5
2:15 pm – 3:30 pm	<p>Understanding and Curbing Judgments of Low-Income Consumers' Consumption Decisions Chair: Steven Shepherd Chair: Jenny Olson</p> <p><i>Poverty and Helplessness: How a Lack of Control Affects Impulsivity and Risk-Taking</i> Ania Jaroszewicz</p> <p><i>Consumer Commitment in Base of the Pyramid Markets</i> L. Ling Ong</p> <p><i>An Egocentric Bias in Judging Others' Spending: Stereotyping Social Assistance Recipients for Deviating from our own Preferences</i> Steven Shepherd</p> <p><i>Waste Not, Want Not: Consumers' Income Shapes Moral Judgments Toward Resource (Mis)Management</i> Jenny Olson</p>	<p>The Social Nature of Emotions Chair: Yimin Cheng</p> <p><i>The Effects of Power on Emotional Responses to Self-Failure</i> Claire Heeryung Kim</p> <p><i>Seeking Indulgence by Involving Others</i> Miaolei Jia</p> <p><i>Smiling Signals Intrinsic Motivation</i> Yimin Cheng</p>	<p>Self-Presentation in Online and Offline Word of Mouth Chair: Francesca Valsesia</p> <p><i>The Influence of Self-Presentation Concerns on Online Reviews</i> Francesca Valsesia</p> <p><i>Humblebragging: A Distinct—and Ineffective—Self-Presentation Strategy</i> Oval Sezer</p> <p><i>Bragging Through an Intermediary</i> Irene Scopelliti</p> <p><i>Unintended Consequences of Indirect Impression-Management</i> Kirk Kristofferson</p>	<p>Consumer Reasoning and Inference Chair: Alessandro Braglia</p> <p><i>Gut Feelings, Priming, and Intuition: Interpreting 'Difficulty' as 'Impossible' or 'Important' Moderates Intuitive Influence</i> James Mourey</p> <p><i>Reason-Product (In)compatibility: Cognition and Affect in Consumer Reasoning</i> Alexander DePaoli</p> <p><i>Effects of Meritocratic Beliefs on Consumer Expectations for Unearned Preferential Rewards</i> Jungyun Kang</p> <p><i>Reputational benefits of nominal corporate generosity</i> Tiffany Vu</p>	<p>The Distinct Outcomes of Discrete Consumer Emotions Chair: Aekyoung Kim</p> <p><i>Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation</i> Melanie Rudd</p> <p><i>The Absolute More, The Merrier - The effect of Dispositional Greed on Thinking Styles</i> Goedele Krekels</p> <p><i>How Gratitude Affects Preferences: The Role of Locus of Emotional Control</i> Shreyans Goenka</p> <p><i>The Effects of Romantic Motives on Numerical Preferences</i> Aekyoung Kim</p>
3:30 pm – 3:45 pm	BREAK (Sunset Court)				
3:45 pm – 5:00 pm	SPOTLIGHT SESSIONS (Sea Cliff, Pacific Heights, Marina, Presidio, Telegraph Hill, Twin Peaks North)				
5:00 pm – 6:00 pm	SCP Advisory Panel (Napa)				
7:00 pm – Midnight	CLOSING EVENT at VERSO				

