



SOCIETY FOR
CONSUMER
PSYCHOLOGY

2023 ANNUAL CONFERENCE

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

Detailed 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

- 8am **SCP / Sheth Foundation Doctoral Symposium**
San Cristobal A
Chaired by: Dr. Kate Barasz and Dr. David Wooten and Dr. Nina Mazar
- 8am **The Climate Change Challenge Pre-Conference (by Invitation)**
Conference 8-10 & Foyer
Chaired by: Dr. Rajesh Chandy and Dr. Szu-chi Huang and Gita Johar
- 1pm **Publications Committee (by Invitation)**
Salon del Mar
- 3pm **Executive Committee Meeting (by Invitation)**
Salon del Mar
- 5pm **PhD Project / SCP Community Building Reception (by Invitation)**
San Cristobal F
Chaired by: Dr. Adriana Samper and Dr. Keisha Cutright and Ryan S. Elder and Dr. Jim Mourey
- 5:15pm **SCP Your Heart Out: EXPRESS Cardio Blast**
Hammock Garden
Chaired by: Prof. Cristel Russell

- 6pm **Welcome Reception**
Las Olas and Terrace

Friday, 3 March

- 6:45am **Yoga on the Beach**
Hammock Garden
Chaired by: Prof. Cristel Russell
- 7:15am **Continental Breakfast**
San Cristobal Foyer
- 8am **Session 1.1: How Content Shapes Word of Mouth**
Tropical
Chaired by: Dr. Bruce Dore
- Special Session: How Content Shapes Word of Mouth**
» [Dr. Bruce Dore](#), Jonah Berger, [Dr. Hang Yee Chan](#), [Ms. Jessica D'Agostino](#), Derek Rucker, [Dr. Dokyun Lee](#)
- A Linguistic Signature of Sharing**
» [Bruce Doré](#), Jonah Berger
- Gap Between Sharing and Reading News on Social Media: A Multi-Method Investigation**
» [Hang-Yee Chan](#), Christin Scholz, Elisa Baek, Emily Falk
- Brand Transgressions and Consumer Word-of-Mouth: Why Apologies Can Fan Flames Instead of Put Out Fires**
» [Jessica D'Agostino](#), Derek D. Rucker
- Focused Concept Miner (FCM): Interpretable Deep Learning for Text Exploration**
» [Dokyun Lee](#), Emaad Manzoor, Zhaoqi Cheng



Continued from Friday, 3 March

8am **Session 1.2: Consumption Experiences**
Flamingo A-C
Chaired by: Mr. David Dolifka

8am **What Makes Consumption Experiences “Special”? A Multi-method Investigation**
» [Ms. Jennifer Sun](#), Dr. Michel Pham

8:15am **Experience Partitioning: The Mere Perception of Experiencing Multiple Stimuli Increases Enjoyment**
» [Ms. Ceren Sahin](#), Dr. Robert W. Smith, Dr. Anika Stuppy

8:30am **Forgoing Consumption of Products that Others Cannot Access**
» [Mrs. Kirla Ferreira](#), Dr. Janina Steinmetz, Prof. Irene Scopelliti

8:45am **Happy Workers are 'Rich' Consumers: Work Enjoyment Increases Consumer Spending**
» [Mr. David Dolifka](#)

8am **Session 1.3: Celebrating Gender: From Gender Bias to Gender Reconstruction**
Las Olas
Chaired by: Liat Levontin

Special Session: Celebrating Gender: From Gender Bias to Gender Reconstruction
» [Liat Levontin](#), Prof. [Danit Ein-Gar](#), Dr. Jingjing Ma, Dr. Tehila Kogut, Dr. Hila Riemer, [Dr. Kathryn Pounders](#), [Dr. Linda Zayer](#)

Cultural-based gender bias in donation giving
» [Danit Ein-Gar](#), Jingjing Ma, Liat Levontin, Tehila Kogut

Judgments of Women Professionals: Can the Likability Gender Bias Be Attenuated?
» Noa Dotan, [Liat Levontin](#), Hila Riemer

Gender and response to photoshopping and idealized imagery
» [Kathrynn Pounders](#), Nancy Brinson, Amanda Mabry-Flynn, Sara Champlin

Gaming Gender(s) on Social Media
» [Linda Tuncay Zayer](#)

8am **Session 1.4: Pricing and Valuation**
Conference 3-6
Chaired by: Dr. Shirley Bluvstein

8am **Price Partitioning of Socio-Moral Surcharges**
» [Shreyans Goenka](#), Rajesh Bagchi

8:15am **All Roads Lead to Rome? Evaluating Value Elicitation Methods**
» [Mr. Randy Gao](#), Prof. Minah Jung

8:30am **Why Minimum Purchase Restrictions Work: The Role of Reference Points**
» [Mr. Guanzhong Du](#), Dr. David Hardisty

8:45am **“Nothing Matters”: A “0%” Option Increases Consumers’ Voluntary Payments**
» [Dr. Shirley Bluvstein](#), Dr. Priya Raghubir

8am **Session 1.5: The Past, Present, and Future of Money: Cutting-Edge Replications, Scale Development, and Effects**
San Geronimo A
Chaired by: Dr. Christopher Bechler

Special Session: The Past, Present, and Future of Money: Cutting-Edge Replications, Scale Development, and Effects
» [Dr. Christopher Bechler](#), [Avni Shah](#), [Dr. Siyuan Yin](#), [Dr. Stephanie Tully](#)

The Pain of Paying Effect Revisited: Replicating the Past, Moderating the Present, and Informing the Future
» [Christopher J. Bechler](#), Rhia Catapano, Szu-chi Huang, Oleg Urminsky



Continued from Friday, 3 March

How the Pain of Payment Can Alter Search and Choice Overload Propensity

» [Avni M. Shah](#), Matthew Hilchey, James R. Bettman, John Payne

The Impact of Expense Tracking Strategies on Spending Intentions

» [Siyuan Yin](#), Wendy De La Rosa

Psychological Ownership of Money and Other Resources: A Scale

» [Stephanie Tully](#), Eesha Sharma, Suzanne Shu

8am **Session 1.6: Status and Conspicuous Consumption**

San Geronimo C

Chaired by: Ludovica Cesareo

8am **Keeping up with the Joneses? Not So Much If the Joneses Change Often!**

» [Ms. Dan Xie](#), Prof. L. J. Shrum, Prof. Tina M. Lowrey

8:15am **Constraining the Unconstrained: Why Consumers Give Less Versatile Gifts to Unconstrained Recipients**

» [Mr. Denny Huynh](#), Ms. Lingrui Zhou, Dr. Keisha Cutright, Dr. Eugenia Wu

8:30am **Status Seeking Aggression**

» [Mr. Ethan Milne](#), Dr. Kirk Kristofferson, Prof. Miranda Goode

8:45am **All That Luxury is Not Luxurious: How Involving Artificial Intelligence Backfires in the Context of Luxury Goods**

» [Ms. Xialing Chen](#), Dr. Jaideep Sengupta

8am **Roundtable: Meta-Analyses and Systematic Literature Reviews (SLRs): Past, Present, and Future**

Flamboyant

Chaired by: Justin Paul

Meta-Analyses and Systematic Literature Reviews (SLRs): Past, Present, and Future

» [Justin Paul](#), [Shailendra Jain](#), [Mojtaba Barari](#), [Cindy Rippé](#), [Nisreen Ameen](#), [Bernadett Koles](#), [Carmen Valor](#), [Sumedha Chauhan](#), [Parul Gupta](#)

9:15am **Coffee Break**

San Cristobal Foyer

9:30am **Session 2.1: Consumer Response to Algorithms**

Tropical

Chaired by: Prof. Hilke Plassmann

9:30am

Consumer Reactions to the Community Focus of a Smart Product: The Moderating Role of Political Ideology

» Shuili Du, [Prof. Min Zhao](#), Sankar Sen

9:45am

The Impact of God Salience on Algorithm Aversion

» [Dr. Mustafa Karatas](#), Dr. Keisha Cutright

10am

Ethical Risks of Autonomous Products: The Case of AI Companion Applications

» [Dr. Julian De Freitas](#), Mr. Ahmet K. Uğuralp, Mrs. Zeliha Uğuralp

10:15am

Influence of Voice Search vs. Text Search on Brand Attitude: Role of Perceived Closeness

» [Ms. Mansi Gupta](#), Dr. Gopal Das, Dr. Stephen He

9:30am

Session 2.2: What NFTs Offer Marketing: Implications of NFTs for Consumers and Firms

Flamingo A-C

Chaired by: Mr. Eric Park



Continued from **Friday, 3 March**

Special Session: What NFTs Offer Marketing: Implications of NFTs for Consumers and Firms

» [Mr. Eric Park](#), [Mr. Christian Parry](#), Dr. Catherine Cole, Dr. Alice Wang, Dr. Ying Zhu, Mr. Amin Mekacher, Mr. Alberto Bracci, Mr. Matthieu Nadini, [Dr. Mauro Martino](#), Dr. Laura Alessandretti, Dr. Luca Maria Aiello, [Dr. Andrea Baronchelli](#), Dr. Kristen Lane, Silvia Bellezza, [Prof. Reto Hofstetter](#), [Dr. Martin Paul Fritze](#), Dr. Cait Lamberton

NFTs from the Consumers' Perspective

» [Christian Parry](#), Catherine Cole, Alice Wang, Ying Zhu

How rarity shapes the NFT market

» Amin Mekacher, Alberto Bracci, Matthieu Nadini, [Mauro Martino](#), Laura Alessandretti, Luca Maria Aiello, Andrea Baronchelli

NFTs for Conspicuous Consumption

» [Eric Park](#), Kristen Lane, Silvia Bellezza

Beyond Scarcity: Non-fungible Tokens as Windows Into the Future of Digital Value

» Reto Hofstetter, [Martin Paul Fritze](#), Cait Lamberton

9:30am **Session 2.3: Consumer Wellbeing**

Las Olas

Chaired by: Dr. Jennifer Stoner

9:30am **It May Be Risky, But There's a Reward: The Transformative Benefit of Disrupting Your Comfort Zone**

» [Dr. Chaumanix Dutton](#), Dr. Arianna Uhalde, Dr. Joseph Priester

9:45am **The Grace Period Effect**

» [Ms. Gayoung Park](#), Rajesh Bagchi

10am **Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation**

» [Ms. Shannon Duncan](#), Dr. Marissa Sharif, Prof. Jordan Etkin

10:15am **Windfall Moments: Framing Tax Refunds to Increase Credit Card Debt Repayments among Indebted Consumers**

» Dr. Simon Blanchard, [Dr. Beatriz Pereira](#), Remi Trudel

9:30am **Session 2.4: How to Impress Others: The Antecedents and Consequences of Sharing Personal Strengths and Weaknesses**

Conference 3-6

Chaired by: Mrs. Selin Göksel

Special Session: How to Impress Others: The Antecedents and Consequences of Sharing Personal Strengths and Weaknesses

» [Dr. Eric VanEpps](#), Dr. Einav Hart, Dr. Maurice Schweitzer, Dr. Nicole Kim, [Ms. Ozlem Tetik](#), Dafna Goor, Prof. Yuwei Jiang, Dr. Sinem Acar-Burkay, [Dr. Daniela Cristian](#), [Mrs. Selin Göksel](#), Dr. Ovul Sezer, Dr. Jonathan Berman

