THURSDAY, FEBRUARY, 28

Thursday am Registration/Check-In
7:00 to 9:00 am Registration Booth (2nd Level)

Session 1
8:00 am - 4:00 pm

Schumann-SCP Doctoral Consortium & Preconference - SCP Doctoral Symposium, Scarbrough 1-4 (Lobby Level)

JCP/JCR Author Development Workshop (by invitation only)
9:00 am to 5:00 pm Verlst/Percival/Vernon (2nd Level)

Thursday pm Registration/Check-in
1:30 to 7:30 pm Registration Booth (2nd Level)

SCP Publications Committee Meeting (by invitation only)
1:30 to 3:00 pm Scarbrough 5 (Lobby Level)

SCP Executive Committee Meeting (by invitation only)
3:00 to 5:00 pm Plimsoll (Lobby Level)

Welcome Reception
6:00 to 8:00 pm Regency (2nd Level)

FRIDAY, MARCH, 1

Friday Registration/Check-In
7:00 am to 6:30 pm Registration Booth (2nd Level)

Fitness Dance, Instructor: Ludovica Cesareo
7:00 to 8:00 am Scarbrough 5 (Lobby Level)

Session 2
8:30 am - 9:45 am

Determinants of Prosocial Behaviors - Competitive Paper Session, Verlst (2nd Level)
Chair: Daniela Cristian, Cass Business School, City University of London

Ineffective Altruism: Donating Less When Donations Do More Good
*Joshua Lewis (University of Pennsylvania, USA); Deborah Small (University of Pennsylvania, USA)

The effective altruism movement advocates donating more when donations are more cost-effective. However, in three studies (N = 1,945), when we inform experimental participants of the cost of such an impact (e.g. $0.10 per meal), they perversely donate less when the cost is cheaper. This result arises because a lower cost allows people to achieve a tangible impact with a smaller donation. In Studies 2 and 3, we remedy this inefficiency by instead expressing cost-effectiveness in terms of “units per dollar amount” (e.g. 10 meals per dollar), rendering the cost of a tangible impact less salient as a target donation.
In Praise of Pleasure: Hedonic Consumption Fosters Prosocial Behavior
*Daniela Cristian (Cass Business School, City University of London); Bob Fennis (University of Groningen, The Netherlands); Luk Warlop (Norwegian School of Management, Norway)

Pleasure constantly inhabits our minds. In spite of its universal appeal, hedonic consumption has been often stigmatized as maladaptive. We contend that this prevalent negative view does not convey a complete picture and that under particular conditions, deliberately engaging in hedonic consumption leads to enhanced prosociality. Results show that freely experiencing hedonic consumption promotes both non-monetary helping and charitable donations (real and hypothetical). We find that hedonic-induced disinhibition underlies the effect and rule out alternative accounts.

Promoting Welfare or Equality? Using Compassion vs. Gratitude to Motivate Different Types of Prosocial Behaviors
*Shreyans Goenka (Cornell University, USA); Stijn van Osselaer (Cornell University, USA)

This research shows that charities seeking to promote different types of prosocial behaviors (welfare vs. equality) should utilize different emotions in their campaigns. We demonstrate the importance of the congruency between the moral domain of an emotion and the moral objective of a firm. Compassion increases preferences for charities that seek to increase care in society (e.g., disaster-relief charities) but gratitude increases preferences for charities that seek to promote fairness in society (e.g., human rights charities). One field study and five experiments demonstrate that utilizing an emotion congruent to the moral objective of the firm increases monetary donations and preferences.

This Is My Commandment, That You Love One Another: The Match Between Cultural and Religious Orientation Predicts Prosocial Behavior
*Hyewon Oh (University of Illinois at Urbana-Champaign, USA); Carlos J. Torelli (University of Illinois at Urbana-Champaign, USA)

As major influences in one’s life, culture and religion have been extensively studied but often separately examined. The present research conceptualizes culture and religion as belief systems that can vary on the individualistic-collectivistic continuum. With Christian participants, we explore whether the interplay between cultural beliefs and religious beliefs has substantial impact on the extent to which consumers endorse a collectivistic view of their relationship with God and willingness to donate. The findings reveal that the collectivistic (vs. individualistic) culture-religion match increases the endorsement of collectivistic religious beliefs and donation intention.

Enjoy it Longer: Understanding Hedonic Adaptation and Hedonic Escalation - Symposium, Percival (2nd Level)

Can products provide lasting happiness? Why do things sometimes get better the more we see them, whereas other times enjoyment quickly declines? Four papers will present research seeking to answer these questions. New theories will be presented which seek to explain hedonic adaptation and exposure effects. Variables that accelerate or decelerate hedonic adaptation to food, music, and art will be examined. We will discuss ways that consumers can enhance and prolong their enjoyment of products and experiences, whether these are consumed sequentially or simultaneously.

Chair: Kellen Mrkva, Columbia University, USA

Stimulus Intensity Increases Hedonic Adaptation
*Uzma Khan (University of Miami, USA); Alexander DePaoli (Northeastern University, USA)

We investigate the role of stimulus intensity on the rate of adaptation, demonstrating that consumers’
affective responses dissipate faster for products which they initially like more than for products which they initially like less. This pattern holds true both when consumers’ hedonic responses are derived from their idiosyncratic preferences and when they are experimentally manipulated. We demonstrate this across multiple product categories and sensory modalities, and show it is not explained by a ceiling effect. The effect of higher liking on faster adaptation is especially large when products are framed as hedonic and disappears when products are framed as utilitarian.

Don’t Stop! Partitioning Increases Adaptation for Hedonic Experiences
*Cammy Crolic (Oxford University, UK); Yang Yang (University of Florida, USA); Yangjie Gu (HEC Paris, France)
Four experiments demonstrate that people adapt more to hedonic experiences when the experience is divided through temporal, spatial, or framed partitioning. Partitioning increases adaptation because it makes consumption seem more repetitive. Study 1 shows that temporal partitioning increases adaptation, resulting in a more rapid decline in enjoyment. Study 2 demonstrates that spatial partitioning also increases adaptation. Study 3 shows that the effect of partitioning is especially large when partitions are identical (and thus perceived to be repetitive). Study 4 demonstrates that simply framing an experience as partitioned, while holding the actual consumption experience constant, is sufficient to increase adaptation.