Saturday, February 18th

Room →	Sea Cliff	Pacific Heights	Marina	Presidio	Telegraph Hill
Track →	1	2	3	4	5
9:45 am – 11:00 am	<p>Looking Good, The Aftermath: How Encountering and Acquiring Physically Attractive Products Influences Behavior Chair: Adriana Samper Chair: Keisha Cutright</p> <p><i>To Err is Human, to Forgive is Divine: Why Beautiful Products Are Forgiven</i> Ludovica Cesario</p> <p><i>The Price of Beauty: Differential Effects of Design Elements With and Without Cost Implications on Nonprofit Donor Solicitations</i> Claudia Townsend</p> <p><i>Impress Yourself: How Beautiful Products Influence Self-Evaluations of Performance</i> Kelly Herd</p> <p><i>Suit Up and Shop: How Consumer Attire Influences Purchasing Decisions</i> Adriana Samper</p>	<p>360 Degrees of Variety: The Dynamic Relationship of Variety Preferences & Perceptions Chair: Kelley Gullo Chair: Jacqueline Rifkin</p> <p><i>Variety for Breakfast? How Preferences for Variety Change Throughout the Day</i> Kelley Gullo</p> <p><i>Keep Winning or Stop Losing? The Effect of Consumption Outcomes on Variety-Seeking</i> Joy Lu</p> <p><i>How Variety in Self-Expression Undermines Self-Continuity</i> Jacqueline Rifkin</p> <p><i>On the Relationship Between Assortment Variety and Category Expertise</i> Aner Sela</p>	<p>What Can Brains and Bodies Tell Us That Consumers Won't?: Neuropsychological Processes Underlying Consumer Judgment and Choice Chair: Mehmet Yavuz Acikalin</p> <p><i>Neural Mechanisms Underlying Diversification in Consumer Choice</i> Linda Couwenberg</p> <p><i>Peacocks, Testosterone and Status Seeking: Single-dose Testosterone Administration Increases Preference for Status Brands and Products</i> Gideon Nave</p> <p><i>Are All Cognitive Constraints Created Equal?: An Eye-Tracking Investigation of the Distinct Effects of Time Pressure, Load, and Depletion on Processing and Choice</i> Mehmet Yavuz Acikalin</p> <p><i>Modulation of Judgments by Incidental Affect: The Dynamic Integration of Affect and its Temporal Sustainability</i> Aiqing Ling</p>	<p>How Consumers Interpret and Spend The Resources of Time and Money Chair: Jennifer Bechhoff</p> <p><i>How People Use Found Time</i> Jae Chung</p> <p><i>Embracing Experiential over Material Consumption: Thinking about Death Increases Consumer Preferences for Experiences</i> Yoonji Shim</p> <p><i>Religious Shoppers Spend Less Money</i> Didem Kurt</p> <p><i>\$100 a month or \$1,200 a year: Impact of Regulatory Focus on the Evaluation of Temporally Framed Benefits</i> Shankha Basu</p>	<p>Healthy and Unhealthy Inferences and Behaviors Chair: Jungkeun Kim</p> <p><i>Don't Succumb to My Temptations: Social Avoidance as Counteractive Self-Control</i> Jessica Gamburg</p> <p><i>Judging a Book by its Cover: How Packaging Biases Health-Related Inferences</i> Sean T. Hingston</p> <p><i>Consumers Prefer "Natural" More for Preventatives than for Curatives</i> Sydney Scott</p> <p><i>Effects of Physical Cleansing on Subsequent Unhealthy Eating</i> Jungkeun Kim</p>
11:00 am – 11:15 am	BREAK (Sunset Court)				
11:15 am – 12:15 pm	PLENARY (Dan Ariely, Darren Dahl, and Barbara Kahn) (Gold Ballroom)				
12:30 pm – 2:00 pm	AWARDS AND BUSINESS LUNCHEON (Grand Ballroom)				

Saturday, February 18th

Room →	Sea Cliff	Pacific Heights	Marina	Presidio	Telegraph Hill
Track →	1	2	3	4	5
7:30 am – 3:45 pm	REGISTRATION (Sunset Court)				
7:30 am – 8:15 am	BREAKFAST (Sunset Court)				
8:15 am – 9:30 am	<p>The Social Nature of Consumption: Fostering Consumer-Brand Relationships Chair: Andrea Bonezzi Chair: Monika Lisjak</p> <p><i>Reducing Consumer Alienation: The Effect of Making Product Producers Personal</i> Stijn van Osselaer</p> <p><i>The Starbucks Effect: How Consumer Identification Impacts Consumer Preference</i> Sarah Lim</p> <p><i>A Relationship Account of Marketing Rewards: The Effect of Conditional versus Unconditional Rewards on Brand-Self Connection</i> Monika Lisjak</p> <p><i>To Trace is to Trust: Consumers' Response to Product Traceability</i> Jing Wan</p>	<p>Personal Money (Mis)Management Chair: Heather Barry Kappes</p> <p><i>Know Thyself Financially: How Financial Self-Awareness Benefits Consumers</i> Nivriti Chowdhry</p> <p><i>Associating Status Spending with Wealth Predicts Financial Vulnerability</i> Heather Barry Kappes</p> <p><i>Better Understood Companies Seem Like Safer Investments</i> Andrew R. Long</p> <p><i>Debi Aversion and the Trajectories of Psychological Pain</i> Adam Eric Greenberg</p>	<p>Customized Nudges: Choice Architecture for a Heterogeneous World Chair: Kirstin Appelt</p> <p><i>Effective, Selective Choice Architecture: Checklists as a More Precise Tool</i> Kirstin Appelt</p> <p><i>Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs</i> David Hardisty</p> <p><i>Choosing Not to Choose: Consumers Are More Satisfied with a Product When It Is Determined by a Prediction Algorithm Than When They Personally Choose It</i> Anne-Kathrin Klesse</p> <p><i>Feeling Green: Decision Modes Promoting Environmentally-Friendly Consumer Utility Choices</i> Crystal Reeck</p>	<p>Paradoxical Outcomes in Consumer Behavior Chair: Yaniv Shani</p> <p><i>When Concern for Inequality Promotes Inequality</i> Amit Bhattacharjee</p> <p><i>Consumer Goal Pursuit: Less of More or More of Fewer Goal-Inconsistent Behaviors?</i> Hoori Rafieian</p> <p><i>The Maximizing Contradiction: Impact of Seeking the Best on Getting the Best</i> Nicholas J. Olson</p> <p><i>Accidentally on purpose: Action-oriented self-deception in the service of difficult-to-justify purchases</i> Yaniv Shani</p>	<p>Influences on Eating Perceptions and Behaviors Chair: Anna Paley</p> <p><i>Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions</i> Hilke Plassmann</p> <p><i>Does Salience of the Sound of Food Increase or Decrease Consumption?</i> Naitiyya Ordbayeva</p> <p><i>Power and Food: Does Feeling Powerful Lead to more Healthful Eating?</i> Cindy Wang</p> <p><i>Mental Accounting for Food in Exceptional Contexts</i> Anna Paley</p>
9:30 am – 9:45 am	BREAK (Sunset Court)				

