



PROGRAM SUMMARY SHEET

APA Annual Convention

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (S): Health, Wealth, and Happiness	7/31 Wed: 8:00 AM - 8:50 AM	Convention Center Room 308A

Participant/1stAuthor

Michael I. Norton, PhD, Harvard University

Title: Spreading the Health: Americans' Ideal Distribution of Health, Health Care, and Death

Co-Author: Sorapop Piatkongsan, MD, Harvard University

Robin L. Soster, PhD, University of Arkansas

Title: Running on Empty: The Influence of Relative Personal Wealth on Consumer Satisfaction

Co-Author: William O. Bearden, PhD, University of South Carolina Columbia

Co-Author: Andrew D. Gershoff, PhD, University of Texas at Austin

Rajagopal Raghunathan, PhD, University of Texas at Austin

Title: Caged in by Constraints: The Intention-Action Gap in Happiness Maximization

Co-Author: Sunaina Chugani, PhD, University of Texas at Austin

Co-Author: Ashesh Mukherjee, PhD, McGill University, Montréal, QC, Canada

Paper Session (N): Eat, Drink, and Be Healthy-- -Encouraging Healthy Food Consumption	7/31 Wed: 9:00 AM - 9:50 AM	Hilton Hawaiian Village Beach Resort Nautilus Suite II
--	-----------------------------	---

Participant/1stAuthor

Lara Spiteri Cornish, PhD, Coventry University, England, United Kingdom

Title: Healthy-Eating Campaigns, Self-Efficacy, and Functional Food Consumption

Blair Kidwell, PhD, Ohio State University

Title: What Feels Right? Emotional Processing and Mindful Eating

Co-Author: Jonathan Hasford, MBA, University of Kentucky

Co-Author: David Hardesty, PhD, University of Kentucky

Sunghwan Yi, PhD, University of Guelph, ON, Canada

Title: Does the Quality of Motivation Matter for Frequent Consumption of Vegetables?

Conversation Hour (N): Two Associate Editors from the Journal of Consumer Psychology	7/31 Wed: 10:00 AM - 10:50 AM	Hilton Hawaiian Village Beach Resort Nautilus Suite II
---	-------------------------------	---

Participant/1stAuthor

Amna Kirmani, PhD, University of Maryland College Park

Rajagopal Raghunathan, PhD, University of Texas at Austin

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (S): Through the Looking Glass---Self-Other Differences in Consumer Psychology	7/31 Wed: 11:00 AM - 11:50 AM	Convention Center Room 305A
<u>Participant/1stAuthor</u>		
Joshua Ackerman, PhD, Massachusetts Institute of Technology <i>Title: Who Is the "Self" in Self-Control? Vicarious Self-Control Depletion Increases Observer Compliance</i>		
Amna Kirmani, PhD, University of Maryland College Park <i>Title: Look at Me! Look at Me! Conspicuous Brand Usage, Self-Brand Connection, and Brand Dilution</i> <i>Co-Author: Rosellina Ferraro, PhD, University of Maryland College Park</i> <i>Co-Author: Ted Matherly, MA, Oklahoma State University</i>		
Oleg Urminsky, PhD, University of Chicago <i>Title: Understanding "Self" in Self-Control: Connectedness to Future Self and Farsightedness</i> <i>Co-Author: Daniel Bartels, PhD, Columbia University in the City of New York</i>		
Paper Session (S): Charitable Giving and Altruism	7/31 Wed: 12:00 PM - 12:50 PM	Convention Center Room 322B
<u>Participant/1stAuthor</u>		
Bob Fennis, PhD, University of Groningen, Netherlands <i>Title: A Sense of Wealth or Poverty Can Help or Hurt Charitable Giving</i> <i>Co-Author: Kathleen D. Vohs, PhD, University of Minnesota--Twin Cities</i>		
Michal Strahilevitz, PhD, Golden Gate University <i>Title: Consumption of Altruism: How Giving to Charity Is Both Different From and Similar to Eating Chocolate</i>		
Eric Levy, PhD, MS, University of Cambridge, England, United Kingdom <i>Title: Influence of Incidental Comparisons on Receptiveness to Altruistic Appeals</i> <i>Co-Author: Ann E. Schlosser, PhD, University of Washington</i>		
Paper Session (S): Emotion and Consumer Decision Making	8/01 Thu: 8:00 AM - 8:50 AM	Convention Center Room 307B
<u>Participant/1stAuthor</u>		
Morgan Poor, PhD, University of San Diego <i>Title: Downstream Consequences of Incidental Emotions and Preference Inconsistent Information</i> <i>Co-Author: DaHee Han, MS, Indiana University Bloomington</i> <i>Co-Author: Nidhi Agrawal, PhD, University of Washington</i> <i>Co-Author: Adam Duhachek, PhD, Indiana University Bloomington</i>		
Ye Li, PhD, University of California--Riverside <i>Title: Sadder, but Not Wiser: The Myopia of Misery</i> <i>Co-Author: Jennifer S. Lerner, PhD, Harvard University</i> <i>Co-Author: Elke U. Weber, PhD, Columbia University in the City of New York</i>		
Johnny Chen, PhD, MBA, University of Southern Maine <i>Title: Moral High Ground: The Role of Moral Emotions in Consumer Boycotts</i> <i>Co-Author: Guang-Xin Xie, PhD, University of Massachusetts Boston</i>		

