



Program Summary Sheet

APA Annual Convention

Division 23

Program Summary Sheet

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Personalizing Relationships With Consumers	8/6/2015 Thu 8:00 AM - 9:50 AM	Convention Centre Room 202A	
<u>Participant/1stAuthor</u>			

Mansur Khamitov, MBA, University of Western Ontario, London, ON, Canada

Title: The Effect of Relationship Strength Reminders on Brand Performance Outcomes

Co-Author: Allison Johnson, PhD, University of Western Ontario, London, ON, Canada

Jungyun Kang, Sungkyunkwan University, Seoul, Republic of Korea

Title: I Deserve to Be Lucky

Co-Author: Sunghee Jun, Seoul National University, Republic of Korea

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

Co-Author: Hakkyun Kim, PhD, Sungkyunkwan University, Seoul, Republic of Korea

Michael Yeomans, PhD, MBA, Harvard University

Title: Recommenders Versus Recommender Systems

Co-Author: Sendhil Mullainathan, PhD, Harvard University

Co-Author: Anuj Shah, PhD, Chicago Booth, IL

Co-Author: Jon Kleinberg, PhD, Cornell University

Valerie Trifts, PhD, Dalhousie University, Halifax, NS, Canada

Title: Personalized Product Placements in Digital Entertainment Products

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Poster Session (F): Society for Consumer Psychology	8/6/2015 Thu 3:00 PM - 3:50 PM	Convention Centre Exhibit Halls D and E	

Participant/1stAuthor

Youjeong Kim, PhD, New York Institute of Technology

Title: The Impact of Body Image on Consumer Service Tolerance and Complaint Behavior

Taylor Speer, Canisius College

Title: The Brand Logo: Confidence Booster or Source of Insecurity

Co-Author: Harvey Pines, PhD, Canisius College

Co-Author: Judith Larkin, PhD, Canisius College

Yasushi Kyutoku, PhD, Chuo University, Bunkyo-ku, Tokyo, Japan

Title: Practical Utility of Assessments Prior to Refurbishment in a Chain Italian Restaurant in Japan

Co-Author: Ippeita Dan, PhD, Chuo University, Bunkyo-ku, Tokyo, Japan

Co-Author: Yutaka Ogawa, BA, Saizeriya, Yoshikawa, Japan

Co-Author: Yoko Matsuda, MA, Saizeriya, Yoshikawa, Japan

Kimberly Duval, MS, Concordia University, Montreal, QC, Canada

Title: Whom Do You Know? When Social Identity Complexity Hinders the Promotion of Sustainable Products

Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada

Maryam Tofighi, MS, Concordia University, Montreal, QC, Canada

Title: Overcoming Stigma: Shelf Locations That Benefit Private-Label Brands?

Co-Author: Bianca Grohmann, PhD, Concordia University, Montreal, QC, Canada

Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada

Maureen A. Mathews, PhD, Saint Leo University

Title: The Effect of Background Music on Taste Perception of Beer

Co-Author: Kevin M. Kieffer, PhD, Saint Leo University

Co-Author: Monica Guirguis, BA, Saint Leo University

Sudipta Mukherjee, PhD, Georgia Institute of Technology
Title: How Surprise Can Lead to Lower Self-Control

Co-Author: Quynh Le, BA, Agnes Scott College

Jessica Strubel, PhD, University of North Texas
Title: Men's Body Satisfaction, Appearance, Sexuality, and Brand Commitment

Co-Author: Trent Petrie, PhD, University of North Texas

Reza Movarrei, MS, MBA, Grenoble Ecole de Management, France
Title: The Influence of Money Reminders on Willingness to Pay for Status Products

Reza Movarrei, MS, MBA, Grenoble Ecole de Management, France
Title: Status Consumption: When the Informed Consumers Turn More Generous

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Consumer Choices for the Greater Good	8/7/2015 Fri 8:00 AM - 9:50 AM	Convention Centre Room 201F	

Participant/1stAuthor

Michael Siegrist, PhD, ETH Zurich, Switzerland
Title: Prius Is Good and SUV Is Bad: How the Affect Heuristic Results in Biased Decisions

Co-Author: Bernadette Sütterlin, PhD, ETH Zurich, Switzerland

Jianping Liang, PhD, Sun Yat-sen University, Guangzhou, China
Title: Inspire Me to Donate: The Use of Mixed Emotions in Donation Appeals

Co-Author: Zengxiang Chen, PhD, Nankai University, Tianjin, China

Co-Author: Jing Lei, PhD, University of Melbourne, Australia

Sara J. Penner, MA, University of Manitoba, Winnipeg, MB, Canada
Title: Donor-Focused Communication and Recognition in Philanthropy

Co-Author: Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada

Ali Tezer, MBA, Concordia University, Montreal, QC, Canada
Title: CSR Outside the Box: When Unexpected CSR Improves Brand Evaluations

Co-Author: H. Onur Bodur, PhD, Concordia University, Montreal, QC, Canada

Co-Author: Bianca Grohmann, PhD, Concordia University, Montreal, QC, Canada

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Invited Address (A): Nudging Real World Behavior	8/7/2015 Fri 4:00 PM - 5:50 PM	Convention Centre Room 709	3, 8, 21, 38