Friday, February 17th

Room → Track →	Sea Cliff 1	Pacific Heights 2	Marina 3	Presidio 4	Telegraph Hill 5
3:45 pm – 5:00 pm	<p>The Giver's Perspective on Gift Giving Chair: Hillary Wiener</p> <p><i>Giving Happiness: Why We Give Material Gifts when Experiences Make Us Happier</i> Sarah Lim</p> <p><i>Giving Less on Others' Behalf</i> Cindy Chan</p> <p><i>Giving Gifts to Picky People – When and Why Gift Givers Won't Try to Satisfy</i> Andong Cheng</p> <p><i>Gifts of Consolation: Gifts as Substitutes for Social Support</i> Hillary Wiener</p>	<p>Technology-Driven Consumption Chair: Kirk Kristofferson</p> <p><i>Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing</i> Kirk Kristofferson</p> <p><i>Being in the Moment: The Diverse Consequences of Ephemeral Messaging</i> Daniel He</p> <p><i>"Coming Alive" Through Headphones: Listening to Messages via Headphones vs. Speakers Increases Immersion, Presence, and Liking</i> Alicea Liberman</p> <p><i>When Multi-Touch Interfaces Create an Illusion of Confidence: The Role of Instrumental Need for Touch</i> Johannes Hattula</p>	<p>Pushing the boundary of creativity: Contexts and strategies for enhancing creative cognition Chair: Luke Nowlan</p> <p><i>The Sweet Taste of Creativity: Can Taste Perceptions Affect Consumer Creativity?</i> Lidan Xu</p> <p><i>Business Enhances Creativity</i> Luke Nowlan</p> <p><i>The Effects of Political Ideology on Consumer Creativity</i> Claire Heeryung Kim</p> <p><i>The Pursuit of Creativity in Idea Generation Contexts</i> Melanie S. Brucks</p>	<p>Estimation and Prediction Chair: Jaehoon Lee</p> <p><i>It Happens Because I'm Watching It: The Effect of Observing an Uncertain Event on Probability Estimation</i> Amin Attari</p> <p><i>The Accuracy of Less: Why People Underestimate Increases but not Decreases in Quantity</i> Nanlya Ordabayeva</p> <p><i>A Prediction Gap in Effect of Income Tax on Effort</i> Shalena Sma</p> <p><i>The Effect of Local-Global Identity on Price-Quality Judgments</i> Zhiyong Yang</p>	<p>Determinants of Prosocial Consumer Behaviors Chair: Stephanie Lin</p> <p><i>The Effect of Exposure to Faces of Varying Facial Width-to-Height Ratio on Donations</i> Sean T. Hingston</p> <p><i>Cultivating Gratitude and Giving Through Experiential Consumption</i> Amit Kumar</p> <p><i>Children on Sale: The Interactive Roles of Fundraising Promotion and Prosocial Identity on Charitable Intent</i> Eunjoon Han</p> <p><i>Lowering Perceived Competence to Justify Avoidance of Prosocial Requests</i> Peggy Liu</p>
JCPAe RESEARCH AND REPORT (Nappa)					
JCR ERB MEETING (Twin Peaks)					
WORKING PAPER SESSION					
RECEPTION (Gold Ballroom)					
4:00 pm – 4:50 pm					
5:00 pm – 6:30 pm					
5:00 pm – 6:30 pm					
6:30 pm – 8:00 pm					