Dual-Promotion: Bragging Better by Promoting Peers

» [Eric VanEpps](#), Einav Hart, Maurice Schweitzer

The Drivers and Consequences of Attributing Success to Luck in Social Comparison

» Nicole Kim, [Ozlem Tetik](#), Dafna Goor, Yuwei Jiang

Let it go: the Effect of Stress on Anonymous Self-Disclosure

» Sinem Acar-Burkay, [Daniela Cristian](#)

Transcending Embarrassment: On the Many Social Benefits of Laughing at Yourself

» [Selin Göksel](#), Ovul Sezer, Jonathan Berman

9:30am **Session 2.5: Diversity and Representation**

San Geronimo A

Chaired by: Hope Schau

9:30am **The Impact of Advertisements Authentically Representing People with Disabilities on Brand Evaluation**

» [Dr. Mitch Hamilton](#), Dr. Omar Woodham, Mr. Timon Birkhofer



Continued from Friday, 3 March

9:45am	<p>Room for Agency, Room for Error: The Effects of Minority Ownership Labels on Brand Evaluations</p> <p>» Dr. Esther Uduehi, Dr. Aaron Barnes</p>
10am	<p>When and Why Anti-Egalitarianism Impacts Resistance to Black-Owned Businesses</p> <p>» Dr. Steven Shepherd, Dr. Tanya Chartrand, Dr. Gavan Fitzsimons, Dr. Aaron Kay, Dr. Rowena Crabbe</p>
10:15am	<p>Disclosing Workforce Diversity Data Improves Customer Attitudes and Purchasing Intentions</p> <p>» Ms. Jimin Nam, Ms. Maya Balakrishnan, Dr. Ryan Buell</p>
9:30am	<p>Session 2.6: The Social Costs and Benefits of Time and Money Management Decisions</p> <p><i>San Geronimo C</i></p> <p>Chaired by: Ms. Jianna Jin</p>
	<p>Special Session: The Social Costs and Benefits of Time and Money Management Decisions</p> <p>» Ms. Jianna Jin, Mr. Gal Smitizsky, Dr. Wendy Liu, Dr. Uri Gneezy, Grant Donnelly, Mr. David Fang, Mr. Kevin Didi, Dr. Sam Maglio, Dr. Ashley Whillans, Ms. Jessica Pow, Dr. Michael Norton</p>
	<p>When and Why Time-Saving Purchases Predict Relationship Satisfaction</p> <p>» Ashley V. Whillans, Jessica Pow, Michael Norton</p>
	<p>On the Value(s) of Time: Workers' Value of Their Time Depends on Mode of Valuation</p> <p>» Gal Smitizsky, Wendy Liu, Uri Gneezy</p>
	<p>The Social Cost of Tracking Time versus Money</p> <p>» Jianna Jin, Grant Donnelly</p>
	<p>The Effects of Violating Deadlines: Quality Perceptions of Work Submitted Early, on Time, or Late</p> <p>» David Fang, Kevin Didi, Sam Maglio</p>

9:30am	<p>Roundtable: Voice Technology: Implications of Oral versus Manual Communication for Consumer Research</p> <p><i>Flamboyant</i></p> <p>Chaired by: Prof. Johann Melzner and Prof. Andrea Bonezzi</p>
	<p>Voice Technology: Implications of Oral versus Manual Communication for Consumer Research</p> <p>» Prof. Johann Melzner, Prof. Andrea Bonezzi, Jonah Berger, Prof. Christian Hildebrand, Mansur Khamitov, Dr. Anne Klesse, Dr. David Luna, Dr. Shiri Melumad, Dr. Vicki Morwitz, Prof. Kurt Munz, Mr. Demi Oba, Prof. Max Ostinelli, Aner Sela, Prof. Ana Valenzuela, Dr. Lauren Grewal</p>
10:45am	<p>Passing Break</p> <p><i>San Cristobal Foyer</i></p>
11am	<p>Plenary Session and Presidential Address</p> <p><i>San Geronimo B</i></p> <p>Chaired by: Gita Johar and Dr. Elke Weber</p>
12pm	<p>Networking Luncheon</p> <p><i>San Cristobal A-G</i></p>
1:15pm	<p>Session 3.1: Attention and Perception</p> <p><i>Tropical</i></p> <p>Chaired by: Dr. Milica Mormann</p>
1:15pm	<p>Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Objective Rather Than Subjective</p> <p>» Mr. Daniel J. Mirny, Dr. Stephen A. Spiller</p>
1:30pm	<p>Uncanny Communications: Minor Video-call Glitches Undermine Persuasion and Connection</p> <p>» Dr. Jacqueline Rifkin, Melanie Brucks, Dr. Jeff Johnson</p>



Continued from Friday, 3 March	
1:45pm	It's Only Fair When I Get a Good Price: The Effectiveness of Range Pricing Strategy Depends on the Purchase Price » Mr. Junha Kim , Dr. Selin Malkoc, Ms. Lily Johnson
1:15pm	Session 3.2: Communication and Influence <i>Flamingo A-C</i> Chaired by: Rajiv Vaidyanathan
1:15pm	Influencer 2.0: How Virtual Influencers Affect Consumer Behavior » Mr. Ozan Ozdemir , Dr. Bora Kolfal, Dr. Paul Messinger, Mr. Shaheer Rizvi
1:30pm	The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications » Dr. Kevin L. Sample , Dr. John Hulland, Julio Sevilla, Dr. Lauren I. Labrecque
1:45pm	Understanding the Effects of Tensile Claims and Disclaimers on Product Efficacy Expectations » Dr. Nelson Amaral , Dr. Manoj Hastak
1:15pm	Session 3.3: Identity and Brands <i>Las Olas</i> Chaired by: Evrim Yanar
1:15pm	Identities Without Products: When Preference for Self-linked Products Weakens » Dr. Liad Weiss , Dr. Rob Tanner
1:30pm	Advertising Stigmatized Products: Leverage Social Norms or Break the Stigma? » Dr. Arti Srivastava , Mr. Jayant Nasa, Mr. Prakash Satyavageeswaran, Prof. Chris Dubelaar, Mr. Rajesh Nanarpuzha

1:45pm	Brand Iconicity » Ms. Yeonjin Sung , Prof. Rajeev Batra, Prof. Richard P. Bagozzi
1:15pm	Session 3.4: Product Aesthetics <i>Conference 3-6</i> Chaired by: Maria Neto
1:15pm	How to Achieve Desired Changes in Brand Personality: Exploring the Role of Two Dimensions of Product's Aesthetic Design Differentiation » Mansur Khamitov , Dr. Krista J. Li
1:30pm	. Minimally Indulgent: Consumer Minimalism Signals High Self-Control » Ms. Stephanie Flout , Dr. Xiaoyan Deng, Dr. Yunhui Huang
1:45pm	Consumers' Reaction to Taste-based Product Modifications » Mrs. Elisa Solinas , Francesca Valsesia, Prof. Joseph Nunes
1:15pm	Session 3.5: Attitudes and Persuasion <i>San Geronimo A</i> Chaired by: Dr. Huachao Gao
1:15pm	Consumers Prefer to Donate Possessions Close to their Heart to Distant Others » Mr. Itai Linzen , Yael Steinhart, Prof. Ziv Carmon
1:30pm	Health Messaging for Preventative Care: the Role of Need for Cognition Versus Need for Affect on Vaccine Acceptance » Dr. Beatriz Pereira , Dr. Amy Fehl, Dr. Stacey Finkelstein, Dr. Marta Caserotti
1:45pm	Do Minority-Owned Labels Help or Hurt Minority Businesses? » Mr. Sid Mookerjee , Yann Cornil, Dr. Ekin Ok, Dr. Rishad Habib, Dr. Karl Aquino
1:15pm	Session 3.6: Goals and Motivation <i>San Geronimo C</i> Chaired by: Dr. Hyoseok Kim



Continued from Friday, 3 March

- 1:15pm **Beyond a Self-Control Tool: The Effect of Limit Setting on Preference Sensitivity**
» [Ms. Xiang Wang](#), Prof. Minzhe Xu, Dr. Chris Janiszewski
- 1:30pm **The Unintended Consequences of 'Productive' Procrastination**
» [Ms. Jacqueline Pan](#), Prof. Jordan Etkin
- 1:45pm **The Logged-In Shopper: How Consumer Identification Affects Purchase Behavior**
» [Dr. Hyoseok Kim](#), Dr. Gerald Haeubl
- 2pm **SCP 2024 Meeting (by Invitation)**
Guayacan
- 2:15pm **Popcorn Break**
San Cristobal Foyer
- 2:30pm **Session 4.1: Behavioral Decision Theory**
Tropical
Chaired by: Mr. Soaham Bharti
- 2:30pm **The Role of Market Value in Inconsistent WTP Valuations**
» [Dr. Burcak Bas](#), Prof. Joachim Vosgerau, Dr. Kate Barasz
- 2:45pm **Dominance Effects in the Wild**
» [Mr. Ariel Fridman](#), Prof. On Amir, Prof. Karsten Hansen
- 3pm **Towards a Better Understanding of ERS: The Influence of Self-Regulatory Focus**
» [Prof. Elke Cabooter](#), Prof. Bert Weijters, Prof. Luk Warlop
- 3:15pm **Consumers Prefer Products with Directionally Consistent Causal Chains**
» [Mr. Soaham Bharti](#), Abigail Sussman

2:30pm **Session 4.2: Perspectives on Positive Emotions and Togetherness**

Flamingo A-C
Chaired by: Dr. Holly Howe

Special Session: Perspectives on Positive Emotions and Togetherness

» [Dr. Holly Howe](#), Dr. Jennifer Aaker, Dr. Kathleen Vohs, Dr. Gavan Fitzsimons, Dr. Michel Pham, [Ms. Sonia Kim](#), [Bowen Ruan](#), Dr. Linzhi Yu, Dr. Bingyan Hu, [Dr. Aylin Cakanlar](#), Dr. Lisa Cavanaugh, Dr. Kate White

Solitary Amusement is Socially Connecting

» [Holly Howe](#), Jennifer Aaker, Kathleen Vohs, Gavan Fitzsimons

On the Tension Between Romance and Commercialization

» Michel Tuan Pham, [Sonia Kim](#)

The Happiness of Withholding Happiness

» [Bowen Ruan](#), Linzhi Yu, Bingyan Hu

Constructing Hope: The Role of Positive Emotions in Healing the Political Divide

» [Aylin Cakalar](#), Lisa Cavanaugh, Kate White

2:30pm **Session 4.3: Sharing Behavior**

Las Olas
Chaired by: Dr. Kristen Lane

2:30pm **Hosting Leads People to Make Self-Reflective Choices for Shared Consumption**

» [Ms. Hyebin Kim](#), Dr. Mary Steffel, Dr. Elanor Williams

2:45pm **Asset-Sharing Behavior: Low Socioeconomic Status as a Barrier**

» [Dr. Yuechen Wu](#), Ms. Ruijuan Wang, Dr. Meng Zhu, Dr. Huizhen Jin



Continued from Friday, 3 March

3pm **Rating Inflation in Two-way Rating Systems – The Role of Perceived Closeness**
 » Jihye Jung, Prof. Yongseok Kim, [Ms. Emma Gibbons](#)