Salience Theory of Exposure Effects: Salience Causes Hedonic Escalation and Accounts for Exposure Effects
*Kellen Mrkva (Columbia University, USA); Leaf Van Boven (University of Colorado, USA)
We demonstrate that exposure to stimuli influences evaluations by increasing salience, the relative quality of standing out. We first manipulated relative exposure as in previous mere exposure research, which consistently increased liking and evaluative extremity. In multiple mediation models, salience (rather than fluency or alternative mediators) accounted for these exposure effects. Then, we directly manipulated salience which increased liking and evaluative extremity. Finally, we demonstrated that absolute exposure (manipulated between-subjects) does not increase liking, whereas relative exposure does. These results suggest that salience explains effects previously attributed to “mere” absolute exposure. They also help reconcile mere exposure with hedonic adaptation.

Holistic Processing Escalates Enjoyment During Hedonic Consumption
Robert W. Smith (Ohio State University, USA); Joe Redden (University of Minnesota, USA)
People frequently consume multiple things simultaneously, for example listening to music while eating a snack. We demonstrate that enjoyment of a simultaneous consumption experience is enhanced when the multiple stimuli are construed holistically as an integrated experience versus analytically as multiple distinct components. Holistic processing leads people to pay more attention to how the multiple components complement each other, while analytic processing leads people to perceive the multiple components as their own distinct experiences. As such, holistic processing only enhances enjoyment of combined (but not sequential) experiences, and only when the experiences are at least moderately complementary.

Labels and Language: Consumer Choices and Processes - Competitive Paper Session, Vernon (2nd Level)
Chair: Iman Paul, Georgia Tech, USA
Encouraging Less Bad Food Choices: How Label Structure Drives Preferences for Organic Vice Foods
In contrast to previous research, which has found that consumers significantly favor non-organic over organic vice foods, the current work identifies a more nuanced relationship between “organic” and “vice.” Four studies demonstrate that it is not the presence or absence of an organic label that turns consumers off to healthier vice foods but, rather, the structure of the organic label. Evidence is presented that while product-level organic labels (e.g., “organic burrito”) result in significantly lower evaluations of vice foods relative to non-organic vice foods, ingredient-level organic labels (e.g., “burrito w/ all organic ingredients”) do not.

Use of Identity Labels for Stigmatized Groups: Person- versus Identity-First Language
*Esther Uduehi (University of Pennsylvania, USA); Americus Reed (University of Pennsylvania, USA)

Regulatory agencies suggest recommendations on referring to stigmatized groups. This is the first study systematically exploring these subtle language choices across several stigmatized groups. We find placing a person first in descriptions is perceived to be more acceptable in addressing stigmatized groups, but how people actually address stigmatized groups varies based on various factors. Highly stigmatized disorders (but not less stigmatized) cause people to choose person-first language when the labeler believes that the person labeled could not control the condition or was willing to improve it. Also, use of person-first conveys empathy for the person labeled, while identity-first conveys accountability.

How Process Explanations Impact Assessments of Predictors
*Daniel Villanova (University of Arkansas, USA); Elise Ince (University of South Carolina, USA); Rajesh Bagchi (Virginia Tech, USA)

When presenting their predictions, predictors may also provide varying levels of information regarding how they arrived at their predictions. In two experiments, we demonstrate that when a predictor provides a brief explanation, consumers evaluate the predictor less positively than when a predictor simply provides no explanation or provides a detailed explanation for their prediction. This happens because a brief explanation lacks details, from which consumers infer the predictor did not do an in-depth analysis, and judge the predictor accordingly. Without an explanation (with detailed explanation), consumers assume (infer) predictors arrive at their predictions via sufficient in-depth analysis.

The Language Style that Fits Deservingness Beliefs: The Role of Affective Expression in Charitable Appeals
Aparna Sundar (University of Oregon, USA); *Edita S Cao (University of Washington, USA); Rebecca Rabino (Texas Tech)

Given the competition for donations, charities must carefully consider how best to structure their appeals. The current research identifies a novel messaging component that can help or hinder an appeal’s success: formal language style. In two studies, we demonstrate that in the context of charitable appeals, a formal language style counterintuitively enhances the message’s affective intensity, thereby increasing charitable support. Surprisingly, a colloquial style actually undermines the message’s intensity. This effect occurs for consumers sensitive to questions of deservingness (i.e., consumers with high belief in a just world). Furthermore, we assess how manipulating attitudes towards affective expression attenuates these effects.
Sharing and Social Connectedness: How Different Ways of Sharing Affect Social Connection - Symposium, Sloane (2nd Level)

Sharing has become an essential part of consumers’ lives. In particular, the advancement of social media and smartphones has enabled consumers to share personal experiences and opinions with others at the click of a button. For example, Facebook Messenger and WhatsApp handle 60 billion messages a day, and firms like H&M and Sephora use these messaging apps to communicate with consumers through one-on-one real-time conversations. Given the ubiquity of sharing, it is important to understand how sharing affects consumers’ perceptions of and relationships with others. Prior research has shown that sharing thoughts and emotions is integral to building relationships. For example, sharing personal information increases liking between both the speaker and recipient (Collins & Miller, 1994; Insko & Wilson, 1977). However, not all sharing is created equal; certain types of sharing are more effective than others at bringing people together. In other words, sharing information and thoughts, depending on what is shared and how it is shared, can either bring individuals closer or push them apart. In this session, we ask: how and what do individuals share to build relationships with each other, what are the consequences of these sharing strategies, and what factors moderate their effectiveness. Four papers look at how different types of sharing—from jokes to gossip to excuses—influence social connectedness as well as the psychological processes through which this sharing affects interpersonal perceptions. The first two papers demonstrate how the content of what is shared impacts interpersonal connection and trust. First, Barasch, Berman, and Yoon show how sharing negative judgments about others can increase liking and trust, even though gossiping carries a strong negative stigma, as long as the recipient agrees and the negative comments make the speaker appear discerning. Donnelly, Wilson, Whillians, and Norton demonstrate that when consumers are constrained by the amount of time and money they can give to others, communicating monetary constraints increases trust and connection more than communicating time constraints, because monetary limitations are seen as outside of people’s control. The next two papers provide insights about sharing strategies: depending on the recipient and how the information is shared, sharing can have either positive or negative effects on relationships. Sezer, Bitterly, Brooks, Schweitzer and Norton show that sharing inside jokes can make people feel more identified with their group while decreasing the motivation of outsiders to interact with the same group. Finally, Critcher, Jung, and O'Donnell examine how self-deprecation, or putting oneself down in a lighthearted way, can make people seem less skilled in multiple domains, contrary to self-deprecators’ intuition that making fun of themselves will signal humility and authenticity. Together, these papers provide a better understanding of how sharing affects consumers’ connections with others by examining different types of sharing strategies and how people’s intuitions about the effects of sharing can sometimes be misguided. This session will provide guidance for marketers on how to manage customer relationships through various methods of conversation, and will be of interest to researchers studying word of mouth, interpersonal perceptions, judgment and decision making.