Friday, February 17th

Room → Track →	Sea Cliff 1	Pacific Heights 2	Marina 3	Presidio 4	Telegraph Hill 5
2:15 pm – 3:30 pm	<p>Framing Effects Throughout the Course of the Consumer Decision-Making Process Chair: Michael O'Donnell</p> <p><i>Preference Reversals Over Consumer Goods</i> Michael O'Donnell</p> <p><i>Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers' Subjective Experience of Difficulty</i> Yonat Zwebner</p> <p><i>Selective Hedonic Editing</i> Alex Imas</p> <p><i>Choosing or creating? Framing choices as design processes increases perceived customization of products</i> Alice Moon</p>	<p>Conversation on Translating Consumer Research into Policy: Developments, Opportunities, and Challenges Chair: Nailya Ordabayeva Chair: Hristina Nikolova</p> <p><i>Personal experience with policy-related work</i> Ronald Hill</p> <p><i>Logistics of translating research findings into actionable policies</i> Cait Lambertson Bhavya Mohan</p> <p><i>Publishing policy results</i> Michael Norton</p> <p><i>Advice for researchers who wish to engage in policy work</i> Janet Schwartz</p>	<p>The Role of Attention in Goal Pursuit Chair: Justin Pomerance Chair: Margaret Campbell</p> <p><i>Moderating the Progress Bias: The Role of Regulatory Focus</i> Justin Pomerance</p> <p><i>Stuck in the Shell: Middle-stage Goal Pursuers Avoid (but Need) Social Reference Point</i> Szu-chi Huang</p> <p><i>How Recasting Acquisition Costs as Goal Investments Enables Switching to a Newly Available Product</i> Robin Soster</p> <p><i>Anxiety and the Need for Resource Efficiency</i> Shruti Koley</p>	<p>Influences on Consumer Attitudes and Beliefs Chair: Massimiliano Ostinelli</p> <p><i>From Strong Uncertainty-Loathing to Strong Uncertainty-Loving</i> Luxi Shen</p> <p><i>R U Close? Txt Me: Communication Format and Psychological Distance</i> Alex Kaju</p> <p><i>Why Some Prices Are Fairer Than Others</i> Franklin Shaddy</p> <p><i>Intuitive Choice Begets Resilient Consumer Attitudes</i> Sam Maglio</p>	<p>Financial Influences and Outcomes Chair: Daniel Mochon</p> <p><i>The Consumption Consequences of Couples Pooling Financial Resources</i> Joe Gladstone</p> <p><i>When Your Hands Are Tied: The Dual Effects of Expense Ownership on Pain of Payment</i> Joshua Morris</p> <p><i>The Effect of Financial Constraints on Social Sharing</i> Anna Paley</p> <p><i>Scope Insensitivity in Debt Repayment</i> Daniel Mochon</p>
3:30 pm – 3:45 pm	BREAK (Sunset Court)				