3:15pm **The (Reverse) Endowment Effect of Information**
 » [Dr. Kristen Lane](#), Dafna Goor, Dr. Michael Norton, Prof. Ayelet Gneezy

2:30pm **Session 4.4: Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa)**
Conference 3-6
 Chaired by: Mrs. Almira Abilova

Special Session: Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa)

» [Mrs. Almira Abilova](#), [Qihui Chen](#), Dr. Amna Kirmani, [Dr. Sarah Lim](#), [Dr. Gizem Yalcin](#), Dr. Stefano Puntoni, [Dr. Julian De Freitas](#), Ms. Anya Ragnhildstveit, Mr. Ahmet K. Uğuralp, Ms. Zeliha Uğuralp, Dr. Mirjam Tuk, Alina Ferencatu

Robots as Safety Nets: How Low Personal Control Increases Consumer Preference for Service Robots

» [Qihui Chen](#), Amna Kirmani

To Delegate, or Not to Delegate: Consumers Prefer to Delegate Decisions to Algorithms (vs. Humans)

» [Sarah Lim](#), [Gizem Yalcin](#), Stefano Puntoni

Stigma Against AI Companion Applications

» [Julian De Freitas](#), Anya Ragnhildstveit, Ahmet K. Uğuralp, Zeliha Uğuralp

Antecedents of Laypeople's Beliefs about Job Automation

» [Almira Abilova](#), Mirjam Tuk, Stefano Puntoni, Alina Ferencatu

2:30pm **Session 4.5: Food and Nutrition**
San Geronimo A
 Chaired by: Dr. John Costello

2:30pm **Fast Meal = Fast Food Intuition - The Effect of Consumption Time Pressure on Food Choice**
 » [Prof. Nico Heuvinck](#), Dr. Yi Li

2:45pm **Does Appearance Reveal Character? Lay Theory about People Influences Consumers' Willingness to Pay for Unattractive Produce**
 » [Dr. Shilpa Madan](#), Prof. Krishna Savani, Gita Johar

3pm **Does Cash Really Mean Trash? An Empirical Investigation into the Effect of Retailer Price Promotions on Household Food Waste**
 » [Dr. Arjen van Lin](#), Dr. Aylin Aydinli, Dr. Marco Bertini, Dr. Erica van Herpen, Dr. Julia von Schuckmann

3:15pm **The Minority Uptrend Effect: Combatting the Obesity Crisis by Increasing the Perceived Normativity of Health Behaviors**
 » [Dr. John Costello](#), Dr. Aaron Garvey, Dr. Frank Germann, Dr. James Wilkie

2:30pm **Session 4.6: Political Ideology and Consumption**
San Geronimo C
 Chaired by: Ms. Isabella Bunosso

2:30pm **The Effects of Political Ideology on Consumers' Switching Behavior**
 » [Ms. Hyerin Han](#), Hyun Euh, Prof. Yoo Hyesung, Akshay Rao

2:45pm **On the Political Right, the Customer is Always Right: Political Ideology, Entitlement, and Complaining**
 » [Dr. Steven Shepherd](#), Mr. Hesam Teymouri, Ms. Sahel Zaboli

3pm **Speedy Activists: Firm Response Time to Sociopolitical Events Influences Consumer Behavior**
 » Ms. Jimin Nam, [Ms. Maya Balakrishnan](#), Dr. Julian De Freitas, Dr. Alison Brooks



Continued from Friday, 3 March

3:15pm **Is this Store Liberal (Un)like me? Politicization of Companies in a Polarized World**

» [Ms. Isabella Bunosso](#), Grant Donnelly, Dr. Selin Malkoc

2:30pm **Roundtable: When Less is More: Enhancing Well-being by Reducing Consumption**

Flamboyant

Chaired by: CB Bhattacharya and Sankar Sen

When Less is More: Enhancing Well-being by Reducing Consumption

» [CB Bhattacharya](#), [Sankar Sen](#), [Silvia Bellezza](#), [Yann Cornil](#), [Shuili Du](#), [Shreyans Goenka](#), [Eric Johnson](#), [Gergana Nenkov](#), [Neeru Paharia](#), [Karen Winterich](#), [Katharina Husemann](#), [Remi Trudel](#)

3:45pm **Passing Break**

San Cristobal Foyer

4pm **JCP AE Meeting (by Invitation)**

Guayacan

4pm **Section 5.1: Novel Insights about Numerical Cognition in Consumer Behavior**

Tropical

Chaired by: Mr. Deepak Sirwani

Special Session: Novel Insights about Numerical Cognition in Consumer Behavior

» Mr. Deepak Sirwani, Ms. Srishti Kumar, [Prof. Manoj Thomas](#), [Dr. Adam Eric Greenberg](#), Ioannis Evangelidis, Dr. Holly Howe, [Prof. Jordan Etkin](#), Dr. Szu-chi Huang, [Prof. Andong Cheng](#), Prof. Gretchen Ross

Fooled by the Stars: Perceptual Biases in Numerical Judgments

» [Deepak Sirwani](#), Srishti Kumar, Manoj Thomas

The Rankings Paradox: Why a #20 Option Is Chosen Less Than a Top-100 Option

» [Adam Eric Greenberg](#), Ioannis Evangelidis

Quantitative Feedback Increases Social Comparison Motivation

» Holly Howe, [Jordan Etkin](#), Szu-chi Huang

Tiered Discounts as Multiple Numeric Reference Points

» [Andong Cheng](#), Gretchen Ross

4pm **Section 5.2: Consumer Persuasion and Skepticism**

Flamingo A-C

Chaired by: Dr. Rebecca Krause-Galoni

4pm **People Are More Likely to Believe and Share Misinformation on Smartphones (vs. PCs)**

» [Prof. Minzhe Xu](#), Prof. Zhenqi (Jessie) Liu, Prof. Yang Yang

4:15pm **The Less You Know, The Better: How Persuasion Knowledge Increases Preference For Ambiguity**

» [Mr. Amin Shiri](#), Dr. Keith Wilcox

4:30pm **Why Do Consumers Condemn and Appreciate Experiments?**

» [Dr. Burcak Bas](#), Ms. Rachele Ciulli, Prof. Joachim Vosgerau

4:45pm **Modality Matters: The Effect of Spoken versus Written Stories on Self-Persuasion**

» Dr. Anne Hamby, [Dr. Rebecca Krause-Galoni](#), Dr. Adam Duhachek, Derek Rucker

4pm **Section 5.3: Multidisciplinary Insights into The Evolving Meanings of Ownership**

Las Olas

Chaired by: Prof. Cristel Russell



Continued from Friday, 3 March

Special Session: Multidisciplinary Insights into The Evolving Meanings of Ownership

» [Prof. Cristel Russell](#), [Prof. Melissa Akaka](#), [Dr. Kivalina Grove](#), [Prof. Matt Godfrey](#), [Prof. Linda L. Price](#), [Prof. Tonya Bradford](#), [Prof. Hope Schau](#), [Mr. Richard Chau](#), [Dr. Doreen Shanahan](#), [Ms. Joy Shields](#)

The Right to Ride: Negotiating Ownership Rights of Public Ephemeral Assets

» [Melissa Akaka](#), [Hope Schau](#)

Collective Stewardship of Objects in Access-Based Consumption Platforms

» [Kivalina Grove](#), [D. Matthew Godfrey](#), [Linda L. Price](#)

What's Yours Was Mine: Contested Ownership in Living Organ Donation

» [Tonya Bradford](#), [Hope Schau](#)

Development and Validation of a Measure of Consumers' Need to Own

» [Cristel Russell](#), [Richard Chau](#), [Doreen Shanahan](#), [Joy Shields](#)

4pm **Section 5.4: Financial Constraints and Budgeting**

Conference 3-6

Chaired by: [Dr. Wendy De La Rosa](#)

4pm **De-Democratizing Search: When Financial Resources Scarcity Decreases Opportunity Cost Consideration**

» [Prof. Diogo Hildebrand](#), [Daniel Fernandes](#), [Dr. Jannine Lasaleta](#), [Prof. Leandro Malloy-Diniz](#)

4:15pm **When More is Not Better: Financial Constraints Jeopardize Sustainability by Increasing Preferences for Quantity Over Quality**

» [Ms. Yusu Wang](#), [Abigail Sussman](#)

4:30pm **Chasing Consumer Surplus: Average Value Attracts Budget Allocations**

» [Mr. David Dolifka](#), [Dr. Stephen A. Spiller](#)

4:45pm **Increasing (and Decreasing) the Likelihood of Starting the Earned Income Tax Credit Claiming Process: Evidence from Large-Scale Field Experiments**

» [Dr. Wendy De La Rosa](#)

4pm **Section 5.5: Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts**

San Geronimo A

Chaired by: [Dr. Lennay Chapman](#)

Special Session: Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts

» [Dr. Lennay Chapman](#), [Prof. Ana Valenzuela](#), [Dr. Kathleen Vohs](#), [Evrin Yanar](#), [Dr. Felicitas Morhart](#), [Dr. Keith Wilcox](#), [Nofar Duani](#), [Dr. Alixandra Barasch](#), [Dr. Vicki Morwitz](#), [Dr. Alican Mecit](#), [Prof. L. J. Shrum](#), [Prof. Tina M. Lowrey](#)

More than Just Your Name: Public Donations May Signal Both Prosocial and Pro-Self Motives

» [Lennay M. Chapman](#), [Ana Valenzuela](#), [Kathleen D. Vohs](#)

Expressing Contentment on Social Media Increases Status Via Perceived Morality

» [Evrin Yanar](#), [Felicitas Morhart](#), [Keith Wilcox](#)

Unfair but Also Unbiased: Consumers' Reaction to Price Discrimination in the Digital Age

» [Nofar Duani](#), [Alixandra Barasch](#), [Vicki G. Morowitz](#)

Anthropomorphic Objects as a Dehumanizing Factor

» [Alican Mecit](#), [L. J. Shrum](#), [Tina M. Lowrey](#)

4pm **Session 5.6: Word-of-Mouth and Consumer Generated Content**

San Geronimo C

Chaired by: [Dr. Lauren Grewal](#)



Continued from Friday, 3 March

4pm **Understanding What Cringe Is and Why We Want to Talk About It**

» [Dr. Brianna Escoe](#), [Dr. Nathanael S. Martin](#), [Dr. Anthony Salerno](#)

4:15pm **The Impact of Review Request Wording on the Readers' Review Inferences and Subsequent Behavioral Intentions**

» [Ms. KyuRee Kim](#), [Mansur Khamitov](#)

4:30pm **When Perceptions of Others' Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media**

» [Dr. Daniel Zane](#), [Dr. Matthew Hall](#)

4:45pm **No Comments (From You): Understanding the Interpersonal Consequences of Disabling Social Media Comments**

» [Dr. Michelle Daniels](#), [Dr. Freeman Wu](#)

4pm **Roundtable: Research on Happiness and Well-Being**

Flamboyant

Chaired by: [Prof. Michal Strahilevitz](#)

Research on Happiness and Well-Being

» [Prof. Michal Strahilevitz](#), [Dr. Michael Norton](#), [Dr. Lisa Cavanaugh](#), [Dr. Rajagopal Raghunathan](#), [Dr. Aparna Labroo](#), [Dr. Aaron Ahuvia](#), [Dr. Uzma Khan](#), [Dr. Joseph Harvey](#)