Participant/1stAuthor

Dilip Soman, PhD, University of Toronto, ON, Canada

Title: Doing Relevant Research

Kelly Peters, MBA, BEworks Inc., Toronto, ON, Canada

Title: Nudging in the Real World: Using Behavioral Insights to Drive Success

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Heuristics and Goals in Consumer Choice	8/8/2015 Sat 8:00 AM - 9:50 AM	Convention Centre Room 201B	

Participant/1stAuthor

Thomas P. Carpenter, MA, Seattle Pacific University

Title: A Dual-Process Examination of Implicit Pleasure Associations and Consumer Preferences

Co-Author: Chris P. Pullig, PhD, Baylor University

Ruth Pogacar, MBA, University of Cincinnati

Title: Developing Versus Maximizing Expertise: The Effect of Information Goals on Knowledge Preferences

Co-Author: Joshua J. Clarkson, PhD, University of Cincinnati

Co-Author: Mary C. Murphy, PhD, Indiana University Bloomington

Kamila Sobol, PhD, Concordia University, Montreal, QC, Canada

Title: When Smart Shoppers Make Foolish Decisions

Co-Author: Peter R. Darke, DPhil, York University, Toronto, ON, Canada

Marcus Wardley, MS, University of Oregon

Title: Exciting Findings About the Affect Heuristic: The Thrill of Possibly Losing

Co-Author: Lynn R. Kahle, PhD, University of Oregon

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Physical Effects on Consumer Choice	8/8/2015 Sat 10:00 AM - 11:50 AM	Convention Centre Room 201C	

Participant/1stAuthor

Raymond V. Lavoie, BA, University of Manitoba, Winnipeg, MB, Canada

Title: Power to the People: Consumer Influence Tactics in a Retail Setting

Co-Author: Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada

Co-Author: Wenxia Guo, PhD, City University of Hong Kong, Kowloon, Hong Kong SAR, China

Jaewoo Park, PhD, Chiba University of Commerce, Japan

Title: The Spatial-Temporal Congruency Effect of Product Direction and Position on Product Attitude

Co-Author: Tsutomu Sunaga, PhD, Kwansai Gakuin University, Hyogo, Japan

Co-Author: Taku Togawa, MA, Chiba University of Commerce, Japan

Co-Author: Hiroaki Ishii, MA, Chiba University of Commerce, Japan

Cathrine V. Jansson-Boyd, PhD, Anglia Ruskin University, Cambridge, England, United Kingdom

Title: The Effect of Negative Tactile Input on Perceived Product Value and Aesthetic Evaluation

Co-Author: Daniela Raeva-Beri, PhD, University of Birmingham, England, United Kingdom

Hiroaki Ishii, MA,

Title: Does Heaviness Always Affect Evaluation? Examining the Moderating Role of NFT and CLT

Co-Author: Taku Togawa, MA,

Co-Author: Jaewoo Park, PhD,

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Health and Well-Being in Consumer Choice	8/9/2015 Sun 8:00 AM - 9:50 AM	Convention Centre Room 704	

Participant/1stAuthor

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

Title: What Are the "5" in 5-a-Day? Consumer Confusion and the Implementation of the 5-a-Day Message

Claudia Suárez Peña, BS, Telecommunications Company of Cuba S.A., Cerro, Havana

Title: Cultural Consumption of Mass Media in Adolescents of 10th Grade

Kelley J. Main, DPhil, University of Manitoba, Winnipeg, MB, Canada

Title: Carry-Over Effects of Warning-Label Strength and Number on Subsequent Compliance

Co-Author: Peter R. Darke, DPhil, York University, Toronto, ON, Canada

Mirjam Hauser, PhD, Gottlieb Duttweiler Institute, Ruschlikon/Zurich, Switzerland

Title: Exploring Barriers and Facilitators to Sustainable and Healthy Food Choices

Event, Title and People	Day/Time	Facility/Room	Co-Listing Divisions
Paper Session (A): Product Adoption and Perception	8/9/2015 Sun 10:00 AM - 11:50 AM	Convention Centre Room 706	

Participant/1stAuthor

Yuting Lin, MS, Imperial College London, England, United Kingdom

Title: Going Ahead Despite Feeling Anxious About a Product? Driving Forces in New Product Adoption

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

Amy N. Dalton, PhD, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR, China

Title: It Feels Good and Bad to Be Fake

Co-Author: Joyce Liu, MS, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR, China

Co-Author: Jiewen Hong, PhD, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong SAR, China

Steven Shepherd, PhD, Oklahoma State University

Title: The Brand and Policy Preferences of Consumers Who Support Versus Reject Society's Dominant Ideology

Co-Author: Tanya L. Chartrand, PhD, Duke University

Co-Author: Gavan J. Fitzsimons, PhD, Duke University

Monica El Gamal, MS, Wilfrid Laurier University, Waterloo, ON, Canada

Title: Imagine Life Without Your Cell Phone: Counterfactual Thinking Can Increase Product Attachment

Co-Author: Anne E. Wilson, PhD, Wilfrid Laurier University, Waterloo, ON, Canada

Total Number of Sessions: 81