Friday, February 17th

Room → Track →	Sea Cliff 1	Pacific Heights 2	Marina 3	Presidio 4	Telegraph Hill 5
11:15 am – 12:30 pm	<p>When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior Chair: Christilene du Plessis</p> <p><i>Juggling When Low in Control: The Effect of Control on Choice to Multitask</i> Jerry Han</p> <p><i>Multitasking: Perception and Performance</i> Shalena Srna</p> <p><i>How Multitasking Influences Consumer Learning of Brand Associations</i> Christilene du Plessis</p> <p><i>Drawing Conclusions While Multitasking: Distracting Background Ads Cue Consumers to Infer Product Interest Through Metacognitive Inferences</i> Daniel M. Zane</p>	<p>Unveiling the Social Dynamics of Word of Mouth Chair: Francesca Valsesia</p> <p><i>I Got Here First! Feelings of Psychological Ownership and Consumer Ratings</i> Francesca Valsesia</p> <p><i>Dancing with the Enemy: Dynamics, Drivers, and Outcomes of Rival Brand Engagement</i> Koen Pauwels</p> <p><i>Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands</i> Lisa Cavanaugh</p> <p><i>The Psychological and Social Consequences of Listening to Material versus Experiential Conversations</i> Wilson Bastos</p>	<p>Frontiers of Consumer Healthcare Decisions Chair: Yimin Cheng</p> <p><i>Stigmatized Risk Factors in Health Messages: The Defensive Influence of Moral Identity</i> Chethana Achar</p> <p><i>The Burden of Social Proof</i> Preyas Desai</p> <p><i>The Protestant Work Ethic and Preference for Natural Healthcare</i> Yimin Cheng</p> <p><i>Illness Severity and Consumer Inferences of Drug Side Effects</i> Monika Heller</p>	<p>New Perspectives on Social Motivation and Word-of-Mouth Chair: Frank Zheng Chair: Susan Broniarczyk</p> <p><i>Social Acceptance and WOM</i> Zoey Chen</p> <p><i>“Sharing without Reading” Leads to Inflated Subjective Knowledge</i> Frank Zheng</p> <p><i>Word-of-Mouth in Free Product Settings</i> Samuel Bond</p> <p><i>“Don’t Buy” or “Do Not Buy”? How Negation Style in Online Reviews Influences Product Evaluations</i> Soyoung Kim</p>	<p>Risk and Uncertainty Chair: Aaron Brough</p> <p><i>The Quality Versus Quantity Trade-off: A Dual-Risk Account for How Choices for Self Versus Others Differ</i> Peggy Liu</p> <p><i>Moderation by Extremes: Biases in Risk-Reward Perceptions Drive Compromise Effects in Financial Bundles</i> Cait Lamberton</p> <p><i>People Dislike Uncertain Advisors, But Not Uncertain Advice</i> Celia Gaertig</p> <p><i>The Bulletproof Glass Effect: Ironic Consequences of Assurances (vs. Warnings)</i> Aaron Brough</p>
12:30 pm – 2:00 pm	LUNCHEON AND PRESIDENTIAL ADDRESS (Grand Ballroom)				

Friday, February 17th

Room → Track →	Sea Cliff 1	Pacific Heights 2	Marina 3	Presidio 4	Telegraph Hill 5
9:45 am – 11:00 am	<p>I Did Not See That One Coming: When and Why the Drivers of Predicted Vs. Experienced Utility Diverge Chair: Freeman Wu</p> <p>The Unexpected Role of Expectations Uzma Khan</p> <p><i>It's Too Pretty to Use! The Inhibiting Effect of Product Aesthetics on Consumption</i> Freeman Wu</p> <p><i>Please Don't Praise It: How Compliments on Identity Signals Result in Embarrassment</i> Lisa Cavanaugh</p>	<p>Advances in Affect-Based Processing in Consumers' Judgment and Decision-Making: Antecedents, Moderators, and Consequences Chair: Jerry Han</p> <p>Chair: Claire Tsai</p> <p><i>Going with the Flow-ency: The Role of Perceived Control on Fluency Effects</i> Jerry Han</p> <p><i>Uncertainty Increases the Reliance on Affect in Decisions</i> Ali Faraji-Rad</p> <p><i>Risks, interrupted</i> Wendy Liu</p> <p><i>"Rational" Decisions Are Not Always Rational</i> Xilin Li</p>	<p>Consumers Behaving Badly Chair: Rima Touré-Tillery</p> <p><i>Hurting You Hurts Me Too: The Antecedents and Consequences of Suboptimal Behaviors in Shared Goal Pursuit</i> Szu-chi Huang</p> <p><i>The Relational Self is Immoral Too: Having an Interdependent Self-Constructural Makes People Behave Unethically to Benefit Others</i> Kathleen Vohs</p> <p><i>Selves to Spare: How the Cognitive Structure of the Self Influences Morality</i> Rima Touré-Tillery</p> <p><i>Does A Broken Heart Lead To An Endangered Planet? Social Exclusion Reduces Engagement in Conservation Behaviors</i> Nicole Mead</p>	<p>The Self and Consumer Behavior Chair: Pragya Mathur</p> <p><i>Choosing Between "Me's": The Effect of Self-Complexity on Choice Difficulty and Regret When Choosing Between Identity-Linked Goods</i> Sara Loughran Dommer</p> <p><i>When Comparisons Collide: Effects of Temporal and Social Comparisons on Self-Improvement</i> Sokietse Dagogo-Jack</p> <p><i>Bring Your Whole Self to Work: Identity Segmentation (versus Integration) Feels Less Authentic and Increases the Propensity to Cheat</i> Mahdi Ebrahimi</p> <p><i>Selfishly Benevolent or Benevolently Selfish: When Self-Interest Undermines Versus Promotes Prosocial Behavior</i> Julian Zlatev</p>	<p>Influences on Product Evaluations Chair: Nadia Danienta</p> <p><i>Made by Mistake: When Mistakes Increase Product Preference</i> Taly Reich</p> <p><i>Identifying and Explaining the Sex-Gap in Consumer Responses to Product Failures: Gender-Stereotypes Frame Women as Victims</i> Steven Shepherd</p> <p><i>Numerical Minority Membership Diminishes the Appeal of Identity-Linked Products</i> Iman Paul</p> <p><i>Threatening Me, Threatens the Brand: The Effects of Self-Threat and Self-Brand Connections on Brand Evaluations</i> Nadia Danienta</p>
11:00 am – 11:15 am	BREAK (Sunset Court)				