Chair: Heeyoung Yoon, New York University, USA

Speaking Ill of Others: When Negatively-Valenced Gossip Fosters Social Connection

Alixandra Barasch (New York University, USA); Jonathan Z Berman (London Business School, UK); *Heeyoung Yoon (New York University, USA)

We find that sharing negatively-valenced gossip can increase liking and trust of the speaker, even though it can make the speaker appear less polite and well-mannered. This is because people hold an intuition that negative traits are less observable than positive traits, so saying negative judgments about a third party makes the speaker seem more discerning and observant. Consistent with this, sharing gossip is not beneficial when the shared information is readily observable. Further, the positive effects from gossip only occur with the recipient of the gossip (not with outside parties) and when the recipient agree with the statement.
Communicating Limited Financial Resources Increases Perceived Trustworthiness and Interpersonal Connection
Grant Edward Donnelly (Ohio State University, USA); Anne Wilson (Harvard Business School, USA); Ashley Whillans (Harvard Business School, USA); Michael I Norton (Harvard Business School, USA)
Consumers are frequently constrained with the amount of time and money they can give to others. How should consumers communicate these constraints to others? Communicating money constraints (vs. time) increases trust and interpersonal connection because money (and not time) is seen as outside of one’s personal control. Financial excuses are particularly effective in response to invitations for shared consumption. Further, when using a time excuse, demonstrating the external pressures of the resource increases trust. We provide insight into how consumer resources are differently attributed to preferences and provide practical advice on how best to communicate limited resources.

Inside Jokes: Humor as Social Exclusion
Ovul Sezer (University of North Carolina, USA); Brad Bitterly (University of Pennsylvania, USA); Alison Wood Brooks (Harvard Business School, USA); Maurice Schweitzer (University of Pennsylvania, USA); Michael I Norton (Harvard Business School, USA)
Humor can bring people together; we suggest it can also be used to divide. Inside jokes—humor attempts that require prior knowledge that is available to only certain members of a social group—are common, but little is known about the psychological consequences of inside jokes. In this paper, we investigate how inside jokes influence group dynamics and find that they lead to feelings of ostracism, and can have unforeseen negative consequences for group dynamics and hurt social connection.

Self-Deprecation Signals Humility, but Not as Much as Self-Deprecators Assume
Clayton R Critcher (University of California Berkeley, USA); Michael O’Donnell (University of California Berkeley, USA); Minah Jung (New York University, USA)
Consumers and firms alike self-deprecate—make statements that put oneself down in a lighthearted way—to appear authentic and relatable. But how effective is self-deprecation as an impression management strategy, and do self-deprecators know what signals they are sending? Although self-deprecators were assumed to be more humble in their self-views, this was entirely explained by assumptions that self-deprecators actually were less skilled than their non-self-deprecating counterparts. Furthermore, when self-deprecators poked fun at their own self-perceived strengths, they thought they were communicating more humility than they actually were. Implications for marketing communications will be discussed.

Money Matters: The Effect of Incidental Factors on the Subjective Value of Money - Symposium, Scarbrough 3 (Lobby Level)
Standard economic theory states that money is fungible. However, both consumer behavior as well as research on pricing and behavioral economics show that this is not the case. This proposed special session aims to shed light on a range of factors that influence consumers’ decisions to spend and save money in ways that violate assumptions of fungibility and descriptive invariance. Given the central role of money to the consumption experience, we expect this session to have broad appeal to SCP attendees, while drawing particular interest from those interested in pricing, psychology of money, and behavioral economics.
Chair: Shelle Santana, Harvard Business School, USA

Denomination Anchors: Demonstrating the Contingent Nature of the Denomination Effect as a Function of Price Level
Elena Reutskaja (IESE); Jeremiah Iyamabo (IESE); inigo gallo (IESE); Priya Raghurib
The denomination effect has documented that people are more likely to spend smaller denominations. Across thirteen studies, including three field experiments, \((n > 5,700)\), we show that the denomination effect is moderated by product price. We replicate the denomination effect at lower price and spending levels and show the effect can reverse at higher prices. We propose this “denomination anchor effect” is driven by consumers anchoring on price and matching it with available denominations. The effect replicates across participants from different continents (U.S, Europe, and Africa), samples, as well as prices in different currencies ($, €, and Naira).

**Moderators of the Denomination Effect: Role of Hedonic versus Utilitarian Consumption and Denomination Matching,**

*Joydeep Srivastava (Temple University, USA); Yuqian Chang (Temple University, USA)*

The denomination effect suggests that individuals are less likely to spend when money is in the form of a single large denomination (e.g., a $10 bill) relative to many smaller denominations (e.g., ten $1 bills). This research examines whether hedonic versus utilitarian considerations and denomination matching moderate the denomination effect.

**Malleable Monopoly Money: The Effect of the Form of the Source of Money on Its Subjective Value**

Priya Raghubir (New York University, USA); *Shelle Santana (Harvard Business School, USA)*

This research demonstrates that consumers’ subjective valuation of money varies with its form (e.g. cash vs. gift card) and its source (e.g., points, miles) and that these valuations persist even after a currency is converted from one form into another. For example, we show that a gift card purchased with miles is valued less than one of equivalent value purchased with cash. Similarly, a gift card purchased with a smaller (vs. larger) denomination is valued less and spent more readily. We term this phenomenon the Malleable Monopoly Money effect, and show how it affects spending behavior.

**Cashless Payments, Pain of Paying and the Role of Attachment**

Francesco Pisani (Frankfurt School of Finance and Management, Germany); *Selin Atalay (Frankfurt School of Finance and Management, Germany)*

We focus on how cashless payments will impact pain of paying as new payment tools such as mobile phones and watches become widely available. In three studies, we provide evidence that consumers feel lower levels of pain of paying when using mobile phones and watches as compared to credit cards. Further, the pain is moderated by the attachment consumers have with the payment tool. As attachment increases, the pain of paying increases as well.

**How Lay Theory Influences Prosocial Behavior and Value Perception - Competitive Paper Session, Scarbrough 4 (Lobby Level)**

Chair: Mahdi Ebrahimi, California State University, Fullerton

**Feeling Busy: How Busyness Frames Influence Psychological Empowerment and Volunteering**

Mahdi Ebrahimi (California State University, Fullerton); *Melanie Rudd (University of Houston, USA); Vanessa M. Patrick (University of Houston, USA)*

Busyness is frequently reported as a major barrier to volunteering. In this research we argue that it is not busyness per se, but rather the lay theory about the feeling of busyness that people hold (feeling busy = good vs. feeling busy = bad) that influences volunteering behavior. In particular, we present a conceptual model that hypothesizes that the valence of people’s lay theory about the feeling of
busyness influences their sense of psychological empowerment, which in turn drives their volunteering behavior.