5:15pm **JCP ERB Meeting (by Invitation)**

Las Olas and Terrace

6:30pm **Working Papers Reception**

Grand Salon Rosales & Foyer

Chaired by: [Edith Shalev](#) and [Dr. Kirk Kristofferson](#) and [Dr. Caleb Warren](#)

#1. FCK, We're Sorry: Self-Construal, Interpersonal Closeness, and Swearwords in Brand Communications

» [Mr. Gurinder Grewal](#), [Dr. Katherine Lafreniere](#)

#2. How Incidental Brand Exposure Can Undermine the Pursuit of Active (and Important) Goals

» [Dr. Argiro Kliamenakis](#), [Dr. Darlene Walsh](#)

#3. The Effect of Augmented Sensory Imagery on Consumer Impatience

» [Dr. Yuwei Zhou](#), [Dr. Wei Lu](#), [Mr. Yichuan Shi](#)

#4. Testing the Digital Frontier: Opportunities and Validity Trade-offs in Online Field Studies

» [Dr. Johannes Boegershausen](#), [Mr. Shangwen Yi](#), [Yann Cornil](#), [Dr. David Hardisty](#)

#5. Shopping Utilizing Interactive Customized Avatars and Impact on Self

» [Ms. Tanishka Jain](#), [Joann Peck](#)

#6. Big Brother and a Green Society: Information Privacy Concerns Increase Green Behavior

» [Dr. Yijun Zhao](#), [Dr. Boyoun \(Grace\) Chae](#), [Dr. Xin Liu](#)

#7. What You See is (Not) What You Get: Adverse Effects of Augmented Reality on Persuasion

» [Mr. David Finken](#), [Mr. Thomas Scheurer](#), [Mr. Leif Brandes](#), [Prof. Reto Hofstetter](#)

#8. Haunted by algorithms: Consumers' experience, sense-making, and coping with customized, painful reminders of their past online

» [Mrs. Lena Vatne Bjørlo](#), [Mr. Alex Baudet](#)

#9. How Saving Time with Automated Products Affects Consumers' Feelings and Time Re-allocation Choices

» [Dr. Maria Trupia](#)

#10. The Simultaneity Of Disgust And Pleasure In Social Media Contexts: An Exploration Of Mukbang Viewing

» [Ms. Jun Wang](#), [Dr. Elizabeth G. Miller](#)



Continued from Friday, 3 March

#11. Employee Advocacy on Social Media: What Employees Want to Share vs. Consumers Want to See

» [Ms. Laura De Kerpel](#), Prof. Anneleen Van Kerckhove, Prof. Gudrun Roose

#12. eWOM Emotionality During the COVID-19 Crisis

» [Dr. Maximilian Gerrath](#), Dr. Alexander Mafael, Dr. Aulona Ulqinaku, Dr. Alessandro Biraglia

#13. How Social Media Influencers Increase Sales: The Roles of Influencer Type, Brand Popularity, and Need for Uniqueness via Influencer-Brand Congruence

» [Dr. Melis Ceylan](#), [Dr. Ceren Hayran](#)

#14. The Impact of Buy-Now-Pay-Later on Word-of-Mouth

» [Mr. Rhys Ashby](#), Dr. Yi Li, Dr. Rico Piehler

#15. Machine Learning Approach to Analyze Online Consumer Discussions on Reddit

» [Mr. Denis Utochkin](#), [Prof. Ivan Belik](#)

#16. Behavioral Extremity Moderates the Impact of Attitudinal Ambivalence on Consumer Behavior

» [Mr. Joseph Siev](#), Dr. Richard Petty

#17. Not by Choices Alone: Evaluating Strength of Preference Judgments

» [Prof. John McCoy](#)

#18. Interactions in Attitude Strength: Actual Compared to Perceived Elaboration

» [Ms. Darcy Acevedo-Torres](#), Dr. Richard Petty, Mr. Isaac Lindenberger

#19. More than Money Over Time: Consumers' Intertemporal Preferences for Money, Health and Getting Things Done

» [Dr. Antonia Krefeld-Schwalb](#), Prof. Daniel Bartels, Eric Johnson

#20. The George Banks Effect: Consumers Prefer Dominated Options To Avoid Booking Losses on Their Mental Accounts

» [Mx. Tyler MacDonald](#), Dr. Jesse Walker

#21. The Color of Status: Color Saturation, Brand Heritage, and Perceived Status of Luxury Brands

» [Prof. Sunyee Yoon](#), Prof. Xinyue Zhu, Dr. Chunqu Xiao

#22. Gender Stereotypes and Sonic Branding: The Role of Musical Timbre in Connoting Brand Personality Traits

» [Ms. Monin Techawachirakul](#), Prof. Abhishek Pathak, Prof. Kosuke Motoki, Prof. Gemma Calvert

#23. The Semantic Congruence of Sound and Visual Position of Brand Names: Downstream Effect of Fluency and Moderated Effect by Product Origin

» Dr. Hiroaki Ishii, [Dr. Taku Togawa](#), Dr. Jaewoo Park

#24. The National Brand Halo Effect

» [Mrs. Eva Heeremans](#), Dr. Julie Verstraeten, Prof. Maggie Geuens, Prof. Iris Vermeir

#25. The Role of Power Distance Belief in Consumers' Preference for Brand Logo Designs

» [Dr. Sina Esteky](#)

#26. Impressive Insults: When Do Self-Deprecating Advertisements Impress Consumers?

» [Ms. Vaishnavi Kale](#), Dr. Eda Sayin

#27. Doing Good by Doing Business: Brand Purpose and Its Impact on Consumers

» [Ms. Neha Nair Viswanathan](#), Dr. Sanjay Sood

#28. Leaving Money on the Table: An Investigation of Suboptimal Use of Co-branded Credit Cards

» [Mr. Chengyao Sun](#), Prof. Cynthia Cryder, Prof. Scott Rick



Continued from Friday, 3 March

#29. How Language Shapes Bilinguals' Choice of Healthy (vs. Unhealthy) Food

» [Mr. Yue \(Archer\) Pan](#), Ms. Xinlian Zhang, Prof. Marie Ozanne, Prof. Kaitlin Woolley

#30. How to “Win” With Competitive Consumption Experiences

» [Dr. Raymond Lavoie](#), Dr. Duygu Akdevelioglu

#31. Information Search Fulfillment from Online Reviews: Connecting information Search Behavior Theory to Word-of-Mouth Research

» [Mrs. Andrea Pelaez Martinez](#), Prof. Mahima Hada, Prof. Ujwal Kayande

#32. What a mess! The Effect of Messiness in Food Pictures on Unhealthy Food Choices

» [Ms. Eva Meersseman](#), Prof. Maggie Geuens, Prof. Iris Vermeir

#33. Hedonic Sampling in Food Contexts: The Persistence of Food Beliefs in Reward-Rich Environments

» [Mr. Niklas Pivecka](#), Ms. Sonja Kunz, Prof. Arnd Florack

#34. The Impact of Packaging Material on Calorie Perceptions

» [Dr. Sara Baskentli](#), Dr. Tracy Rank-Christman

#35. We're Not All in This Together: The Double-Edged Sword of Empathy Advertisements During the COVID-19 Pandemic

» [Dr. Craig Brimhall](#), Ms. Neha Nair Viswanathan, Dr. Eric VanEpps, Dr. Brad Bitterly

#36. The Effect of Endorser Transgressions on Brand Support Depends on Consumers' Anti-egalitarianism

» [Dr. Rhiannon Mesler](#), Dr. Katie Howie, Ms. Jennifer Chernishenko

#37. To Support or Oppose Social Movements: The Moderating Role of System Confidence on Perceived Brand Unfairness and Consumer Disapproval

» [Dr. Suzanne Rath](#)

#38. How and Why Empathy Matters for Brand Communication: A Large-Scale Experimentally Validated Empathy Detection Model from Tweets

» [Prof. Ishita Chakraborty](#), Prof. Nupur Giri, Mansur Khamitov, Ms. Keziah Kim

#39. When Do CRM Activities Backfire?

» [Dr. G. Ceren \(Gerry\) Aksu](#)

#40. Brands with Benefits: The Protective Power of Nostalgia During a Product Harm Crisis

» Dr. Katherine Loveland, [Dr. Jannine Lasaleta](#)

#41. Brand Name Varies Effects of Country-of-Origin: Adapting Construal Level Theory and Sound Symbolism

» [Dr. Hiroaki Ishii](#), [Dr. Shinichiro Terasaki](#), Prof. Atsuko Inoue

#42. Consumer Reactions to Brand Political Activism: The Immunizing Effect of Brand Anthropomorphism

» [Ms. Meike Fens](#), Prof. Donnel Briley, Prof. Jodie Conduit

#43. You Didn't Follow the Plan: When Consumers View Contracting an Illness as Controllable and Blameworthy

» [Mr. Luis Abreu](#), Prof. Kaitlin Woolley, Prof. Jordan Etkin

#44. Masks as a Moral Symbol: Masks Reduce Wearers' Deviant Behavior in China During COVID-19

» Prof. Jackson G. Lu, [Dr. Lesley Luyang Song](#), Prof. Yuhuang Zheng, Dr. Laura Changlan Wang

#45. Smartphone Use, Flow and Wellbeing: A Case of Jekyll and Hyde

» [Dr. Raymond Lavoie](#), Dr. Yilong Zheng



Continued from Friday, 3 March

#46. Understanding Consumer Perceptions Toward Medical Marijuana for Pain Management and their Implications for Treatment Adoption

» [Ms. Xin Zhou](#), Dr. Michelle Daniels, Dr. Adriana Samper, Prof. Andrea Morales

#47. Mental Simulation and Pain Promotion in Self-Improvement Products

» [Mr. Alberto Barchetti](#), Dr. Joshua Clarkson, Dr. Ashley Otto

#48. Work Hard, Play Safe: How Time-Scarcity Reduces the Appeal of New Leisure Experiences

» [Ms. Robina Ghosh](#), Dr. Rajagopal Raghunathan

#49. Looking ahead the scarcity: Scarcity immutability increases future positive orientation

» [Ms. carina castagna](#), Mr. Diogo Hildebrand, Mr. Diego Costa Pinto

#50. For Whom Budget Goals Affect Budget Compliance

» [Mrs. Alicia Johnson](#), Prof. Yuna Choe

#51. 'I Will Never Not Be Poor': Higher Inequality Leads Lower-Income Consumers to Give Up

» [Mr. Philippe Wodnicki](#), Prof. Miranda Goode, Dr. Kirk Kristofferson

#52. A little bit of each: Breaking down a goal into detailed subgoals leads to more ambitious planning

» [Ms. Angela Xiao](#), Dr. Tong Lu

#53. Dynamic Time and Sticky Goals: Asymmetric Insensitivity to Changes in Resource Supply

» [Dr. Sarah Memmi](#), Prof. Jordan Etkin

#54. Saving the Best for Last: Understanding Consumers' Tendency to Postpone the Better Outcome

» Prof. Ozge Yucel-Aybat, [Prof. Marina Carnevale](#)

