



SOCIETY FOR
CONSUMER
PSYCHOLOGY

2023 ANNUAL CONFERENCE

March 2-4, 2023 • San Juan, Puerto Rico

Abbreviated Program (preliminary)



OUR SPONSORS

We are grateful for your continued dedication to the field of consumer psychology, and empowering the next generation of learners and educators.





Thursday, 2 March	Friday, 3 March	9:15am	11am
<p>8am</p> <p>SCP / Sheth Foundation Doctoral Symposium San Cristobal A</p> <p>The Climate Change Challenge Pre-Conference (by Invitation) Conference 8-10 & Foyer</p>	<p>6:45am</p> <p>Yoga on the Beach Hammock Garden</p>	<p>Coffee Break San Cristobal Foyer</p>	<p>11am</p> <p>Plenary Session and Presidential Address San Geronimo B</p>
<p>1pm</p> <p>Publications Committee (by Invitation) Salon del Mar</p>	<p>7:15am</p> <p>Continental Breakfast San Cristobal Foyer</p>	<p>9:30am</p> <p>Session 2.1: Consumer Response to Algorithms Tropical</p>	<p>12pm</p> <p>Networking Luncheon San Cristobal A-G</p>
<p>3pm</p> <p>Executive Committee Meeting (by Invitation) Salon del Mar</p>	<p>8am</p> <p>Session 1.1: How Content Shapes Word of Mouth Tropical</p>	<p>Session 2.2: What NFTs Offer Marketing: Implications of NFTs for Consumers and Firms Flamingo A-C</p>	<p>1:15pm</p> <p>Session 3.1: Attention and Perception Tropical</p>
<p>5pm</p> <p>PhD Project / SCP Community Building Reception (by Invitation) San Cristobal F</p>	<p>Session 1.2: Consumption Experiences Flamingo A-C</p>	<p>Session 2.3: Consumer Wellbeing Las Olas</p>	<p>Session 3.2: Communication and Influence Flamingo A-C</p>
<p>5:15pm</p> <p>SCP Your Heart Out: EXPRESS Cardio Blast Hammock Garden</p>	<p>Session 1.3: Celebrating Gender: From Gender Bias to Gender Reconstruction Las Olas</p>	<p>Session 2.4: How to Impress Others: The Antecedents and Consequences of Sharing Personal Strengths and Weaknesses Conference 3-6</p>	<p>Session 3.3: Identity and Brands Las Olas</p>
<p>6pm</p> <p>Welcome Reception Las Olas and Terrace</p>	<p>Session 1.4: Pricing and Valuation Conference 3-6</p>	<p>Session 2.5: Diversity and Representation San Geronimo A</p>	<p>Session 3.4: Product Aesthetics Conference 3-6</p>
	<p>Session 1.5: The Past, Present, and Future of Money: Cutting-Edge Replications, Scale Development, and Effects San Geronimo A</p>	<p>Session 2.6: The Social Costs and Benefits of Time and Money Management Decisions San Geronimo C</p>	<p>Session 3.5: Attitudes and Persuasion San Geronimo A</p>
	<p>Session 1.6: Status and Conspicuous Consumption San Geronimo C</p>	<p>Roundtable: Voice Technology: Implications of Oral versus Manual Communication for Consumer Research Flamboyant</p>	<p>2pm</p> <p>SCP 2024 Meeting (by Invitation) Guayacan</p>
	<p>Roundtable: Meta-Analyses and Systematic Literature Reviews (SLRs): Past, Present, and Future Flamboyant</p>	<p>10:45am</p> <p>Passing Break San Cristobal Foyer</p>	<p>2:15pm</p> <p>Popcorn Break San Cristobal Foyer</p>



Continued from Friday, 3 March	
2:30pm	
Session 4.1: Behavioral Decision Theory Tropical	
Session 4.2: Perspectives on Positive Emotions and Togetherness Flamingo A-C	
Session 4.3: Sharing Behavior Las Olas	
Session 4.4: Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa) Conference 3-6	
Session 4.5: Food and Nutrition San Geronimo A	
Session 4.6: Political Ideology and Consumption San Geronimo C	
Roundtable: When Less is More: Enhancing Well-being by Reducing Consumption Flamboyan	
3:45pm	
Passing Break San Cristobal Foyer	
4pm	
JCP AE Meeting (by Invitation) Guayacan	