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (S): Learning and Brand Experiences	8/01 Thu: 9:00 AM - 9:50 AM	Convention Center Room 322A

Participant/1stAuthor

John W. Hutchinson, PhD, University of Pennsylvania

Title: Extreme Bias and Instant Learning: The Intuitive Statistics of Maximum Values

Co-Author: Robert Meyer, PhD, University of Pennsylvania

Co-Author: Lyle Brenner, PhD, University of Florida

Moty Amar, PhD, Duke University

Title: Infectious Counterfeiting: Labeling Products As Fakes Can Contaminate Perceived and Actual Efficacy

Co-Author: Ziv Carmon, PhD, INSEAD, Republic of Singapore

Co-Author: Dan Ariely, PhD, Duke University

Shikha N. Upadhyaya, MBA, University of Wyoming

Title: Consumer Deviance and Brand Meaning

Co-Author: José A. Rosa, PhD, University of Wyoming

Paper Session (S): Risky Business---Making Decisions About Risk and Money	8/01 Thu: 10:00 AM - 10:50 AM	Convention Center Room 326A
--	-------------------------------	--------------------------------

Participant/1stAuthor

Rod Duclos, PhD, Hong Kong University of Science and Technology, Hong Kong SAR

Title: Effects of Social Exclusion on Financial Risk Taking

Co-Author: Echo Wen Wan, PhD, University of Hong Kong, Hong Kong SAR

Co-Author: Yuwei Jiang, PhD, Hong Kong Polytechnic University, Kowloon, Hong Kong SAR

Hal E. Hershfield, PhD, New York University

Title: Dual Payoff Scenario Warnings on Credit Card Statements Elicit Suboptimal Payoff Decisions