#55. Durability of Experiences

» Prof. [Anja Schanbacher](#), Prof. Nazli Gurdamar-Okutur, Dr. Jacqueline Rifkin

#56. The Influence of the Consumption Experience Type on the Perception of Being Observed

» [Dr. Deniz Lefkeli](#), Dr. David Faro, Prof. Zeynep Gürhan-Canli

#57. Past - Present: Temporal Categorisation and Task Re-engagement

» [Ms. Younglin Chun](#), Dr. Sam Maglio

#58. Going solo! Examining basic psychological needs as drivers of solo vs. social experience preference

» [Ms. Zuzanna Jurewicz](#), Dr. Kirk Kristofferson, Prof. Miranda Goode

#59. How Initial Preference Elicitations Influence Subsequent Decisions

» [Mr. Matthew Healey](#), Dr. Stephen Nowlis

#60. When Plus-Size Models Help Versus Hinder Brand Outcomes

» [Ms. Julie Hommik](#), Dr. Lisa Cavanaugh

#61. Meme It and I'll Buy It: The Hedonic Nature of Internet Memes and How They Drive Purchase Likelihood

» [Ms. Kylie Vo](#), Dr. Laura Pricer

#62. No One Needs to Know: The Downsides of Outsourcing Undesirable Tasks

» [Ms. Pooja Somasundaram](#), Dr. Jenny Olson, Dr. Elanor Williams

#63. Our Rosy View of Failure

» [Ms. Eda Erensoy](#), Prof. Lauren Eskreis-Winkler, Prof. Kaitlin Woolley

#64. "You Worked Hard, but I Was Born This Way": Self-Other Discrepancy in the Attribution and Communication of Competence

» [Ms. Julia Jeong](#), Dr. Rima Touré-Tillery, Dr. Neal Roese



Continued from Friday, 3 March

#65. The Below-Average-Effect in Purchasing: When and Why Consumers Think They Buy Products Less Than Other Consumers Do

» [Ms. Begum Celiktutan](#), Dr. Robert W. Smith, Dr. Niels van de Ven

#66. Stigma and Gift-giving: How A Gift Recipient's Body Type Impacts Gift Choice

» [Ms. Tongxi Wang](#), Dr. Michelle Daniels, Dr. Abhi Bhattacharya

#67. Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses

» [Ms. Mackenzie Volk](#), Dr. Linyun Yang

#68. A Framework of Secret Consumption

» [Dr. Veronica Thomas](#), Dr. Kelley Gullo Wight, [Dr. Danielle Brick](#)

#69. I'd Rather Die by My Own Hand

» [Mrs. Giulia Maimone](#), Prof. Joachim Vosgerau, Prof. Ayelet Gneezy

#70. The Effect of Bundling Products on Total Basket Size

» [Ms. Daphne Ribbers](#), Ms. Barbara Kobuszewski Volles, Prof. Maggie Geuens, Prof. Anneleen Van Kerckhove

#71. Interpersonal Touch Observation as a Double-Edged Sword: How Viewing Interpersonal Touch Affects Consumer Perceptions of Service Providers and Service Quality

» [Ms. Suyeon Jung](#), Joann Peck

#72. Tail-oring Ads Featuring Pets: The Impact of Product Congruence and Ad Immersiveness on the Effectiveness of Ads Featuring Pets

» [Ms. Laura Lavertu](#), Prof. Kirsten Cowan, Dr. Ben Marder

#73. The Darkside of Ambient Lighting: How Darkness Induces Financial Risk Through Goal Attainment

» [Ms. Kylie Vo](#), Dr. Blair Kidwell, Prof. Yuna Choe

#74. How Can a Product Display Lead to Healthier Choices? Horizontal and Vertical Organization of Foods and Beverages

» [Dr. Annika Abell](#), [Dr. Kaisa Lund](#)

#75. The Signaling Effect of Color Saturation in Pro-Social Marketing Images

» [Ms. Yiping Li](#), Dr. Ann Kronrod

#76. Consumer Attentiveness to Ordinary Beauty

» [Ms. Beatriz Bonetti](#), Prof. Mario Pandelaere

#77. The Influence of Visual Blurriness on Marketing Communications

» [Dr. Zhihao Yu](#), [Dr. Lam An](#)

#78. I Can Almost See How It Works: The Effect of Sensory Visualization on Product Valuation

» [Ms. Seo Yoon Kang](#), Prof. Arun Lakshmanan

#79. Does Cumulative Feedback Increase or Decrease Task Persistence? It Depends

» [Ms. Nulpurum Seo](#), Dr. Kiju Jung, Prof. Shai Danziger, Prof. Donnel Briley

#80. The Effect of Social Information on Donation Intentions: The Moderating Role of Political Orientation

» [Mr. Joseph Lee](#), Prof. Kiwan Park

#81. Retributive Philanthropy

» [Mr. Ethan Milne](#), Prof. Miranda Goode, Dr. Kirk Kristofferson

#82. The Effect of Regulatory Focus on Sensitivity to Victim Number in Donation

» [Dr. Sung Hee Paik](#), Dr. Jiao Zhang

#83. Give or Teach: The Joint Effect of Perceived Economic Mobility and Appeal Type on Charitable Behavior

» [Dr. Yujie Zhao](#), [Mr. Pete Zhou](#)



Continued from Friday, 3 March

#84. Hooked on a feeling: Can fun interventions increase the persistence of eco-friendly shopping behavior?

» [Mrs. Tracy Khan](#), Dr. Christy Ashley

#85. Are People Less Generous After a Family Member Gives to Charity? The Interaction of Self-Construal and Relationship Type

» [Ms. Xiaohong Zhao](#), Ms. Fengyan Cai, Dr. Zhiyong Yang

#86. Donating on Behalf of Others Increases Generosity

» [Ms. Sherrie Xue](#), Dr. Christilene du Plessis, Dr. Stephanie Lin, Dr. Simon Schillebeeckx

#87. Does Checkout Charity Help or Hurt the Store? Consumer Reaction to a Store Partnering with a Charity

» [Mrs. Yanyi Leng](#), Prof. Cynthia Cryder

#88. What Do You Want to Give?: The Effect of Donation Types on Perceived Donation Efficacy and Donation Intention

» [Ms. Sunhee Yoo](#), Mrs. Kyoungmi Lee

#89. From the Cradle to the Grave: How Death Awareness Motivates Sustainable Consumption

» [Dr. Ian Norris](#), Dr. John Pelozo, Dr. Mario P. Casa de Calvo

#90. Charitable Donation Theories in the Wild: Evidence from a Large Online Donation Platform

» [Coby Morvinski](#), Dr. Tom Gordon-Hecker

#91. Bad Donations: When and Why Consumers Donate Subpar Goods

» [Ms. Hyebin Kim](#), Prof. Cynthia Cryder, Dr. Robyn LeBoeuf

#92. Do Social-Self Threat and Stress Increase the Preference for Status Goods?

» [Dr. Felix Jan Nitsch](#), Dr. Zsofia Margittai, Dr. Gideon Nave, David Dubois, Prof. Tobias Kalenscher, Prof. Hilke Plassmann

#93. The Overextended Self: Identity Conflict Elicits Possession Disposal

» [Ms. Rachel Miller-Moudgil](#), Prof. Jessica Gamlin

#94. Losing Yourself to Others: How Identity-Incongruent Everyday Purchases for Others Impact Consumers and their Relationships

» [Ms. Cindy G. Grappe](#), Dr. Jennifer J. Argo, Dr. Sarah G. Moore

#95. To Be or Not To Be Like the Joneses Effects of "Income Transparency" on Consumption Attitude and Behavior among lower-income consumers

» [Ms. Xinghui Chen](#), Prof. Debabrata Talukdar, Prof. Indranil Goswami

#96. Contagion of Inequality: How Perceived Income Inequality Influences Animal Welfare Consumption

» [Prof. Danny J. M. Kim](#), Prof. Sunyee Yoon

#97. "Cute Alert!" How Cuteness and Private Self-Awareness Interact to Impact Self-Indulgence

» [Dr. Darlene Walsh](#), Ms. Xiu Wu

#98. It's Not About You: The Backfire Effect of Customization on Products that Signal Collective Goals

» [Mr. Sid Mookerjee](#), Yann Cornil, Dr. Darren Dahl

#99. De-Stress or Distress? Understanding the Hobbies Paradox

» [Ms. Mengchen Zheng](#), Prof. Anat Keinan, Nailya Ordabayeva

#100. Person-Related Terms in Product Reviews: When Subtle Links to the Reviewer's Identity Hurt Product Preference

» [Mr. Byung Cheol Lee](#), Dr. Liad Weiss

#101. How Income Disparity Among Romantic Partners Impact Joint Consumption Decisions

» [Ms. Sheryl LIU](#), Dr. Nicole Kim



Continued from **Friday, 3 March**

#102. A Multiple Identity Perspective on Moral Brand Transgressions

» [Ms. Megan Trillo](#), Dr. Sarah Gaither

#103. Conversational Value: Consumers Want to Talk Both With and About Their Virtual Conversational Agents

» [Dr. Wilson Bastos](#)

Saturday, 4 March

6:45am **Yoga on the Beach**

Hammock Garden

Chaired by: Prof. Cristel Russell

7:15am **Continental Breakfast**

San Cristobal Foyer

8am **Session 6.1: Receptiveness: Antecedents and Consequences**

Tropical

Chaired by: Mr. Mohamed Hussein

Special Session: Receptiveness: Antecedents and Consequences

» [Mr. Mohamed Hussein](#), [Dr. Julia Minson](#), [Dr. Jacob Teeny](#), [Dr. Rhia Catapano](#)

Using Conversational Receptiveness to Improve Vaccine Discussions

» [Julia Minson](#)

Reputational Costs of Receptiveness: When and Why Being Receptive to Opposing Views Backfires

» [Mohamed A. Hussein](#), S. Christian Wheeler

Directing Political Word of Mouth toward Receptive Targets: Effects of Perceived Knowledge and Inferred Openness

» [Jacob Teeny](#), Jin Cho

(Mis)perceptions of Support-Oppose Framing for Message Senders Versus Recipients

» [Rhia Catapano](#), Zak Tormala

8am **Session 6.2: Ethics and Morality**

Flamingo A-C

Chaired by: Prof. Danny J. M. Kim

8am **Thou Shall not Steal: When do Copycats Trigger Moral Concern?**

» [Dr. Anika Stuppy](#), Dr. Femke Van Horen, Margaret (Meg) Campbell

8:15am **Belief in A Punitive (vs. Benevolent) God Decreases Green Behavior**

» [Mr. Yafei Guo](#), Dr. Sarah Lim

8:30am **The Effect of Temporal vs. Social Comparisons on Moral Perceptions**

» [Prof. Sokiente Dagogo-lack](#)

8:45am **Animal Welfare Consumption: The Interactive Effect of Power and Animal Anthropomorphism**

» Prof. Sunyee Yoon, [Prof. Danny J. M. Kim](#), Prof. Jeffrey P. Boichuk

8am **Session 6.3: New Insights in Sensory Marketing**

Las Olas

Chaired by: Matteo De Angelis

Special Session: New Insights in Sensory Marketing

» [Giovanni Luca Cascio Rizzo](#), Jonah Berger, Matteo De Angelis, Rumen Pozharliev, [Ann Schlosser](#), Morgan Poor Miles, Ryan S. Elder, [Kimberly Hyun](#), Michael Lowe, Aradhna Krishna, [Wonsuk Jung](#), Joann Peck, Bowen Ruan, Anders Gustafsson, Liangyan Wang