**How Green Was My Valley: Lay Theories About Wealth and Happiness Influence Consumers’ Willingness to Make Financial Sacrifices for the Environment**

*Shilpa Madan (Nanyang Technological University, Singapore); Krishna Savani (Nanyang Technological University, Singapore); Steve Su (Steve Su & Associates); Michael Morris (Columbia University, USA)

An appreciable increase in the tax on gasoline would reduce consumption and the emissions contributing to climate change. USA is one of the only major industrialized nations lacking a substantial carbon tax. Seven studies provide converging evidence that lay beliefs about wealth and happiness influence support for environment friendly, but personally costly, taxes. This research contributes to the science on lay theories and the antecedents of environmentally conscious behavior. More importantly, we contribute to the limited research in consumer behavior that focuses on curbing consumption and has important policy implications.

**Are Less “Pure” People More Likely to Recycle?**

*Ruomeng Wu (University of Cincinnati, USA); Meng Liu (University of Cincinnati, USA); Frank R Kardes (University of Cincinnati, USA)

Prior literature has paid limited attention to how beliefs regarding traditional morality (e.g. virginity) negatively impact recycling behavior. The current research seeks to fill this gap by examining the relationship between virginity belief and recycling behavior as a function of the perceived importance of product purity. We demonstrate that the less consumers believe that virginity and thus product purity are important, the more they prefer products constructed with recycled materials to products constructed with original materials and the more they tend to recycle products. These beliefs vary as a function of culture, resulting in consistent cultural differences in recycling behaviors.

**Price No Object!: The Effect of Power Distance Belief on Consumers’ Price Sensitivity**

*Hyejin Lee (Indiana University, USA); Ashok Lalwani (Indiana University, USA)

The current research identifies an underexplored cultural variable, namely power distance belief (PDB)–the extent to which people accept and endorse hierarchy–as an important determinant of consumers’ price sensitivity. We find that consumers high (vs. low) in PDB are less price sensitive because they have a higher need for closure (NFC), which reduces the tendency to search for better prices. Hence, marketers can make consumers less price sensitive by activating a high PDB, without having to spend vast sums to increase perceptions of value.

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**Session 3**

10:00 am - 11:15 am

**Consumer Self-Perception and Mindset - Competitive Paper Session, Verlst (2nd Level)**

*Chair: Raymond Lavoie, Merrimack College*

**Consumer Creativity: Breaking Your (Un)Creative Flow**

*Raymond Lavoie (Merrimack College); Kelley Main (University of Manitoba, Canada)*

The psychological state of flow offers a fruitful source of positive experiences for consumers. Flow experiences happen in a variety of consumption contexts, most notably those which leverage digital media (e.g. searching online, playing video games). Despite having well-established positive consequences, this research demonstrates that flow can also be negative. Across four studies in a
variety of consumption contexts, we demonstrate that experiencing flow decreases subsequent creativity. Our findings suggest that flow limits analytical thinking, in favour of path-of-least-resistance processing which carries over to the subsequent task, limiting creativity.

**Is Beauty Only Skin-deep? The Self-Confirming Effects of Physical Attractiveness Stereotype**  
*Youjung Jun (Columbia University, USA); Keith Wilcox (Columbia University, USA); Sandra Matz (Columbia University, USA)*

Although much research has shown how attractiveness perception plays out in social interactions, we examine the effects of self-perceived attractiveness on individuals’ stereotype-related behaviors. Specifically, we demonstrate the existence and self-confirming effects of a negative stereotype regarding physical attractiveness and intelligence (i.e., attractive people are less intelligent). Relative to those who have a modest view of their appearance, those who believe they are attractive perform worse on intelligence tests and consume less educational media, conforming to the negative stereotype. These effects are mitigated when people do not hold a negative attractiveness stereotype.

**Enjoyment Makes an Expert: The Impact of Enjoyment on Self-Perceptions of Expertise**  
*Daniel M. Zane (University of Miami, USA); Jacob Teeny (Ohio State University, USA); Anna Paley (Ohio State University, USA); Robert W. Smith (Ohio State University, USA)*

In addition to enjoyment being an output of the consumer experience, we demonstrate that consumers’ enjoyment also serves as an input for their perceptions of their own personal qualities. Specifically, we manipulate consumers’ perceived enjoyment and demonstrate that enjoyment of a task influences perceptions of expertise in the associated domain. We propose that this effect arises from a lay theory that consumers hold about the positive relationship between enjoyment and expertise. This work highlights an interesting and important antecedent of subjective expertise and offers theoretical and managerial implications across domains such as self-evaluation, gamification, and education.

**Joint Effects of Goal Specificity and Implemental-Deliberative Mindset on Green Consumption**  
*Xiaodong Nie (University of Texas at Arlington); Zhiyong Yang (University of North Carolina at Greensboro); *Min Zhao (Boston College, USA)*

This research examines how goal specificity and implemental-deliberative mindset jointly influence consumers’ green consumption. Three studies across different domains show that when an implemental mindset is activated, consumers with specific-number-goal (e.g., “to save $50” on utility bill) are more likely to choose green products that cost more but are energy-saving in the long run. However, when a deliberative mindset is activated, consumers with range-goal (e.g., “to save $30-$70” on utility bill) are more likely to choose such green products. The process underlying these effects is perceived importance of goal-relevant information (e.g., energy-saving).

**The Up-Side of Material Consumption: Exploring the Psychological Value of Material Goods - Symposium, Percival (2nd Level)**

Material possessions offer utilitarian and hedonic benefits, and that fact lends plausibility to the implicit promise that acquiring them will bring benefits to their owners, and while many consumers believe and anticipate that material consumption will increase their happiness—considerable evidence indicates that material consumption leads to less happiness than experiential consumption. Further, material (vs. experiential) consumption is associated with negative implications for interpersonal relationships and maladaptive consumption. But is all material consumption bad? This symposium presents cutting-edge
research demonstrating the benefits of material consumption, more closely looking at when and how material consumption results in more positive benefits for consumers.

Chair: Grant Edward Donnelly, Ohio State University, USA

The Psychological Value of Material Goods
*Joseph K Goodman (The Ohio State University, USA); Kathleen Vohs (University of Minnesota, USA)

Recently consumer psychology has focused on how consumption shapes happiness, consistently showing an experiential advantage—experiential purchases lead to more happiness than material purchases. Despite these advantages, consumers continue to purchase material goods. We explore this paradox and provide evidence that material goods reduce negative risk via four process: making negative outcomes less negative, guarding against negative evaluations of the self, guarding against impulsivity and providing residual social welfare, and having lower interpersonal risk. The evidence suggests neither marketers nor consumers should abandon the pursuit of material goods as they can offer important psychological value.