Co-Author: Neal J. Roese, PhD, Northwestern University

Mihai Niculescu, PhD, New Mexico State University

Title: Prospect Theory in Multidimensional Choices

Co-Author: David J. Curry, PhD, University of Cincinnati

Co-Author: Frank R. Kardes, PhD, University of Cincinnati

Co-Author: Jordan J. Louviere, PhD, University of Technology, Sydney, Australia

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (N): More Than Meets the Eye---Eye Tracking and the Effect of Visual Cues on Consumer Behavior <u>Participant/1stAuthor</u> Jacob L. Orquin, PhD, Aarhus University, Denmark <i>Title: Advertising Attention Capture and Memory for Brands Under Alcohol Intoxication: Eye-Tracking Studies</i> <i>Co-Author: Curtis P. Haugtvedt, PhD, Ohio State University</i> <i>Co-Author: Heine B. Jeppesen, MS, Aarhus University, Denmark</i> <i>Co-Author: Joachim Scholderer, PhD, Aarhus University, Denmark</i> Xiaoyan Deng, PhD, Ohio State University <i>Title: A Wide Variety: The Effects of Horizontal Versus Vertical Assortment Display</i> <i>Co-Author: Barbara Kahn, PhD, University of Pennsylvania</i> <i>Co-Author: H. Rao Unnava, PhD, Ohio State University</i> <i>Co-Author: Hyojin Lee, MA, Ohio State University</i> Y. Jin Youn, MA, Northwestern University <i>Title: Effects of Brand Status and Vertical Display Positions on Brand Value Perception</i> <i>Co-Author: Kiwan Park, PhD, Seoul National University, Republic of Korea</i> <i>Co-Author: Sukhyun Kim, MA, Seoul National University, Republic of Korea</i>	8/01 Thu: 11:00 AM - 11:50 AM	Hilton Hawaiian Village Beach Resort Nautilus Suite I
Paper Session (S): Made to Stick---Attitude Strength and Change <u>Participant/1stAuthor</u> H. Rao Unnava, PhD, Ohio State University <i>Title: Attitudinal Ambivalence: Is It Managed by Individuals?</i> <i>Co-Author: Amitkumar Singh, MBA, Ohio State University</i> Troy Campbell, BA, Duke University <i>Title: Armor of Unfalsifiability: Understanding Why Change Rarely Occurs and Fanaticism Prevails</i> <i>Co-Author: Justin Friesen, BA, University of Waterloo, ON, Canada</i> <i>Co-Author: Aaron Kay, PhD, Duke University</i> Jason A. Gabisch, PhD, Providence College <i>Title: Impact of Compensation on Information Ownership and Privacy Control: A Qualitative Analysis</i> <i>Co-Author: George R. Milne, PhD, University of Massachusetts</i> <i>Co-Author: Julianne Cabusas, PhD, University of Rhode Island</i>	8/02 Fri: 8:00 AM - 8:50 AM	Convention Center Room 322B

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (S): Are You Threatening Me? Managing Threats to the Self and Regulating Self-Esteem	8/02 Fri: 12:00 PM - 12:50 PM	Convention Center Room 326A
<u>Participant/1stAuthor</u>		
Amy N. Dalton, PhD, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR <i>Title: Motivated Forgetting of Identity-Linked Promotions Following Social Identity Threat</i> <i>Co-Author: Li Huang, BA, City University of Hong Kong, Hong Kong SAR</i>		
Christine Kang, MS, University of Michigan--Ann Arbor <i>Title: Secrets and Lies: How Consumers Manage the Flow of Ego-Threatening Information</i> <i>Co-Author: Grant Packard, PhD, Wilfrid Laurier University, Waterloo, ON, Canada</i> <i>Co-Author: David B. Wooten, PhD, University of Michigan--Ann Arbor</i>		
Mario Pandelaere, PhD, Ghent University, Belgium <i>Title: Indulging the Self: The Impact of Luxury Consumption on Self-Esteem</i> <i>Co-Author: Liselot Hudders, PhD, Ghent University, Belgium</i>		
Social Hour (N): Reception	8/02 Fri: 6:00 PM - 7:50 PM	Hilton Hawaiian Village Beach Resort Iolani Suites V, VI and VII
Paper Session (S): Racing for the Finish Line-- -Consumer Goal Pursuit	8/03 Sat: 8:00 AM - 8:50 AM	Convention Center Room 303A
<u>Participant/1stAuthor</u>		
Yuchen Hung, BS, University of Newcastle, NSW, Australia <i>Title: Influence of Goal Publicity on Goal Pursuit</i> <i>Co-Author: Xiuping Li, PhD, National University of Singapore, Republic of Singapore</i> <i>Co-Author: Catherine Yeung, PhD, National University of Singapore, Republic of Singapore</i>		
Hae Joo Kim, PhD, Wilfrid Laurier University, Waterloo, ON, Canada <i>Title: Seeing Goals in Products: Effects of Goal Visualization on Willingness to Pay</i>		
Leora R. Trub, PhD, Pace University <i>Title: Caught in the Web: Use of Blogging to Gain Closeness and Distance</i> <i>Co-Author: Tracey A. Revenson, PhD, City University of New York Graduate Center</i>		
Paper Session (S): Transformative Consumer Research-- -Possessions, Reactance, and Green Products	8/03 Sat: 9:00 AM - 9:50 AM	Convention Center Room 308A
<u>Participant/1stAuthor</u>		
Catherine A. Roster, PhD, University of New Mexico <i>Title: When Everything Is Special: An Exploratory Study of Perverse Possession Attachment Styles</i>		
Mitch Murdock, BA, University of South Carolina Columbia <i>Title: Role of Political Ideology in Reactions to Warning Labels</i> <i>Co-Author: Caglar Irmak, PhD, University of South Carolina Columbia</i> <i>Co-Author: Jim Thrasher, PhD, University of South Carolina Columbia</i>		
Andrew D. Gershoff, PhD, University of Texas at Austin <i>Title: What Makes It Green? The Role of Centrality of Green Attributes in Green Product Evaluation</i> <i>Co-Author: Judy K. Frels, PhD, Audencia, Nantes, France</i>		

