

The January 2010 issue has two sets of articles. The first set of articles consists of invited articles in the Research Dialogue section (Joseph Priester and Richard Petty serving as the Area Editors). They both developed four articles, one as a target article and the other three as commentaries. The second set of articles consists of five articles that were gone through the regular review process, and one invited article in the Research Method section. I am very pleased to see them published in this issue that undoubtedly deepen our understanding of the psychological processes underlying consumers' judgments and behaviors. Two of the five reviewed articles pertain to one of the nine areas that I specified in my inaugural editorial (Park, 2008) as under-researched/emerging areas, and the remaining articles pertain to other topics that further enhance our understanding of consumer psychology. Since Joseph Priester introduces the articles in the Research Dialogue section in his editorial, I will briefly comment on articles only in the second set.

The article by Andrew Ellis, Sellina J. Holmes, and Richard L. Wright ("Age of Acquisition and the Recognition of Brand Names") demonstrates the power of the primacy effect of memory. The authors were able to overcome many methodological difficulties and empirically offered the compelling evidence in three experiments that brands learned early in life reveals more processing fluency than those learned later. The authors also offer several important managerial implications based on this finding. This article fits well with one of the nine under-researched/emerging areas, namely, *the role of learning in consumer behavior and its implications for dynamic processes that range from the psychology of simplification-driven habitual behavior to the psychology of complication-driven variety seeking behavior.*

The article by Michael Barone and Tirthankar Roy ("The Effect of Deal Exclusivity on Consumer Response to Targeted Price Promotions") shows that contrary to the common assumption that consumers will respond more favorably to exclusive deals than they will to non-targeted undifferentiated deals, there are several factors (e.g., specific feelings or attitudes consumers have with respect to membership in the exclusive deal target group, the level of effort required to obtain a targeted deal, and the need for uniqueness) that moderate the influence of deal exclusivity on consumer evaluations of exclusive deals. The authors also offered the process evidence for why exclusive deals are preferred over non-exclusive deals.

The article by Hao Shen and Robert Wyer ("The Effect of Past Behavior on Variety seeking") examines the conditions in which automatic and deliberative factors together influence the choice of one's decision strategies, and the situational factors that influence their relative contribution. Consumers sometimes choose their most preferred option consistently over multiple purchases and other times distribute their choices over several alternatives. These decision strategies can be applied either deliberately or spontaneously. The authors examined

in three experiments the conditions in which these deliberative and spontaneous processes exert an influence on variety seeking. The key contribution of their work is to circumscribe the conditions in which both deliberative and autonomic processes mediate the effect of past behavior on future behavior. This article also fits well with the area, namely, *the role of learning in consumer behavior and its implications for dynamic processes that range from the psychology of simplification-driven habitual behavior to the psychology of complication-driven variety seeking behavior.*

The article by Seung Hwan Lee, June Cotte, and Theodore J. Noseworthy (“The Role of Network Centrality in the Flow of Consumer Influence”) shows that occupying a central position in a network is related to the degree to which individuals are opinion leaders and are susceptible to others’ influence. Interestingly, the authors demonstrated that consumers who are central in networks are quite susceptible to others’ influences. One of the most intriguing findings of this article is that the extent to which people perceive themselves as opinion leaders, or are considered by others, depends on whether they perceive themselves to be popular or are rated by others as popular in the network. Besides its theoretical implications, this finding also has an important implication on the measurement of the opinion leadership because the self-assessment of opinion leadership does not often coincide with the assessment of the rest of the network.

The article by Jacob Hornik, Chezy Ofir, and Rinat Satchi (“The Effect of Consumers’ Diurnal Preferences on Temporal Behavior”) examines whether customers’ diurnal preferences, tested at different times of the day, affect their responses and behavior. Time perception and temporal cognition are important constructs in a wide range of consumer behavior. The results of three studies offer empirical support for the relationship of diurnal rhythm and general dependent time variables. What happens during the judged activities clearly affects perceived duration and estimation. This article’s key contribution is to help us better understand the process that consumers employ while perceiving and estimating time. In addition, it suggests the importance of controlling for temporal variables while gathering and analyzing customer data.

Finally, Dawn Iacobucci’s article (“Everything You Wanted to Know about S. E. M.”) addresses several important issues about a structural equation model. This article is the second part of her two-part series, and is tutorial in nature.