Some of the Best Things in Life Are Things
*Ryan Howell (San Francisco State University, USA); Tiffany Vu (University of Michigan); Darwin Guevarra (University of Michigan, USA)

There has long been a debate over whether money can buy happiness. A considerable amount of research suggests that people derive more happiness from experiential purchases compared to material ones. We present evidence suggesting that people also derive happiness from their material purchases. In three studies, we show that (1) people believe that allocating 19.08% of their discretionary income to material purchases will lead to happiness, (2) most material items provide people with high levels of happiness, and (3) consumer expectations and engagement play an important role in maximizing a material item’s hedonic benefits.

Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential Than Material
*Hyewon Oh (University of Illinois at Urbana-Champaign, USA); Joseph K Goodman (The Ohio State University, USA); Incheol Choi (Seoul National University, USA)

The experiential advantage suggests that experiential (vs. material) purchases provides more happiness. The present research questions this finding, suggesting it may, in part, be backwards. We propose that (1) consumers’ material-experiential perceptions are malleable, (2) happy consumers perceive their purchases as more experiential (vs. material) than their less happy counterparts, and (3) consumers can increase their well-being by practicing experiential framing. Four studies demonstrate that chronic and incidental happiness increases experiential perceptions, and that a change in abstract (vs. concrete) construal underlies the effect. The final intervention study demonstrates important implications of experiential perception: Practicing experiential framing increased consumer well-being.

Giving the Gift that is Most Appreciated: The Costs and Benefits of Time-Saving Gifts
*Grant Edward Donnelly (Ohio State University, USA); Ashley Whillans (Harvard Business School, USA)

Research evaluating gift-giving suggests that gifting experiences better enhances social relationships than giving material items. In the current investigation, we evaluate the effectiveness of giving the gift of time. We find that time-saving gifts result in greater happiness compared to material gifts because they reduce anticipated guilt of consumption. However, we find that time-saving gifts are not preferred in identity-relevant domains, where saving time might be an identity threat by preventing consumers from bolstering their identity through identity relevant tasks. Our results suggest that time-saving gifts
are generally appreciated, but provides evidence as to when time-saving gifts should be avoided.

When the Good Goes Bad and Efforts to Raise Charity Donations Backfire - Symposium, **Vernon (2nd Level)**

Competition in pursuing donations is fierce. Thus, organizations’ charitable appeals take many forms (Online websites, cause-related marketing, etc.) and they ask for all types of help (money, sponsorship, volunteerism, etc.). Nevertheless, it seems that crafting an engaging and effective appeal remains a significant challenge. This session presents four projects that shed light on several common mistakes that charitable organizations make. Taken together, these four projects demonstrate how common practices such as requesting monetary donations, sharing information about organizations’ financial decisions, allowing donors to choose their donation target or giving an incentive to donate might backfire and reduce overall donations.

**Chairs: Liat Levontin, Technion University, Israel; Danit Ein-Gar, Tel Aviv University, Israel**

The Fear of Making the Wrong Decision: The Need to Choose Between Donation Targets Decreases Donations

*Danit Ein-Gar (Tel Aviv University, Israel); Liat Levontin (Technion University, Israel); Tehila Kogut (Ben Gurion University, Israel)*

Many charitable organizations offer prospective donors the option to choose to whom to donate. We investigate the magnitude of “opting-out” – wherein prospective donors refrain from donating when asked to choose between donation targets. This effect is enhanced the more donation targets seem similar and is driven by the fear of making a wrong decision and can be attenuated when the target options have a differentiating cue that donors can use to justify their choice.

Risky Business: The Risk-Reward Tradeoff is Different for Charities

Rachel Gershon (Washington University in St. Louis); *Cynthia Cryder (Washington University, USA); Merriah Croston (Washington University, USA)*

This research finds that consumers penalize nonprofits that make risky (but high expected value) choices over safe (but low expected value) choices, yet they do not similarly penalize for-profit companies for taking similar risks. We find that this pattern occurs because consumers expect nonprofits to behave in a way that is beyond reproach morally, and thus they judge non-profits more harshly for violating morality norms via financial risk-taking. Such harsh judgments compromise the ability of non-profits to pursue innovation without exposing themselves to negative reputational concerns.

Opting-in to Prosocial Incentives

Daniel Schwartz (University of Chile); *Elizabeth Keenan (Harvard Business School, USA); Alex Imas (Carnegie Mellon University, USA); Ayelet Gneezy (University of California San Diego, USA)*

We examine the effect of prosocial incentives – where individuals’ effort benefits a charitable organization – on people’s decision to opt-in to an incentivized activity. To date, most research has focused on the effect of prosocial incentives on effort, assuming that participation in the activity (whether voluntary or mandatory) is certain. Across four experiments that vary in incentive size, we find that individuals are more likely to avoid activities that involve any prosocial incentive, even if the associated donation is optional.

My Money is Yours, but My Time is Mine: Inseparability of Consumption from the Self Increases Agency and Giving

*John Costello (The Ohio State University); Selin A Malkoc (The Ohio State University)*
University)
We introduce the inseparability of the self from the resource as a previously unexamined time/money difference. We suggest that giving separates givers from their money, but not from their time. In turn, while giving reduces agency over money, consumers retain agency over time even after giving. Across eight studies we demonstrate the implications of this asymmetry on perceived agency and subsequently on donation behavior. Our framework explains differences in giving time and money, demonstrates when and why other forms of donation might be attractive, and how people can use time donations to compensate for lack of control.