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (N): It's a Numbers Game---The Effect of Size and Calories on Food Choice	8/03 Sat: 10:00 AM - 10:50 AM	Hilton Hawaiian Village Beach Resort South Pacific Ballroom I
<u>Participant/1stAuthor</u>		
My Bui, PhD, Loyola Marymount University <i>Title: Eating Socially? Examining the Fixed-Unit Effect on Consumption and Subsequent Healthful Food Choices</i> Co-Author: Brennan Davis, PhD, Baylor University Co-Author: Collin R. Payne, PhD, New Mexico State University		
Natalina Zlatevska, PhD, Bond University, Gold Coast, QLD, Australia <i>Title: Ambiguity of Size and Its Effect on Consumption</i> Co-Author: Chris Dubelaar, PhD, Bond University, Gold Coast, QLD, Australia Co-Author: Stephen Holden, PhD, Bond University, Gold Coast, QLD, Australia		
William R. Carroll, PhD, MS, St. John's University <i>Title: Unintended Consequences of Calorie Information on Menus</i> Co-Author: Beth Vallen, PhD, MBA, Fordham University		
Paper Session (S): Role of Ethnicity and Culture in Consumption	8/03 Sat: 11:00 AM - 11:50 AM	Convention Center Room 307A
<u>Participant/1stAuthor</u>		
Kristine R. Ehrich, PhD, University of San Diego <i>Title: Eating Healthy: The Impact of Racial Priming on Food Choice</i> Co-Author: Aarti Ivanic, PhD, University of San Diego		
Aronte M. Bennett, PhD, MBA, Villanova University <i>Title: Two-Fold Examination of the Impact of Marketplace Exclusion</i> Co-Author: Ronald P. Hill, PhD, Villanova University		
Satoshi Akutsu, PhD, Hitotsubashi University, Chiyoda-ku, Tokyo, Japan <i>Title: Cultural Influence on Customer Participation in the Value-Creation Processes</i> Co-Author: Mayomi Haga, BS, Hitotsubashi University, Chiyoda-ku, Tokyo, Japan Co-Author: Yoshinori Fujikawa, PhD, Hitotsubashi University, Chiyoda-ku, Tokyo, Japan Co-Author: Joji Ono, PhD, Aoyama Gakuin University, Shibuya-ku, Tokyo, Japan		
Paper Session (S): Power of Persuasion--- Consumer Response to Persuasive Appeals	8/04 Sun: 8:00 AM - 8:50 AM	Convention Center Room 302B
<u>Participant/1stAuthor</u>		
Dan H. Rice, PhD, Louisiana State University <i>Title: Influence of Perceptual Congruence on Consumer Response to CRM Appeals</i> Co-Author: Andrew Kuo, PhD, Louisiana State University		
Tandy Thomas, PhD, Queen's University at Kingston, ON, Canada <i>Title: More Than the Self: The Role of Other-Focused Processing in Self-Relevant Advertisements</i> Co-Author: Rebecca K. Trump, PhD, Loyola University Maryland		
Thomas W. Cline, PhD, MBA, Saint Vincent College <i>Title: Ingratiation Works---Most of the Time</i> Co-Author: Jeffrey L. Godwin, PhD, MBA, Saint Vincent College		