Section 5.1: Novel Insights about Numerical Cognition in Consumer Behavior Tropical
Section 5.2: Consumer Persuasion and Skepticism Flamingo A-C
Section 5.3: Multidisciplinary Insights into The Evolving Meanings of Ownership Las Olas
Section 5.4: Financial Constraints and Budgeting Conference 3-6
Section 5.5: Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts San Geronimo A
Section 5.6: Word-of-Mouth and Consumer Generated Content San Geronimo C
Roundtable: Research on Happiness and Well-Being Flamboyan
5:15pm
JCP ERB Meeting (by Invitation) Las Olas and Terrace
6:30pm
Working Papers Reception Grand Salon Rosales & Foyer

Saturday, 4 March	
6:45am	
Yoga on the Beach Hammock Garden	
7:15am	
Continental Breakfast San Cristobal Foyer	
8am	
Session 6.1: Receptiveness: Antecedents and Consequences Tropical	
Session 6.2: Ethics and Morality Flamingo A-C	
Session 6.3: New Insights in Sensory Marketing Las Olas	
Session 6.4: Financial Decision Making Conference 3-6	
Session 6.5: By the Numbers: New Insights on Consumer Reactions to Numerical Information San Geronimo A	
Session 6.6: Culture San Geronimo C	
Roundtable: When, Why, and How Should I Include Machine Learning Studies in My Papers? Flamboyan	

9:15am
Coffee Break San Cristobal Foyer
9:30am
Session 7.1: Affect and Emotion Tropical
Session 7.2: Asymmetries in Consumer Judgment Flamingo A-C
Session 7.3: Red and Blue: Political Ideology's Impact on Consumer Behavior Las Olas
Session 7.4: Lackluster Luxury: When Luxury Consumption is Underappreciated by Others Conference 3-6
Session 7.5: Health and Sustainability San Geronimo A
Session 7.6: Beyond the Stars: Reading and Reacting to Online Reviews San Geronimo C
Roundtable: For Real?! Strategies and Tools to Enhance the Ecological Validity of Consumer Psychology Experiments Flamboyan
10:45am
Passing Break San Cristobal Foyer



Continued from Saturday, 4 March				7:30pm			
11am		<p>Session 9.3: Economic Inequality Las Olas</p> <p>Session 9.4: Judgment and Decision Making Conference 3-6</p> <p>Session 9.5: Brand Activism San Geronimo A</p> <p>Session 9.6: Sustainable Consumption San Geronimo C</p>		<p>Session 10.6: Go Green: Novel Insights into Promoting Sustainable Consumption San Geronimo C</p>		<p>SCP Gala at Museo Casa Blanca Museo Casa Blanca - 1 Cl. San Sebastian Old San Juan, San Juan, PR, 00926</p>	
<p>Session 8.1: Charity and Prosocial Behavior Tropical</p> <p>Session 8.2: Goal Pursuit and Valuation Flamingo A-C</p> <p>Session 8.3: Artificial Intelligence Las Olas</p> <p>Session 8.4: Advertising and Promotions Conference 3-6</p> <p>Session 8.5: Impression Management San Geronimo A</p> <p>Session 8.6: Preference and Choice San Geronimo C</p>		2:15pm		3:45pm			
		<p>Passing Break San Cristobal Foyer</p>		<p>Ice Cream Break San Cristobal Foyer</p>			
12pm		2:30pm		4pm			
<p>Awards & Business Luncheon San Cristobal A-G</p>		<p>Awards Talks: SCP Fellows Guayacan</p> <p>Session 10.1: Consumer Technology Interaction Tropical</p> <p>Session 10.2: Design Thinking: How Product Aesthetics Influence Consumers Flamingo A-C</p> <p>Session 10.3: Framing and Context Effects Las Olas</p> <p>Session 10.4: Mic Check: Am I Getting Any (Useful) Feedback? Conference 3-6</p> <p>Session 10.5: Vulnerable Consumers San Geronimo A</p>		<p>Awards Talks: Early Career Contribution and Best Paper Guayacan</p> <p>Session 11.1: Gender Tropical</p> <p>Session 11.2: Donation and Helping Behavior Flamingo A-C</p> <p>Session 11.3: Considering Multiple Preferences in Decisions For The Self and Others Las Olas</p> <p>Session 11.4: Linguistics and Imagery Conference 3-6</p> <p>Session 11.5: Drivers and Consequences of Consumer Debt Decisions San Geronimo A</p> <p>Session 11.6: Social Inference and Competition San Geronimo C</p> <p>Roundtable: Good Design Is Inclusive Flamboyen</p>			
1:15pm							
<p>Awards Talks: Distinguished Scientific Contribution Guayacan</p> <p>Session 9.1: Time Perception and Investment Tropical</p> <p>Session 9.2: Online Consumer Behavior Flamingo A-C</p>							