Friday, February 17th

Room →	Sea Cliff	Pacific Heights	Marina	Presidio	Telegraph Hill
	1	2	3	4	5
7:00 am – 8:00 pm	REGISTRATION (Sunset Court)				
7:30 am – 8:15 am	BREAKFAST (Sunset Court)				
8:15 am – 9:30 am	<p>Human Motivation Under Resource Scarcity: How a Activates Attainment Of Personal Needs From Physiological to Self-Actualization Chair: Danit Ein-Gar</p> <p><i>Scarce Foods are Perceived as Having More Calories</i> Anthony Salem</p> <p><i>The Effectiveness of Reciprocity Appeals in Economic Booms and Busts</i> Andrea Morales</p> <p><i>Exerting Effort for Reward under Scarcity</i> Linying (Sophie) Fan</p>	<p>Consumer Decision-Making in the Context of Close Relationships: Effects of Individual Consumer Decisions Chair: Hristina Nikolova</p> <p><i>On a Need-to-Know Basis: Divergent Trajectories of Financial Expertise in Couples and Effects on Independent Search and Decision Making</i> Adrian F. Ward</p> <p><i>We Succeeded Together, Now What: Licensing Effects in Joint Goal Pursuits</i> Hristina Nikolova</p> <p><i>Oppositional Brand Choices</i> Danielle I. Brick</p> <p><i>Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others: When and Why Consumers Display High Self-Control to Others</i> Stephanie C. Lin</p>	<p>Self-Control in Consumption: Novel Antecedents and Consequences Chair: Joachim Vosgerau</p> <p><i>Effect of Anger and Anxiety on Choice in Self-Control Dilemmas</i> Shruti Koley</p> <p><i>Bringing Ulysses to Scale: A Tale of Persistence, Spillovers and Customer Loyalty</i> Janet Schwartz</p> <p><i>Waste Aversion for Virtue versus Vice</i> Jeehye Christine Kim</p> <p><i>Pleasure, Guilt and Regret in Consumption: Revisiting the Vice-Virtue Categorization in Theories of Self-Control</i> Joachim Vosgerau</p>	<p>Emotional Influences on Consumer Preferences Chair: Claire Tsai</p> <p><i>Affective Debiasing: The Role of Emotion versus Cognition in Attribute Framing Effect</i> Morgan Poor</p> <p><i>Not My Type: Why Affective Decision-Makers are Reluctant to Make Financial Decisions</i> Jane Jeongin Park</p> <p><i>The Paradoxical Impact of Positive Mood on Goal Pursuit: Why Consumers in Positive Mood Favor Maintenance Goals Yet Believe Attainment Goals to be Better for their Mood</i> Haiyang Yang</p> <p><i>The Thought Counts: Effect Of Surprise Gifting On Consumption Enjoyment Over Time</i> Charlene Chen</p>	<p>Social Aspects of Consumer Behavior Chair: Adelle Yang</p> <p><i>When Being Social Backfires: The Impact of Social Crowdedness on Consumer Preference</i> for Anthropomorphized Brands</p> <p>Marina Puzakova</p> <p><i>Less Variety as a Status Signal</i> Nicole Y. Kim</p> <p><i>Hey, That's Mine! The Effect of Others' Psychological Ownership Signals on Consumers' Territorial Responses</i> Colleen Kirk</p> <p><i>Happily Sharing What You Wouldn't Give</i> Adelle Yang</p>
9:30 am – 9:45 am	BREAK (Sunset Court)				