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Poster Session (F): [Poster Session]	8/04 Sun: 10:00 AM - 11:50 AM	Convention Center Kamehameha Exhibit Hall

Participant/1stAuthor

Lara J. LaCaille, PhD, University of Minnesota--Duluth

Title: Factors Associated With Healthy, Organic, Local, and Sustainable Food Choices

Co-Author: Rick LaCaille, PhD, University of Minnesota--Duluth

Co-Author: Jennifer Schultz, PhD, University of Minnesota--Duluth

Co-Author: Kim Dauner, PhD, MPH, University of Minnesota--Duluth

Co-Author: Stephanie A. Hooker, MS, University of Colorado Denver

Co-Author: Jill Klingner, PhD, University of Minnesota--Duluth

Mathias C. Streicher, MBA, University of Innsbruck, Tyrol, Austria

Title: Gesture Ma(king)rketi(g): Action Speaks Louder Than Words!

Bin Wang, PhD, Central China Normal University, Wuhan, Hubei

Title: Effect of Satisfaction on the Relationship Between Lottery's Purchase Intention and Amount

Co-Author: Shi Luo, MS, Central China Normal University, Wuhan, Hubei

Satoko Suzuki, PhD, Kyoto University, Japan

Title: Differences in East Asian Self-Gifting and Role of Independence Within Interdependent Cultures

Co-Author: Kosuke Takemura, PhD, Kyoto University, Japan

Co-Author: Takeshi Hamamura, PhD, Chinese University of Hong Kong, Shatin, Hong Kong SAR

Yupin Patara, PhD, MS, Chulalongkorn University, Bangkok, Thailand

Title: Materialism in Adolescence: Effect of the Media

Co-Author: Issariya Woraphiphat, MBA, Chulalongkorn University, Bangkok, Thailand

Nils Myszkowski, MD, Université Paris Descartes, France

Title: Are Design-Driven Consumer Choices a Matter of Attention to Social Comparison?

Co-Author: Martin Storme, MD, Université Paris Descartes, France

Sidney Su Han, MS, University of Guelph, ON, Canada

Title: Improving Risk-Handling Behavior Using Message Framing: Framing Effect Under Positive Emotion

Co-Author: Lefa Teng, PhD, University of Guelph, ON, Canada

Mihai Niculescu, PhD, New Mexico State University

Title: Effect of Interruptions on Online Versus Memory-Based Consumer Judgments

Co-Author: Collin R. Payne, PhD, New Mexico State University

Co-Author: Cuauhtémoc Luna-Nevarez, MS, New Mexico State University

Yen-Hung Lo, PhD, Chinese Culture University, Taipei, Taiwan

Title: Nonverbal Influence of Queues From a Social Comparison Perspective

Co-Author: Cornelis Bao Leeuwenhoek, MA, Tilburg University, Barendrecht, Netherlands

Arjun Chaudhuri, PhD, MA, Fairfield University

Title: Understanding the Effect of Hedonic Product Descriptions on Willingness to Try an Innovation

José A. Rosa, PhD, University of Wyoming

Title: Contentment: An Important Factor for Sustainable Consumption

Co-Author: Shikha N. Upadhyaya, MBA, University of Wyoming

Co-Author: Christopher P. Blocker, PhD, Baylor University

Ashley E. Sessoms, BA, University of California--Santa Barbara

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE

DAY/TIME

FACILITY/ROOM

Title: Consumer Perceptions of Trauma-Informed Drug Treatment

Co-Author: Megan Donahue, MA, University of California--Santa Barbara

Co-Author: Merith Cosden, PhD, University of California--Santa Barbara

Sarah Fischbach, MBA, New Mexico State University

Title: Children's Influence on Co-Branding: An Exploratory Study of Marketing and Parenting Styles