Better Together? How Sharing Consumption with Others Impacts Consumers’ Choices and Perceptions - Symposium, Sloane (2nd Level)
How do consumers share their consumption experiences with others? A key finding in prior work on shared consumption is that consuming the same content with another person provides social benefits such as feelings of connectedness, subsequently amplifying enjoyment of the shared experience (Raghunathan and Corfman 2006; Ramanathan and McGill 2007). Similarly, desire for social connectedness leads consumers to make choices congruent with the accompanying individual’s preferences (Dzhogleva and Lamberton 2014; Lowe and Haws 2014). While both forms of shared consumption are important, shared consumption can also occur in various other forms. In this special session, we present four papers that broaden the scope of shared consumption and expand its implications. The first paper, by McFerran and Argo, demonstrates that when two people engage in an experience together, one person might have enabled access to the experience for the other person. VIPs attending an event as part of preferential treatment can grant access to the same experience to a guest. In such a situation, a VIP (vs. guest) has strong (vs. weak) personal associations with the experience. Five studies show that guests can be more helpful to a firm than the VIPs themselves, as they feel more status during the experience and are more likely to spread WOM. The second and third papers investigate how simultaneity of experience impacts consumer perceptions. Shaddy, Tu, and Fishbach show that the sense of sharing an experience with another person can be fostered when similar events happen close in time, even if the events themselves are somewhat different. Across five studies, consumers prefer these two events to occur to them and another person on the same day, rather than on different days, particularly when the events are small in magnitude, positive in valence, and they like the other person. This effect is driven by consumers’ desire for social connection. The third paper, by Duani, Barasch, and Ward, investigates consumer preference for different formats of content on social media, such as live streamed versus prerecorded. Five studies show that consumers prefer and enjoy live streamed (vs. prerecorded) content more, because they think that many others would also be watching the same content, increasing perceived social connectedness. Finally, Kim and Ratner investigate how sharing one’s consumption choice with others impacts consumer choice. Across four studies, they demonstrate that anticipating another person will view what one has consumed, either because the audience is physically present for the consumption experience or the audience will learn about the experience on social media, increases consumers’ choice of hedonic (vs. utilitarian) options. This effect is driven by consumers’ desires to signal positive information about themselves, such as that they are having a good time and are fun people. This session enhances our understanding of how consumers share consumption with others by demonstrating novel approaches of defining shared consumption. Furthermore, this session also provides interesting marketing implications, such as whether firms should prioritize guests of VIPs and how social media impacts what people choose to consume and how they feel about their shared experiences.

Chairs: Nicole Kim, University of Maryland, USA; Rebecca Ratner, University of Maryland, USA

Felt Status, Social Contagion, and Consumer Word-of-Mouth in Preferential Treatment Contexts
**The Preference for Simultaneity: When Different Events Happen to Different People at the Same Time**

*Franklin Shaddy (University of California Los Angeles, USA); Yanping Tu (University of Florida, USA); Ayelet Fishbach (University of Chicago, USA)

We explore the preference for simultaneity, which we define as the preference for events that happen to the self and to close others to occur at the same time. We propose that people prefer simultaneity because it facilitates social connection. To that end, we find that people choose simultaneity, that this preference extends to negative events, and that this preference is bounded by the emotional impact of those events, such that it systematically decreases as positive and negative events increase in magnitude. The preference for simultaneity is further moderated and mediated by the desire to connect with others.

**Better Together? How Sharing Consumption with Others Impacts Consumers’ Choices and Perceptions**

*Nofar Duani (New York University, USA); Alixandra Barasch (New York University, USA); Adrian Ward (University of Texas at Austin, USA)

With the rise of peer-to-peer live streaming platforms, the consumption of live content is becoming more social than ever before. This change points to a previously neglected aspect of live content consumption: the interpersonal connection that bonds viewers with others who are simultaneously watching the same event in real time. Across five studies, we find that consumers enjoy the exact same experience more when watching it live versus prerecorded. This effect is driven by feelings of social connection, and operates above and beyond indeterminacy. Accordingly, consumers choose to continue watching live content longer than prerecorded content.

**Signaling Fun: Anticipated Sharing Leads to Hedonic Choice**

*Nicole Kim (University of Maryland, USA); Rebecca Ratner (University of Maryland, USA)

Across four studies, we find that consumers make hedonic (vs. utilitarian) consumption choices to signal having fun. In particular, consumers are more likely to choose hedonic options when their choice is visible to others, such as in the physical presence of others or when they anticipate posting about their choice on social media, compared to when it is not visible, such as when choices are made alone. This signaling motive is particularly relevant when the audience is someone whose evaluation is important to the consumer, such as a friend, or a person with whom the consumer envisions future interactions with.

**Revealing More Than We Might Realize: The Interpersonal and Strategic Impacts of Self-Disclosure Strategies** - Symposium, *Scarborough 3 (Lobby Level)*

Consumers and marketers alike often face situations in which they must carefully manage what information they withhold or disclose, and they employ a variety of strategies to share or avoid sharing information. The four papers of this session explore these strategies, identifying ways in which individuals often make errors in making disclosures or in withholding information, describing methods of disclosure that lead to more favorable impressions, and showing how to guide conversation partners to divulge information that they would otherwise rather withhold.
Ask-Bragging and Ask-Complaining: Feigning Interest in Others to Elicit Admiration and Sympathy
*Ryan Hauser (Yale University, USA); Alison Wood Brooks (Harvard Business School, USA); Michael I Norton (Harvard Business School, USA)
People often wish to share positive or negative information about themselves—bragging to elicit admiration or complaining to elicit sympathy—but subtly, not blatantly. We introduce an indirect strategy: asking one’s conversation partner to share something about themselves first (“How was your weekend?”), with the expectation that their partner will ask the same question. Ask-brags and ask-complaints are commonly deployed, but ineffective: recipients realize that ask-braggarts and -complainers are not interested in their response, but are merely setting up their own disclosure (“Mine was amazing”/“Mine was awful”)—and prefer those who straightforwardly brag or complain.

Hiding One’s Successes
*Annabelle Roberts (University of Chicago, USA); *Emma Levine (University of Chicago, USA); Ovul Sezer (University of North Carolina, USA)
Effective communication is an integral aspect of social life. Unsuccessful communication can hurt people or backfire in unintended ways. Across five studies (N = 1,625), we find that individuals often hide – rather than share – their successes from close others, and that such hiding is penalized in social interactions. We explore the underlying mechanism and find that hiding one’s success uniquely leads targets to make negative inferences about the communicator’s motives and beliefs. These results challenge prior research about the ubiquity of self-promotion and provide new insights into the consequences of hiding information in everyday communication.

The Impression Management Benefits of Humorous Self-Disclosure
*Brad Bitterly (University of Pennsylvania, USA); Maurice Schweitzer (University of Pennsylvania, USA)
Across six studies, we identify humor as a powerful impression management tool. In many domains, such as negotiations and interviews, individuals face a challenge with respect to disclosing negative information and managing impressions. In these settings, disclosures that reveal negative information can harm perceptions of warmth and competence. We demonstrate that the perceived veracity of a disclosure is lower when it is humorous than when it is not humorous, which has beneficial effects for perceptions of warmth and competence. We discuss the implications of humorous self-disclosure on interpersonal perception and impression management.

Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Phrasing on Deception
Julia A Minson (Harvard Business School, USA); *Eric VanEpps (University of Utah, USA); Jeremy A. Yip (Georgetown University, USA); Maurice Schweitzer (University of Pennsylvania, USA)
Information asymmetry exists across numerous consumer contexts, and the phrase “caveat emptor” even reflects the common perspective that buyers are responsible for asking questions to resolve these asymmetries. Across four experimental studies, we examine how different types of questions influence the veracity of people’s responses in situations of information asymmetry. We find that questions that presuppose a problem promote greater disclosure of past unethical behaviors, increase honest responses in face-to-face job interviews, and elicit more honest disclosures of damaging product information by sellers. Perceptions of the question-asker’s knowledge and assertiveness mediate this relationship between question type and honest disclosures.
Embody This: New Issues in Sensory Marketing - Competitive Paper Session, Scarborough 4 (Lobby Level)

Chair: Claire Tsai, University of Toronto, Canada

Bad Things Escalate and Good Things Satiate? A Reference Point Stickiness Perspective
Claire Tsai (University of Toronto, Canada); *Kailuo Liu (University of Toronto, Canada); Ruoning Li (University of Toronto, Canada)
This research illustrates that people adapt to positive events much faster than negative events. We attribute the phenomenon to people’s tendency to update their reference point faster in the domain of gains than losses. That is, experiences are coded as gains or losses relative to a point of comparison. When experiencing positive events, people adapt to them quickly and increase the reference point. The updating is much slower when encountering negative events. In six experiments, we demonstrated the asymmetric speed of hedonic adaptation and found support for the mechanism concerning stickiness of reference points. Data also ruled out alternative explanations.

Dumb Muscle: When and Why Physical Strength Increases Persuadability
*Irene Consiglio (Nova School of Business and Economics); Margaret C. Campbell (University of Colorado, USA); Stijn van Osselaer (Cornell University, USA)
Because physical strength reduces the perception of threats in the environment, we propose that individuals who feel stronger (vs. weaker) are less likely to detect persuasion threat in ambiguous situations (i.e., situations in which persuasion intent is not salient); this, ironically, makes them vulnerable to persuasion. However, when persuasion is salient, stronger people detect it and resist it. In sum, subtle persuasion attempts may go undetected among stronger individuals, however blatant persuasion attempts may backfire.

Look but Don't Touch! The Impact of Interpersonal Haptic Blocking on Compensatory Touching
*Christine Ringler (University of Alabama); Nancy J Sirianni (University of Alabama); Anders Gustafsson (Norwegian Business School (BI)); *Joann Peck (University of Wisconsin - Madison, USA)
This research investigates situations in which frontline employees deliberately restrict customers’ access to touch products, and how this understudied form of haptic blocking may increase customers’ downstream purchasing. While previous research examines the benefits of increased product touch, we look at temporarily blocking touch. Through two studies, we find that when an employee blocks a customer’s haptic perception, this motivates customers to engage in compensatory touching after the initial employee interaction has ceased and leads to significantly increased downstream purchasing. This process is explained by psychological reactance that results from a personally directed loss of customers’ freedom to touch.

Can’t Touch Me: The Effect of Loneliness on Preference for Haptic Consumption Experiences
*Elena Fumagalli (Universidad Torcuato Di Tella, Argentina); Jaehoon Lee (Southern Illinois University); L. J. SHRUM (HEC Paris, France)
Common wisdom suggests that feeling lonely prompts individuals to seek reconnection with others, such as through interpersonal touch. In the consumerism field, products and services are being designed to compensate for the lack of haptic interaction in mediated communication and online shopping. However, the present research shows that chronically lonely individuals avoid interpersonal touch and that investments in the field of haptics might be unwarranted. Specifically, we find that
lonely individuals report lower levels of interpersonal trust and of comfort with interpersonal touch, and that this discomfort spills over to lower preferences for in-store interactions and touch-related products and services.

**Plenary Speakers’ Keynote Address**

*11:30 am to 12:45 pm Harborside (River Street Level)*

**Friday Lunch & Presidential Address**

*12:45 to 2:00 pm Regency (2nd Level)*

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**Session 4**  
*2:15 pm - 3:30 pm*

**Sensory and Hedonic Influences: From Purchase to Disposal - Competitive Paper**  
*Session, Verlst (2nd Level)*

**Chair: Dionysius Ang, Leeds University Business School**

**All That Glitters Is Not Gold: When Glossy Packaging Hurts Brand Trust**  
Yegyu Han (Virginia Tech, USA); Mario Pandelaere (Virginia Tech, USA)

Compared to matte objects, glossy ones not only excel in drawing attention, but also lead to positive evaluations of consumers. Prior literature suggests that consumers’ attitudes towards glossy objects are tied to evolutionary needs to survive. Deviating from the literature that shows benefits of glossiness, we show that consumers evaluate a product in a glossy package as less trustworthy because they believe the use of a glossy package indicates a desperate attempt to draw consumers’ attention.

**Going My Way? The Effect of Perceived Lighting on Perceptions of Provision and Elimination**  
*Kevin L. Sample (University of Georgia, USA); Julio Sevilla (University of Georgia, USA)*

Consumers’ reliance on visual information is shown to be susceptible to the influence of perceived lighting directionality. Packaging and promotional cues evoke perceptions that interact with consumers’ anticipation regarding providing (e.g., energy drinks) and eliminating (e.g., odor removing spray) products. Specifically, products lit from above appear to be coming, whereas when lit from below they appear to be going. Consequently, products that provide are more preferred when lit from above due to consumers expecting a provider to come closer. Conversely, products that eliminate are more preferred when lit from below due to consumers expecting an eliminating agent to depart.

**Put the Chips & Candies First: How Food Assortments’ In-Store Positioning Can Make a Difference**  
*M Julie Verstraeten (Ghent University, Belgium); Maggie Geuens (Ghent University, Belgium)*

Nevertheless many retailers position fresh produce at the store entrance and indulgent food products more store-inwards, this research reveals that this practice instigates unhealthy purchases. In three studies consumers’ shopping baskets were unhealthier when they encountered healthy food assortments at the beginning (vs. end) of their shopping trip. We propose that this is due to will-power depletion and licensing, leading consumers to entitle themselves more unhealthy foods towards the end of their shopping trip. In light of the persisting obesity epidemic, this research presents an alternative approach to nudge consumers to healthier purchases.

**Consumer Disposal Decisions for Hedonic and Utilitarian Products**  
*Mustafa Karataş (Koc University, Turkey); Rabia Bayer (Koc University, Turkey);*
*Zeynep Gürhan-Canli (Koc University, Turkey)
We show that hedonic products are more likely to be recycled, whereas utilitarian products are more likely to be trashed. Different underlying mechanisms drive this effect. For hedonic products, whose consumption is associated with guilt, consumers tend to use recycling as a guilt-reduction mechanism. Consequently, providing consumers with a guilt reduction cue attenuates this effect for hedonic products. For utilitarian products, however, consumers’ disposal decision is driven by perceiving little value from recycling due to raw material degradation. Thus, trashing intentions for utilitarian products further increase when it is salient that the product is worn out.

