

Division 23 Schedule
2010 American Psychological Association Conference
San Diego, California

Date & Time	Session Title	Paper Titles & Authors	Location
Thu 8/12 9:00-9:50 a.m.	Marketing Communications: The Message	<p>Chair: John Fraser, <i>Institute for Learning Innovation, New York</i></p> <p>Purposive Communicating for Marketing: What? And To Whom? Geraldine Fennell & Joel Saegert, <i>University of Texas at San Antonio</i></p> <p>Advertising and the Cultural Meaning of KUSO Hsu-Hsien Chi, <i>Shih Hsin University</i></p>	Convention Center (Upper Level) Room 26A
Thu 8/12 10:00-11:50	Perceptual, Emotional, and Behavioral Responses to Products	<p>Chair: Tina Kiesler, <i>California State Univ., Northridge</i></p> <p>Construct of Consumer-Based Perceived Product Innovativeness Jean Boisvert, <i>American University of Sharjah</i> Curtis P. Haugtvedt, <i>Ohio State University</i></p> <p>Emotive Reactions and Cognitive Reasons for Preferring Packaging Designs Pierre JPR Joubert, <i>University of South Africa</i></p> <p>Role of TV Program Commitment in the Digital Era Jhih-Syuan Lin & Yongjun Sung, <i>University of Texas at Austin</i></p>	Convention Center (Upper Level) Room 24C

Date & Time	Session Title	Paper Titles & Authors	Location
Thu 8/12 Noon-12:50	Consumer-Response Biases in Survey Data	<p>Chair: Joel Saegert, <i>University of Texas at San Antonio</i></p> <p>Receptivity-Susceptibility to Tobacco Promotion Measure Prone to Responses Biases Alvin Lee & Dick Mizerski, <i>The University of Western Australia</i></p> <p>Quantitative Approach to Implicitly Expressed Negative Emotions in Customer Survey Keiko I. Powers, <i>J.D. Power and Associates</i></p>	Convention Center (Upper Level) Room 32B
Thu 8/12 1:00-1:50	Charitable Behavior	<p>Understanding Charitable Giving: How Giving to Charity is Like Eating Ice Cream Michal Strahilevitz, <i>Golden Gate University</i></p> <p><i>(Second paper cancelled)</i></p>	Convention Center (Upper Level) Room 26A
Thu 8/12 2:00-2:50	<i>Conversation Hour:</i> Consumer Research Ideas Brainstorming Sessions		Convention Center (Upper Level) Room 27A
Thu 8/12 6:00-7:50 p.m.	<i>DIVISION 23 RECEPTION (Appetizers & Cash Bar)</i>		Manchester Grand Hyatt Madeleine A & B (3 rd Level Seaport Tower)
Fri 8/13 2:00-2:50	Influence of Others on Ad Effectiveness and Brand Preference	<p>The Influence of Intra-Reference Group Differentiation on Brand Preference Yi-Hsin Yeh & Yongjun Sung, <i>The University of Texas at Austin</i></p> <p><i>(Second paper cancelled)</i></p>	Convention Center (Upper Level) Room 21

Date & Time	Session Title	Paper Titles & Authors	Location
Fri 8/13 3:00-3:50	Poster Session	<i>(please see attached list of posters)</i>	Convention Center (Ground Level) Exhibit Hall ABC
Fri 8/13 4:00-4:50	<i>Conversation Hour:</i> Consumer Research Ideas Brainstorming Session		Convention Center (Upper Level) Room 23C
Sat 8/14 9:00-9:50	Effects of Collectivist and Individualistic Advertising Appeals	Attitudinal Effects of Cultural Appeals in Online Advertisements <i>Gennadi Gevorgyan, Xavier University</i> <i>(Second paper cancelled)</i>	Convention Center (Upper Level) 24B
Sat 8/14 10:00-10:50	Consumer Decision Making	Chair: Jean Boisvert, <i>American University of Sharjah</i> Visual Processing Fluency and Cognitive Effort's Influence on Choice Outcomes <i>Jill Mosteller, Portland State University</i> <i>Naveen Donthu, Georgia State University</i> "Pay What You Want": Theory and Experimental Evidence <i>Rami Zwick, University of California, Riverside</i> <i>Vincent Mak, University of Cambridge</i> <i>Akshay Rao, University of Minnesota</i>	Convention Center (Upper Level) Room 30C