Continued from **Saturday, 4 March**

How Sensory Language Shapes Responses to Influencer-sponsored Content

» [Giovanni Luca Cascio Rizzo](#), Jonah Berger, Matteo De Angelis, Rumén Pozharliev

Tastes Like Chicken: Verbalization Ease of Sensory Experiences

» [Ann Schlosser](#), Morgan Poor Miles, Ryan S. Elder

Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion

» [Kimberly Hyun](#), Michael Lowe, Aradhna Krishna

Exploring the Effects of Haptic Sensation and Valence on Product Interaction

» [Wonsuk Jung](#), Joann Peck, Bowen Ruan, Anders Gustafsson, Liangyan Wang

8am Session 6.4: Financial Decision Making

Conference 3-6

Chaired by: Dr. Kate Christensen

8am Effortful Earning Decreases Tolerance for Investment Risk: Documenting Causality and Exploring Solutions

» [Ms. Samina Lutfeali](#), Dr. Christopher Bechler, Dr. Szu-chi Huang, Dr. Joshua Morris

8:15am Quality-Quantity Tradeoffs in Consumption

» [Mr. Rodrigo Dias](#), Dr. Eesha Sharma, Dr. Gavan Fitzsimons

8:30am Capturing Consumer Attention On Mobile Devices To Influence Information Comprehension

» [Dr. Joseph Harvey](#), Dr. Linda Salisbury

8:45am Back to the Present: How Direction of Mental Time Travel Affects Connection to the Future Self

» [Dr. Kate Christensen](#), Dr. Hal Hershfield, Dr. Sam Maglio

8am Session 6.5: By the Numbers: New Insights on Consumer Reactions to Numerical Information

San Geronimo A

Chaired by: Meyrav Shoham

Special Session: By the Numbers: New Insights on Consumer Reactions to Numerical Information

» [Dr. Hanyong Park](#), JaeHwan Kwon, Rajesh Bagchi, Carlos Bauer, Mansur Khamitov, [Mathew S. Isaac](#), Julio Sevilla, Nira Munichor, [Liat Levontin](#), [Elinor Amit](#), Meyrav Shoham, Yael Steinhart, Uriel Cohen Priva

The Price Divisibility Effect in Multipacks

» [Hanyong Park](#), JaeHwan Kwon, Rajesh Bagchi

The Visual Moderation Effect: How the Representation of Progress Affects Judgments of Loyalty Programs

» Carlos Bauer, Mansur Khamitov, [Mathew S. Isaac](#), Julio Sevilla

Moving Away from Perfection: Pseudo-Relevant 100% Claims

» Nira Munichor, [Liat Levontin](#)

Simply Appealing: How Numerical Algorithmic Complexity Affects Product Preferences

» [Elinor Amit](#), Meyrav Shoham, Yael Steinhart, Uriel Cohen Priva

8am Session 6.6: Culture

San Geronimo C

Chaired by: Mr. Jason Lin

8am Cross-cultural Differences in the Breadth of Normative Standards Shape Consumers' Tendency to Maximize

» [Dr. Shilpa Madan](#), Prof. Shankha Basu, Dr. Sharon Ng, Prof. Krishna Savani

8:15am Cross-Cultural Effects of the COVID-19 Pandemic on Willingness to Share Possessions

» [Ms. Maayan Malter](#), Gita Johar



Continued from **Saturday, 4 March**

8:30am **Extraordinary Beliefs, Extraordinary Measures: Deconstructing the Evil Eye Belief**
 » [Dr. Tanuka Ghoshal](#), Prof. Ana Valenzuela, Prof. Praveen Kopalle, Ms. Pragati Singh

8:45am **Culture for Sale: Unpacking Consumer Perceptions of Cultural Appropriation**
 » [Mr. Jason Lin](#), Dr. Nicole Kim, Dr. Esther Uduehi, Prof. Anat Keinan

8am **Roundtable: When, Why, and How Should I Include Machine Learning Studies in My Papers?**
Flamboyant
 Chaired by: Dr. Vivek Astvansh

When, Why, and How Should I Include Machine Learning Studies in My Papers?
 » [Dr. Vivek Astvansh](#), [Ms. Ada Aka](#), [Dr. Wreetabrata Kar](#), [Mr. Mike Lindow](#), [Dr. Gideon Nave](#), [Dr. Shelly Rathee](#)

9:15am **Coffee Break**
San Cristobal Foyer

9:30am **Session 7.1: Affect and Emotion**
Tropical
 Chaired by: Dr. Cátia Alves

9:30am **Hard-Earned (vs. Easy) Money Prompts Prosocial Behavior: Role of Achievement Emotions**
 » [Ms. Hankyul Bae](#), Dr. Rohini Ahluwalia

9:45am **Purchasing an Extended Warranty plan: Protecting against future choice induced negative affect**
 » [Dr. Ronit Montal-Rosenberg](#), Prof. Shai Danziger, Prof. Liat Hadar

10am **Just Keep It: Returnless Product Replacements Signal Trust and Increase Brand Support**
 » [Dr. John Costello](#), Dr. Christopher Bechler

10:15am **Contextual Disgust Reduces Commercials' Memorability**
 » [Dr. Cátia Alves](#), Prof. Ale Smidts, Dr. Maarten Boksem

9:30am **Session 7.2: Asymmetries in Consumer Judgment**
Flamingo A-C
 Chaired by: Eitan Rude

Special Session: Asymmetries in Consumer Judgment
 » Ioannis Evangelidis, [Manissa Putri Gunadi](#), [Eitan Rude](#), Franklin Shaddy, [Nicholas Reinholtz](#), Bart de Langhe, Alina Ferecatu, [Dan Schley](#)

Most People do not Attribute Greater Affect to Identical Outcomes Resulting from Action versus Inaction
 » Ioannis Evangelidis, [Manissa Putri Gunadi](#)

Asymmetric Reactions to Erroneous Punishments and Rewards
 » [Eitan Rude](#), Franklin Shaddy

The Perceived Precision of Survey Research
 » [Nicholas Reinholtz](#), Bart de Langhe

Categorization and Prospect Theory: Disentangling Perception from Value
 » Alina Ferecatu, [Dan Schley](#)

9:30am **Session 7.3: Red and Blue: Political Ideology's Impact on Consumer Behavior**
Las Olas
 Chaired by: Akshay Rao



Continued from **Saturday, 4 March**

- 9:30am **Special Session: Red and Blue: Political Ideology's Impact on Consumer Behavior**
 » Jihye Jung, Daniel Fernandes, [Nailya Ordabayeva](#), Kyuuhong Han, Vikas Mittal, [Hyun Euh](#), Maria Rodas, Sharon Shavitt, Carlos Torelli, [Yu Ding](#), Gita Johar, [Mayank Anand](#), [Akshay Rao](#)
- 9:45am **How Uncertainty Shapes Conservatives' and Liberals' Hedonic Consumption**
 » Jihye Jung, Daniel Fernandes, [Nailya Ordabayeva](#), Kyuhong Han, Vikas Mittal
- 10am **Starbuck's America vs. McDonald's America: Political Ideology and Brand Iconicity**
 » [Hyun Euh](#), Maria A. Rodas, Sharon Shavitt, Carlos Torelli
- 10:15am **Fact-checking Matters: A Novel Crowdsourcing Approach for Improving the Information Ecosystem**
 » [Yu Ding](#), Gita Johar
- 10:30am **That's Funny: Political Ideology differences in the Appreciation and Production of Humor**
 » [Mayank Anand](#), [Akshay Rao](#)

9:30am **Session 7.4: Lackluster Luxury: When Luxury Consumption is Underappreciated by Others**
Conference 3-6
 Chaired by: Perrine Desmichel

Special Session: Lackluster Luxury: When Luxury Consumption is Underappreciated by Others
 » [Maren Hoff](#), Dafna Goor, Nader T. Tavassoli, [Perrine Desmichel](#), David Dubois, Bruno Kocher, Qihui Chen, [Yajin Wang](#), Nailya Ordabayeva, [Christopher Cannon](#), Derek Rucker

Gaining Less by Giving More: The Disempowering Nature of Luxury Gifts
 » [Maren Hoff](#), Dafna Goor, Nader T. Tavassoli

Sleeping Beauties: The Limited Consumer Appropriation of their Inherited Luxury Products

» [Perrine Desmichel](#), David Dubois, Bruno Kocher

The Dark Side of Women's Luxury Consumption in Romantic Encounters

» Qihui Chen, [Yajin Wang](#), Nailya Ordabayeva

Luxury Tiers: The Curvilinear Effect of Luxury Consumption on Perceived Competence

» [Christopher Cannon](#), Perrine Desmichel, Derek D. Rucker

9:30am **Session 7.5: Health and Sustainability**
San Geronimo A
 Chaired by: Ms. Lyndsay Loomer

9:30am **Disease Threat and Consumers' Engagement in Disease-Related and Unrelated Healthy Behaviors**
 » [Mr. Felipe M. Affonso](#), Dr. Juliano Laran, Dr. Chris Janiszewski

9:45am **Dosing and efficacy: Consumers believe that increases in the dose of a product produce bigger changes than equivalent decreases.**
 » [Mr. Soaham Bharti](#), Prof. Daniel Bartels

10am **Products that Stay with Us: Physical Mobility Leads to Stronger Preference for Durable Products**
 » Ms. Hanife Armut, [Dr. Güneş Biliciler](#)

10:15am **Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior**
 » [Ms. Lyndsay Loomer](#), Dr. Sarah Whitley

9:30am **Session 7.6: Beyond the Stars: Reading and Reacting to Online Reviews**
San Geronimo C
 Chaired by: Meyrav Shoham



Continued from **Saturday, 4 March**

Special Session: Beyond the Stars: Reading and Reacting to Online Reviews

» [Gizem Ceylan](#), Kristin Diehl, Davide Proserpio, Edith Shalev, [Meyrav Shoham](#), Coby Morvinski, Ellie J. Kyung, [Jared Watson](#), Anastasiya Pocheptsova Ghosh, [Daniel Villanova](#), Elise Ince, Rajesh Bagchi

Words Meet Photos: When and Why Visual Content Increases Review Helpfulness

» [Gizem Ceylan](#), Kristin Diehl, Davide Proserpio

Communicator Sentiment and Online Followership: The Diverging Effects of Likeability versus Credibility

» Edith Shalev, [Meyrav Shoham](#), Coby Morvinski, Ellie J. Kyung

The Few vs. the Crowd: When and How Individual Reviews and Average Product Ratings Influence Product Judgments

» [Jared Watson](#), Anastasiya Pocheptsova Ghosh

How Consumers Evaluate Product Ratings Distributions: The Role of Summary Representations

» [Daniel Villanova](#), Elise Ince, Rajesh Bagchi

9:30am **Roundtable: For Real?! Strategies and Tools to Enhance the Ecological Validity of Consumer Psychology Experiments**

Flamboyan

Chaired by: Dr. Anne Hamby and Dr. Cristel Russell

For Real?! Strategies and Tools to Enhance the Ecological Validity of Consumer Psychology Experiments