Co-Author: Collin R. Payne, PhD, New Mexico State University

Stacey R. Smith, MA, Texas Woman's University

Title: Development and Validation of the Problematic Online Gaming Scale

Co-Author: Jenelle Fitch, PhD, Texas Woman's University

Co-Author: Sally D. Stabb, PhD, Texas Woman's University

Co-Author: Christian L. Hart, PhD, Texas Woman's University

Co-Author: Trae Asbury, PhD, Texas Woman's University

Co-Author: Jeff Strain, PhD, Texas Woman's University

Prakash Das, BS, University of Calgary, AB, Canada

Title: Compulsive Consumption and Materialism: An Aesthetic Perspective

Myriam Brouard, MS, HEC Montreal, QC, Canada

Title: Enjoying Compulsion: An Exploration of the Mainstreaming of Binge Media Consumption Episodes

Yong Cao, PhD, University of Alaska Anchorage

Title: Consumer's Emotions and Choices

Co-Author: Y. Cao, BS, Independent Practice, Anchorage, AK

Jiyoung Lee, MS, Seoul National University, Republic of Korea

Title: Role of Product Tier in Compensatory Inferences

Co-Author: Kiwan Park, PhD, Seoul National University, Republic of Korea

Co-Author: Jerry J. Han, MS, University of Texas at Austin

Co-Author: Joonkyung Kim, MS, University of Toronto, ON, Canada

Di Wang, MS, Monash University, Melbourne, VIC, Australia

Title: Embarrassment Effects on Purchase Intent for a Product With a Lucky Attribute

Co-Author: Harmen Oppewal, PhD, Monash University, Melbourne, VIC, Australia

Co-Author: Dominic Thomas, PhD, Monash University, Melbourne, VIC, Australia

Verena Gruber, PhD, Vienna University of Economics and Business, Austria

Title: Disentangling Consumers' Preference Functions for Sustainable Products

Co-Author: Bodo B. Schlegelmilch, PhD, Vienna University of Economics and Business, Austria

Co-Author: Elfriede Penz, PhD, Vienna University of Economics and Business, Austria

Yeyi Liu, PhD, Imperial College London, England, United Kingdom

Title: Hope, Embarrassment, Gender, and Future Product Adoption

Co-Author: Andreas B. Eisingerich, PhD, Imperial College London, England, United Kingdom

Sunil Erelles, PhD, MA, University of North Carolina at Charlotte

Title: Big Data and the Transformation of Consumer Research

Co-Author: Kriti Bordia, MBA, University of North Carolina at Charlotte

Fred W. Van Raaij, DrPH, Tilburg University, Netherlands

Title: Macro Psychology: Consumer Confidence and Trust in the Economy

Zhu-Yuan Liang, PhD, Chinese Academy of Sciences, Beijing, China

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE

DAY/TIME

FACILITY/ROOM

Title: Not All Gamblers Are Created Equal: Which Game to Play Depends on the Personality Trait

Co-Author: Shu Li, PhD, Chinese Academy of Sciences, Beijing, China

Co-Author: Yu Zheng, PhD, Jinan University, China

Co-Author: Gui-Hai Huang, MA, Macau Polytechnic Institute, China

Co-Author: Yue Sun, PhD, Macau University of Science and Technology, China

Yoichiro Hashida, MA, Senshu University, Kawasaki, Kanagawa, Japan

Title: Consideration of Analysis Method for Package Design Using the Saliency Map

Co-Author: Tomofumi Uetake, PhD, Senshu University, Kawasaki, Kanagawa, Japan

Saskia C.M. Franken, MS, University of Aruba, Oranjestad

Title: Consumer Cultural Characteristics in a Multicultural Retail and Consumer Context