Date & Time	Session Title	Paper Titles & Authors	Location
Sat 8/14 11:00-11:50	Construal-Level Theory and Regulatory Fit in Consumer Contexts	<p>Chair: Diana De Soto, <i>Capella University</i></p> <p>From Switching Intent to Actual Switching Behavior: A Construal-Level Theory Perspective Yuchen Hung, <i>National University of Singapore</i> Catherine Yeung, <i>National University of Singapore</i> Jochen Wirtz, <i>National University of Singapore</i> Jeongwen Chiang, <i>Cheung Kong Graduate School of Business</i></p> <p>Using Message Framing to Reduce Dissonance Based on Regulatory Orientation Vincent Brown & Sameer Hosany, <i>Royal Holloway, University of London</i></p>	Convention Center (Upper Level) Room 27A
Sat 8/14 1:00-1:50	Influence of Gender—Advertising and Shopping	<p>Chair: Jill Mosteller, <i>Portland State University</i></p> <p>The Effectiveness of (non)Traditional Gender Portrayals in Print Advertisements Magdalena J. Zawisza, <i>The University of Winchester</i> Russell Luyt, <i>The University of Winchester</i> Anna M. Zawadzka, <i>Gdansk University</i> Marco Cinnirella, <i>Royal Holloway, University of London</i></p> <p>The Concept of Shopping: Similarities and Differences by Gender Ivonne Hoeger & Carole B. Burgoyne, <i>University of Exeter</i></p>	Convention Center (Upper Level) Room 23C

Division 23 Posters
2010 American Psychological Association Conference
Friday 8/13 3:00-3:50
Convention Center Exhibit Hall ABC

1. Online Videos: What is Their Potential to Persuade?

Scott Wright & Frank Kardes,
University of Cincinnati

2. Consumer Inhibition: Brands and the Go/No-Go Task

Nicholas A. Peatfield, *Bangor University*
Joanne Caulfield, *Bangor University*
John A. Parkinson, *Bangor University*
Hugh P. Garavan, *Trinity College*
James Intriligator, *Bangor University*

3. Effects of Information on Taste Perceptions of a Beer Sample

Kevin M. Kieffer, Tara Baseil, Kristine Bauknight, Christie Piper, and Kristen Preseault
Saint Leo University

4. Dynamic Changes in Affective Forecasts in Intertemporal Consumption Choices

Li Miao & Xinran Lehto
Purdue University

5. Perception of Commercial Advertisements Publicizing CSR Activities by the Consumers

Yuka Ozaki, *Tokai University*
Yoko Sugitani, *Sophia University*

6. Consumer Receptiveness to Product Exposure and Availability in Underserved Neighborhoods

Ruth Chavez & Tung-Zong (Donald) T. Chang,
Metropolitan State University of Denver

7. The Role of Regulatory Focus in Medium Maximization

Leiping Xu, *China Europe International Business School*
Liangyan Wang, *Shanghai Jiao Tong University*
Fanghua Wang, *Shanghai Jiao Tong University*

8. The Impact of Guilt Messaging on Consumer Emotions and Behavior

Lydia Hanks & Anna S. Mattila
The Pennsylvania State University

9. The Effect of Online Social Context on Self-Expression

Yongjung Sung, Jangho Moon, Mihyun Kang, and Jih-Syuan Lin,
The University of Texas at Austin

10. The Effects of Negative Opinion on the Evaluation of Brands

Yoko Sugitani, *Sophia University*

11. Counter Factual Thinking and Consumers' Preference for Product Desirability and Feasibility

Guangzhi Zhao, *University of Kansas*
Kai-yu Wang, *Brock University*