» [Dr. Anne Hamby](#), [Dr. Cristel Russell](#), [Prof. On Amir](#), [Ryan S. Elder](#), [Prof. Andrea Morales](#), [Dr. Jim Mourey](#), [Dr. Dina Rasolofoarison](#), [Dr. Claire Segijn](#), [Ms. Joy Shields](#), [Prof. Ana Valenzuela](#)

10:45am **Passing Break**

San Cristobal Foyer

11am **Session 8.1: Charity and Prosocial Behavior**

Tropical

Chaired by: Mrs. Maria Ortiz

11am **To Donate or Not: Providing Fewer Options Increases Donation Amounts**

» Bowen Ruan, [Prof. Minzhe Xu](#), Prof. Zoe Y. Lu

11:15am **It's the Heart that Matters: The Effect of Benefactor Income on Perceived Motivation, Moral Elevation, and Donation Behaviors**

» [Dr. Miranda Yin](#), Dr. Jessica Li, Dr. Jenny Olson

11:30am **Behaving Socially Responsibly as a Driver of Overconsumption**

» [Mrs. Maria Ortiz](#), Dr. Bianca Grohmann

11am **Session 8.2: Goal Pursuit and Valuation**

Flamingo A-C

Chaired by: Mr. Logan Pant

11am **Weight Loss Maintenance and A Salient Past Self**

» [Dr. Elicia John](#), Dr. Suzanne Shu, Dr. Hal Hershfield

11:15am **The Multidimensional Planning Scale: Assessing Whether and Why Consumers Plan**

» [Dr. Jason Stornelli](#), [Dr. Colleen Bee](#)

11:30am **The Gritty Consumer**

» [Mr. Logan Pant](#), Dr. Blair Kidwell

11am **Session 8.3: Artificial Intelligence**

Las Olas

Chaired by: Dr. Shahana Sen

11am **Overcorrecting for a Machine's Mistakes: When AI Errors Increase AI Adoption**

» [Ann Schlosser](#)



Continued from **Saturday, 4 March**

- 11:15am **Better to Buy Alone Than in Bad Company. The Impact of Recommendation Agents on the Online Decision-Making Process: A Meta-Analysis in Progress**
» Mrs. Sara-Maude Poirier, Prof. Sylvain Sénécal, Prof. Pierre-Majorique Léger
- 11:30am **The Unintended Effect of Algorithmic Transparency**
» Prof. Andrea Bonezzi, Prof. Max Ostinelli, Prof. Monika Lisjak
- 11am **Session 8.4: Advertising and Promotions**
Conference 3-6
Chaired by: Yu Ding
- 11am **Battle of the Brand: Brand Attachment Inoculates Against the Negative Effects of Ad Repetition**
» Dr. Nelson Amaral, Dr. Joseph Redden
- 11:15am **Threshold versus Capped Framing: An Equity Theory of Restricted Promotions**
» Mr. Shangwen Yi, Prof. Thomas Allard, Dr. David Hardisty, Prof. Dale Griffin
- 11:30am **How Quantity Requirements in a Promotion Affect Purchases of Substitutes**
» Yu Ding
- 11am **Session 8.5: Impression Management**
San Geronimo A
Chaired by: Mr. Cory Haltman
- 11am **Love in the Time of Uber Ratings: Impression Management and Mismanagement in a Reputation Economy**
» Dr. Laura Schrier Rifkin, Dr. Canan Corus, Dr. Kirk Colleen
- 11:15am **Background for Success: The Role of Videoconference Backgrounds in Self-Presentation**
» Mrs. Feyzan Karabulut, Dr. Sarah G. Moore, Dr. Paul Messinger

- 11:30am **I Liked It Before It Was Cool: The Effects of Signaling Early Adoption of Popular Products**
» Mr. Cory Haltman, Grant Donnelly, Rebecca Reczek
- 11am **Session 8.6: Preference and Choice**
San Geronimo C
Chaired by: Prof. Liat Hadar
- 11am **When They Claim from What They Claim: Developing a Semantic Query Theory to Understand Social Security Benefits Claiming Decisions**
» Mr. Daniel Russman, Ms. Alisa Wu, Eric Johnson
- 11:15am **Self-Gifting Hesitation**
» Dr. Soo Kim, Dr. Theresa Kwon, Peggy Liu, Dr. Kate Min
- 11:30am **The Mere Placement Effect: Placing Self-Expressive Products in a Shopping Cart Reduces Product Interest**
» Prof. Liat Hadar, Yael Steinhart, Dr. Gil Appel, Dr. Yaniv Shani
- 12pm **Awards & Business Luncheon**
San Cristobal A-G
- 1:15pm **Awards Talks: Distinguished Scientific Contribution**
Guayacan
Chaired by: Dr. Ayelet Fishbach and Derek Rucker
- 1:15pm **Session 9.1: Time Perception and Investment**
Tropical
Chaired by: Nira Munichor
- 1:15pm **Temporal Frames of Life Expectancy**
» Ms. Ozlem Tetik, Dr. David Faro



Continued from **Saturday, 4 March**

1:30pm **The Year/Length Framing Effect in Time Perception: Evidence from the Lab and the Field**

» [Mr. Deepak Sirwani](#), Prof. Suzanne Shu

1:45pm **Inputs into Goal Progress Judgments: Hedonic Evaluation versus Time Investment**

» Prof. Kaitlin Woolley, [Dr. Laura M Giurge](#)

1:15pm **Session 9.2: Online Consumer Behavior**

Flamingo A-C

Chaired by: Dr. Brady Hodges

1:15pm **Do Consumers Value the Content They Post Online?**

» [Dr. Nirajana Mishra](#), Prof. Carey Morewedge, Prof. Fleura Bardhi

1:30pm **How Online Privacy Cues Perception of Status**

» [Prof. Luming Wang](#)

1:45pm **When Silence Speaks: The Persuasive Interplay of Textual and Contextual Cues in Live Web Chat Sales Interactions**

» Dr. Yufan Lin, [Dr. Brady Hodges](#), Dr. Detelina Marinova, Dr. Jagdip Singh

1:15pm **Session 9.3: Economic Inequality**

Las Olas

Chaired by: Mr. Bryce Pyrah

1:15pm **Economic Inequality Shapes Education Decisions**

» [Ms. Jinyan Xiang](#), Prof. Mario Pandelaere

1:30pm **Labor Cost Transparency as a Means of Combating Wage Inequality and Wage Gaps**

» [Prof. Christoph Ungemach](#), Dr. Lucas Stich, Prof. Christoph Fuchs, Prof. Martin Spann

1:45pm **The Psychological Entitlement of (Dis)Advantaged Consumers**

» [Mr. Bryce Pyrah](#), Dr. Chelsea Galoni, Dr. Alice Wang

1:15pm **Session 9.4: Judgment and Decision Making**

Conference 3-6

Chaired by: Ms. Shwetha Mariadassou

1:15pm **The Set Effect: How Sets Impact Purchase Quantities**

» [Dr. Shweta Jha](#), Prof. Sanjeev Tripathi, Prof. Sudipta Mandal

1:30pm **On The Hunt: Search Enjoyment Increases Consumers' Valuation of Collected Goods**

» [Ms. Elena Bocchi](#), Dr. Adam Eric Greenberg, Prof. Zachary Estes

1:45pm **Systematic Errors in Interpreting Binary Dependent Variables: Demonstrations and Recommendations**

» [Ms. Shwetha Mariadassou](#), Dr. Christopher Bechler, Dr. Blakeley McShane, Dr. S. Christian Wheeler

1:15pm **Session 9.5: Brand Activism**

San Geronimo A

Chaired by: Ms. Priscilla Peña

1:15pm **You Think, Therefore You Are: Brand Activism Leads to Brand Anthropomorphism**

» [Dr. Amogh Kumbargerji](#), Ms. Sukriti Sekhri, Mr. Jayant Nasa

1:30pm **From Woke-Washing to Authentic Brand Activism**

» [Ms. Priscilla Peña](#), Dr. Lauren I. Labrecque, Dr. Ereni C. Markos

1:45pm **Social Self-Threat Drives Consumers to Read Bad Brand-News**

» [Dr. Kristen Lane](#), Dr. Jennifer Savary, Dr. Jesper Nielsen

1:15pm **Session 9.6: Sustainable Consumption**

San Geronimo C

Chaired by: Dr. Wade Wade

1:15pm **The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials**

» [Mr. Edward Yuhang Lai](#), Rajesh Bagchi



Continued from **Saturday, 4 March**

1:30pm **Measuring Latent Individual Difference Variables with a Conjoint Design and Structural Equation Modeling**
 » [Prof. Bert Weijters](#), Mr. Berre Deltomme, [Mr. Ole Schacht](#), Prof. Karen Gorissen, Prof. Hans Baumgartner

1:45pm **From Trash to Treasure: How Broken Products Lead to New Ideas**
 » [Dr. Wade Wade](#), Dr. Joey Hoegg, Dr. Darren Dahl

2:15pm **Passing Break**
San Cristobal Foyer

2:30pm **Awards Talks: SCP Fellows**
Guayacan
 Chaired by: Dr. Susan Broniarczyk and Dr. Amna Kirmani

2:30pm **Session 10.1: Consumer Technology Interaction**
Tropical
 Chaired by: Mr. Ian Anderson

2:30pm **Loss of Control: How Interactions with Robots Reduce Consumers' Willingness to Pay**
 » [Dr. Chi Hoang](#), Dr. Xiaoyan (Jenny) Liu, Dr. Sharon Ng

2:45pm **N-effect: How the Volume of Opinions Affects User Contributions**
 » [Mr. Matheus Menezes](#), Dr. Rajesh Bhargave

3pm **Rational Addiction in Mobile Consumption**
 » Dr. Jeeva Somasundaram, [Dr. Laura Zimmermann](#), Mr. Duc Pham

3:15pm **Social Motivations' Limited Influence on Habitual Behavior: Tests from Social Media Engagement**
 » [Mr. Ian Anderson](#), Dr. Wendy Wood

2:30pm **Session 10.2: Design Thinking: How Product Aesthetics Influence Consumers**
Flamingo A-C
 Chaired by: Ms. Soo Yon Ryu

Special Session: Design Thinking: How Product Aesthetics Influence Consumers
 » [Ms. Soo Yon Ryu](#), Mr. Felipe M. Affonso, Dr. Aner Sela, [Dr. Freeman Wu](#), Dr. Martin Reimann, [Dr. Adriana Samper](#), Prof. Andrea Morales, Dr. Gavan Fitzsimons, [Prof. Aviva Philipp-Muller](#), Dr. Xiaoyan Deng

Feeling Accomplished with Beauty but Arrogant with Luxury: Understanding How Aesthetic versus Luxury Ownership Shapes the Experience of Pride
 » [Freeman Wu](#), Martin Reimann

Beauty is Pain: How Gift Card Design Influences Acquisition, Redemption, and Product Evaluations
 » Freeman Wu, [Adriana Samper](#), Andrea C. Morales, Gavan J. Fitzsimons

Simple is Eco-Friendly but Complex is Effective: Inferences from Package Design
 » [Soo Yon Ryu](#), Felipe M. Affonso, Aner Sela

Sometimes More is More: Maximalist Design Signals Brand Effort
 » [Aviva Philipp-Muller](#), Xiaoyan Deng

2:30pm **Session 10.3: Framing and Context Effects**
Las Olas
 Chaired by: Mr. Eli Sugerman



Continued from **Saturday, 4 March**

2:30pm **Communicating Amounts in Terms of Commonly Used Budgeting Periods Increases Intentions to Claim Government Benefits**

» [Dr. Wendy De La Rosa](#), Abigail Sussman, Dr. Eric Giannella, Dr. Maximilian Hell

2:45pm **The Upscaling Effect: How the Decision Context Influences Tradeoffs between Desirability and Feasibility**

» [Ioannis Evangelidis](#), Prof. Jonathan Levav, Prof. Itamar Simonson

3pm **Why Decision Context Influences Choice More than Willingness to Pay**

» [Prof. Chang-Yuan Lee](#), Prof. Carey Morewedge, Dr. Nina Mazar

3:15pm **Many Panels: A Large Online Study Revealing Multi-dimensional Differences between Online Panels Confounding Effects in Consumer Research**

» Dr. Antonia Krefeld-Schwalb, [Mr. Eli Sugerman](#), Eric Johnson

2:30pm **Session 10.4: Mic Check: Am I Getting Any (Useful) Feedback?**

Conference 3-6

Chaired by: Kristen Duke

Special Session: Mic Check: Am I Getting Any (Useful) Feedback?