Co-Author: Lisa J. Madden, PhD, University of Aruba, Oranjestad

Yasushi Kyutoku, PhD, Jichi Medical University, Shimotsuke, Tochigi, Japan

Title: Discrepancies Between Meal Choice Motives and Consumption and Satisfaction With Life Regarding Food

Co-Author: Yuko Minami, PhD, Nichirei Foods, Inc., Chuo-ku, Tokyo, Japan

Co-Author: Takeshi Koizumi, MS, Nichirei Foods, Inc., Chuo-ku, Tokyo, Japan

Co-Author: Ippeita Dan, PhD, Jichi Medical University, Shimotsuke, Tochigi, Japan

Zongyuan Wang, BS, University of Illinois at Urbana--Champaign

Title: When New Interferes With Old: Retroactive Interference of Brand Slogans

Co-Author: Yoojin Song, BA, University of Illinois at Urbana--Champaign

Co-Author: Brittany Duff, PhD, University of Illinois at Urbana--Champaign

Guang-Xin Xie, PhD, University of Massachusetts Boston

Title: Numbers Never Lie (to Whom)? Self--Other Discrepancy in Perceived Materiality of Baseline Omission

Aparna Sundar, MS, University of Cincinnati

Title: Parody of Package Design

Co-Author: Theodore Noseworthy, PhD, University of Guelph, ON, Canada

Co-Author: Peter Chamberlain, MP, University of Cincinnati

Sunghwan Yi, PhD, University of Guelph, ON, Canada

Title: Assessment of Heterogeneity of Compulsive Buyers Based on Affective Antecedents of Buying Lapses

Co-Author: Joowon Jung, PhD, Dongguk University, Seoul, Republic of Korea

Lara Spiteri Cornish, PhD, Coventry University, England, United Kingdom

Title: Parents' Understanding, Perception, and Responses to Online Advertising Designed for Children

Noha El-Bassiouny, PhD, German University in Cairo, Egypt

Title: On the Road Toward Sustainable Consumption: Highlights on the Potentials for Character Building and Education

Mandy Ortiz, PhD, Hawai'i Pacific University

Title: I Wish We All Lived in Mayberry: Devotion, Self-Image Congruence, and Parasocial Interaction

Co-Author: Kristy E. Reynolds, PhD, University of Alabama

Stephanie M. Carpenter, MS, University of Michigan--Ann Arbor

Title: Value Construction Through Recall of Irrelevant Experience: Lingering Effects of Past Tradeoffs

Co-Author: Brian D. Vickers, MS, University of Michigan--Ann Arbor

Co-Author: J. Frank Yates, PhD, University of Michigan--Ann Arbor

DIVISION PROGRAM SUMMARY SHEET

EVENT, TITLE and PEOPLE	DAY/TIME	FACILITY/ROOM
Paper Session (S): Scaling It Down---Traits and Individual Differences	8/04 Sun: 12:00 PM - 12:50 PM	Convention Center Room 308A
<u>Participant/1stAuthor</u>		
Peter A. Voyer, PhD, University of Windsor, ON, Canada <i>Title: Measuring the Consumer Propensity to Deviate Personality Trait</i>		
Cathrine V. Jansson-Boyd, PhD, Anglia Ruskin University, Cambridge, England, United Kingdom <i>Title: Factors That Influence Consumers' Need for Touch</i> <i>Co-Author: Elaine Taylor-Whiffen, MA, Anglia Ruskin University, Cambridge, England, United Kingdom</i>		
Elke Cabooter, PhD, IESEG School of Management, Lille, France <i>Title: The "I" in Extreme Responding: Self-Construal Differences</i> <i>Co-Author: Mario Pandelaere, PhD, Ghent University, Belgium</i> <i>Co-Author: Bert Weijters, PhD, Ghent University, Belgium</i> <i>Co-Author: Kobe Millet, PhD, Vrije Universiteit Amsterdam, Netherlands</i>		

Total Number of Sessions = 19