» [Kristen Duke](#), Melanie Brucks, Daniella Turetski, [Kristen Ferguson](#), Kelly Herd, [Stefan Hock](#), [Nicole Abi-Esber](#), Jennifer Abel, Juliana Schroeder, Francesca Gino, [Jeffrey Lee](#), Jonah Berger

Anticipating Giving Feedback Changes Consumers' Feedback

» [Kristen Duke](#), Melanie Brucks, Daniella Turetski

The Impact of Social Density on New Product Creativity

» [Kristen A. Ferguson](#), Kelly B. Herd, Stefan J. Hock

"Just Letting You Know...": Underestimating Consumers' Desire for Feedback

» [Nicole Abi Esber](#), Jennifer Abel, Juliana Schroeder, Francesca Gino

Quantifying the Topography of Word-of-Mouth

» [Jeffrey K. Lee](#), Jonah Berger

2:30pm **Session 10.5: Vulnerable Consumers**

San Geronimo A

Chaired by: Ms. Jinyan Xiang

2:30pm **On Scarcity, Self-Threat, and the Avoidance of Financial Advice**

» [Dr. Jane So](#), Prof. Nidhi Agrawal

2:45pm **A Psychological Account of Co-Holding: Why Some Choose to Simultaneously Save and Borrow**

» [Mr. Rafael Batista](#), Ms. Ella Mao, Ms. Jessica Min, Abigail Sussman

3pm **The Cost of Saving Time: The Unintended Consequences of Saving Time for Low-Income People**

» [Ms. Hanife Armut](#), Prof. Nazli Gurdamar-Okutur

3:15pm **Lay Belief on the Impact of Economic Inequality on Income Distribution**

» [Ms. Jinyan Xiang](#), Prof. Mario Pandelaere

2:30pm **Session 10.6: Go Green: Novel Insights into Promoting Sustainable Consumption**

San Geronimo C

Chaired by: Sylvia Chang

Special Session: Go Green: Novel Insights into Promoting Sustainable Consumption

» [Maria Landekhovskaya](#), Grant Donnelly, Rebecca Reczek, [Nate Allred](#), Karen Winterich, [Jingshi Liu](#), [Aylin Cakanlar](#), Gergana Nenkov, [Sylvia Chang](#), Jennifer D'Angelo, Francesca Valsesia



Continued from **Saturday, 4 March**

Similarity Challenge Advertising Appeals Increase Trial of Virtuous Replacement Products

» [Maria Landekhovskaya](#), Grant E. Donnelly, Rebecca Reczek

Replace or Repair? How Companies Can Signal Unused Utility and Decrease Product Replacement

» [Nate Allred](#), Karen Winterich

Promoting Repair as Commitment: The Role of Brand Loyalty

» [Jingshi Liu](#), [Aylin Cakanlar](#), Gergana Nenkov

You're More Expendable: Consumers' Usage of Repurposed Products

» [Sylvia Chang](#), Jennifer D'Angelo, Francesca Valsesia

3:45pm

Ice Cream Break

San Cristobal Foyer

4pm

Awards Talks: Early Career Contribution and Best Paper

Guayacan

4pm

Session 11.1: Gender

Tropical

Chaired by: Mrs. Nicole Davis

Gender Class Assignment is Associated with Stereotypical Attitudes Toward Brand Names

» [Dr. David DeFranza](#), Dr. Arul Mishra, Dr. Himanshu Mishra

Consuming Intimate Apparel: A Brazilian Transgender Discourse

» [Prof. Andres Veloso](#), Mr. Rodolfo Rocha, Dr. Roberto Falcão, Ms. Giovanna Rossini, Ms. Beatriz Collalto, Ms. Larissa Lopes, Ms. Giovanna Batista

The Uneven Fluidity of Genderfluid

» [Maren Hoff](#), Silvia Bellezza

Owner Attribute Label Increases Perceived Competence for Marginalized Populations

» [Mrs. Nicole Davis](#), Dr. Tami Kim

4pm

Session 11.2: Donation and Helping Behavior

Flamingo A-C

Chaired by: Ms. Jacqueline Pan

4pm

Why Larger Signatures on Solicitation Letters Increase Donations

» [Dr. Keri Kettle](#), Prof. Sara Penner, Dr. Kelley Main

4:15pm

Giving Because I Want To, Not Because I Have To: How the Mere Presence of Others Undermines Donations to Meaningful Charities

» [Dr. Katina Kulow](#), Dr. Kara Bentley, Dr. Priyali Rajagopal

4:30pm

When Bigger Is Not Always Better: Disaggregated Donation Amounts Increase Perceived Charitable Commitment and Social Media Engagement

» [Prof. Fausto Gonzalez](#), Francesca Valsesia, Jared Watson, Mr. Alexander Park, Mrs. Yanyi Leng, Prof. Cynthia Cryder

4:45pm

#Activism: How Relevance Impacts Consumer Responses to Social Media Activism

» [Ms. Jacqueline Pan](#), Mr. Demi Oba, Dr. Gavan Fitzsimons

4pm

Session 11.3: Considering Multiple Preferences in Decisions For The Self and Others

Las Olas

Chaired by: Sharaya Jones

Special Session: Considering Multiple Preferences in Decisions For The Self and Others

» [Sharaya Jones](#), Margaret (Meg) Campbell, [Cary Anderson](#), Peggy Liu, Min Lauren, [Nikkita Sarna](#), Andrew Gershoff, [Aylin Cakanlar](#), Hristina Nikolova, Gergana Nenkov



Continued from **Saturday, 4 March**

When and Why Decisions for Joint Consumption Elicit Anxiety

» [Sharaya Jones](#), Margaret (Meg) Campbell

The Inclusive Minimalism Effect: Increased Preference for Minimalist Aesthetics in Choices for Shared Consumption

» [Cary Anderson](#), Peggy Liu, Lauren Min

Choosing for Joint Consumption: How Avoiding Appearing Selfish Can Be Worse for Everyone

» [Nikkita Sarna](#), Andrew D. Gershoff

Protecting the Environment for Our Children: How Parenting Affects Sustainable Behavior

» [Aylin Cakanlar](#), Hristina Nikolova, Gergana Nenkov

4pm

Session 11.4: Linguistics and Imagery

Conference 3-6

Chaired by: Dr. Matt Thomson

4pm

The Language of the Disadvantaged

» [Mr. Bryce Pyrah](#), Dr. Yiyi Li, Dr. Alice Wang, Dr. Ying Xie

4:15pm

Are You Speaking to Me? The Effect of First-person Pronouns on Decisions to (Un)follow Influencers

» [Prof. Ted Matherly](#), Jared Watson, Prof. Kalinda Ukanwa

4:30pm

Imagery Linguistic Cues: The Effect of Emojis on Online Product Review Helpfulness and Purchase Behavior

» [Ms. Yiming Li](#), Prof. Tobias Schlager

4:45pm

To Post Photos or Not? The Contingency of Online Reviewers' Choices of Communication Medium on Types of Social Ties

» Ms. Bingqing Li, [Dr. Matt Thomson](#), Dr. Xin (Shane) Wang

4pm

Session 11.5: Drivers and Consequences of Consumer Debt Decisions

San Geronimo A

Chaired by: Jean Zhang

Special Session: Drivers and Consequences of Consumer Debt Decisions

» [Jean Zhang](#), Wendy Liu, [Daniel Katz](#), Christina Kan, Jiabi Wang, Abigail Sussman, [Avni Shah](#), Andre Cire, Dinara Akchurina, Malena de la Fuente, [Franklin Shaddy](#)

A New Way to Spend: The Psychology of Consumers' Preference for Short Installments

» [Jean Zhang](#), Wendy Liu

The Impact of Installment Plans on Perceived Financial Constraint and Monetary Outlays

» [Daniel Katz](#), Christina Kan, Jiabi Wang, Abigail Sussman

Do Just-in-Time Repayment Discounts Influence Perceptions and Brand Loyalty? Evidence from Payday Loan Adoption

» [Avni Shah](#), Andre Cire, Dinara Akchurina

Why Do Consumers Repay Time-Barred Debt? How Moralization Increases the Self-Diagnosticity of Repayment Decisions

» Malena de la Fuente, [Franklin Shaddy](#)

4pm

Session 11.6: Social Inference and Competition

San Geronimo C

Chaired by: Ms. Ying Zeng

4pm

Who Likes it More? Choice Set Size Effect on Inference of Others' Preferences

» [Mr. Minkwang lang](#)

4:15pm

Choice Set Size Neglect in Predicting Others' Preferences

» [Ms. Beidi Hu](#), Dr. Alice Moon, Dr. Eric VanEpps



Continued from **Saturday, 4 March**

4:30pm **Chasing Fictitious Variation: Consumers Misattribute Random Outcomes to Skill in Competitive Environments**

» [Dr. Craig Brimhall](#), Dr. David Tannenbaum

4:45pm **Hiding in the Crowd: Preference for Diversity in Competition**

» [Ms. Ying Zeng](#), Ms. Jiajia Liu, Prof. Jingyi Lu

4pm **Roundtable: Good Design Is Inclusive**

Flamboyant

Chaired by: Dr. Vanessa Patrick and Dr. Maura Scott and Dr. Luca Cian

Good Design is Inclusive

» [Dr. Vanessa Patrick](#), [Dr. Maura Scott](#), [Dr. Luca Cian](#), [Dr. Lauren Block](#), [Dr. Helen van der Sluis](#), [Dr. Keisha Cutright](#), [Dr. Laura Peracchio](#), [Kelly Herd](#), [Dr. Martin Reimann](#), [Dr. Xiaoyan Deng](#), [Dr. Rita To](#), [Dr. Freeman Wu](#), [Dr. Adriana Samper](#), [Prof. Claudia Townsend](#), [Dr. Milica Mormann](#)

7:30pm **SCP Gala at Museo Casa Blanca**

Museo Casa Blanca - 1 Cll. San Sebastian Old San Juan, San Juan, PR, 00926