Brands and Companies: Consumer Impressions and Reactions - Competitive Paper Session, Percival (2nd Level)
Chair: *Chi Hoang, Norwegian School of Management, Norway

Resolving Humorous Incongruity in Advertising Facilitates Impressions of Firm Competence
Chi Hoang (Norwegian School of Management, Norway); Klemens Knoferle (Norwegian School of Management, Norway); Luk Warlop (Norwegian School of Management, Norway)
In four studies, we show that humorous incongruity in advertising triggers inferences of increased advertiser competence in consumers who successfully decode the incongruity. A boundary condition for the effect of incongruity-resolution is advertising agencies – and not advertisers – being identified as the main source of humor. Process evidence suggests that the effect is driven by consumers projecting their own incongruity resolution competence to the advertisers. We discuss implications for the use of humor in impression management.

The Shame of It: Consumer Response to Transgressive In-Group Brand Behavior
Daniel Villanova (University of Arkansas, USA); *Ted Matherly (Oklahoma State University, USA)
Individuals with high self-brand connection respond to negative information about their brand by defending it, because the they view this information as a threat to themselves. When this negative information is transgressive brand usage by others, highly connected consumers maintain positive evaluations of the brand, but we argue they experience vicarious shame. Because they perceive these behaviors as reflecting poorly on themselves, they experience identity threat. We demonstrate these effects in four studies, showing that this negative experience also motivates highly connected observers to distance themselves from the brand, and observe actual distancing behavior in real-world data collected from Twitter.

Twins Raised in Different Families: An Integrative Framework to Bridge Brand Transgression and Service Failure-Recovery
Mansur Khamitov (Nanyang Technological University, Singapore); *Yany Grégoire (HEC Montreal, Canada); Anshu Suri (HEC Montreal, Canada)
Research on brand transgressions and service failure-recovery appear to study a similar phenomenon, yet both streams developed surprisingly independently and with limited reference to each other. In response, we synthesize the growing brand transgression and service failure-recovery literatures by systematically reviewing 203 articles across 21 years using a 10-dimension integrative conceptual framework. Along the way, we explicate complementary insights, future research avenues, and best practices to encourage consumer psychologists to contribute to the interface between these two managerially and theoretically important fields.

Numerosity Effects on Debt Payments, Price Promotions, Price Quotes, and Ranking -
Competitive Paper Session, *Vernon (2nd Level)*
Chair: **Tamanna Hussain**, prospective PhD student

**Minimum Payments Alter Debt Repayment Strategies Across Multiple Cards**
*Samuel David Hirshman (Chicago Booth); Abigail Sussman (University of Chicago, USA)*

The average US consumer holds about 4 credit cards, but fail to make repayment decisions optimally across cards. Data from the lab and field suggest consumers are sensitive to the importance of interest rates in debt repayment, but insufficiently so. Furthermore, we find that minimum payment requirements lead participants to be more likely to make suboptimal repayment decisions by encouraging them to put additional money towards each outstanding account. Our results suggest the presence of minimum payments may play a role in explaining economically anomalous behavior in debt repayment.

**Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts?**
*Celia Gaertig (University of Pennsylvania, USA); Joseph Simmons (University of Pennsylvania, USA)*

Past research suggests that offering an uncertain promotion, such as an X% chance to get a product for free, is more effective than providing a sure discount of equal expected value. In four studies (N = 6,713), we find that this is only true when the sure discount is small or when it feels small (because of the context or framing). Our findings suggest that people’s preferences for uncertainty are more strongly tethered to their perceptions of the size of the sure outcome than they are to their perceptions of the probability of getting the uncertain reward.

**Price quote Format and Inferred Artisanship and Marketing Orientation**
Shai Danziger (Tel Aviv University, Israel); *Liat Hadar (The Interdisciplinary Center Herzliya); Ran Kivetz (Columbia University, USA); Itzhak Gnizy (Ono Academic College)*

We propose consumers perceive contractors itemizing price quotes by final outputs (e.g., deck, lawn) rather than by inputs (e.g., labor and materials) as more likely to be artisans and to have a self-centered marketing orientation. the results of four studies demonstrate this effect is driven by consumers’ attributing a higher-level construal to contractors who itemize by final outputs than by inputs. Further, priming a favorable impression of artisanship in an ostensibly unrelated task increases consumers’ preference to hire a contractor that itemizes the price quote by outputs rather than by inputs.

**The Rank Length Effect**
Fengyan (Cindy) Cai (Shanghai Jiao Tong University); *Jieru Xie (Virginia Tech, USA); Rajesh Bagchi (Virginia Tech, USA)*

Rank lists often vary on the number of items ranked (e.g., Top 20 vs. Top 5). This research examines whether the rank length (e.g., Top 20 vs. Top 5) influences consumers’ evaluations of the ranked items (e.g., items ranked 1, 2, and so on). Across four studies, we show that all the ranked items are evaluated more positively in a list with more items (e.g., Top 20 vs. 5). However, the difference between items (e.g., 1st ranked vs. 3rd ranked item) will be smaller in the longer list (e.g., Top 20 list) than in the shorter one (e.g., Top 5).

**Social Media and Sharing** - Competitive Paper Session, *Sloane (2nd Level)*
Chair: **Dhruv Grewal**, Babson College, USA

**Managing Online Venti**: **The Impact of Temporal Distance on the Perception of Negative Online Reviews**
While research has shown evidence of a negativity bias when it comes to online reviews (i.e., discounting of positive information), we propose a situation wherein negative information is more likely to be discounted. Specifically, we propose that when online reviews exhibit “venting” (i.e., a combination of being negatively emotional and temporally close), they are more likely to be discounted as they will be seen as more emotional and less rational, causing the review to be attributed more to the reviewer than to the reviewed product or service. We examine this effect using real-world data and experiments.

**Bearers of Good News: Why Unhappy Customers Are Unlikely to Share Their Opinions with Brands**
*Chris Hydock (Georgetown University, USA); Zoey Chen (Miami University); Kurt Carlson (William and Mary)*

We examine how consumers’ attitude toward a brand affects their willingness to share with the brand. Research in word of mouth (WOM) suggests that consumer-to-brand sharing may be U-shaped, characterized by sharing from those with very positive and negative attitudes. We show a hockey stick-shaped relationship between attitude toward a brand and consumers sharing with the brand. This is caused by three underlying mechanisms. On the negative side of the attitude spectrum, countervailing effects of venting and an aversion to criticize result in a null relationship between attitude and sharing; on the positive side, reciprocity results in a positive relationship.

**Have You Heard the News?: How Consumer Narratives Change Through Retelling**
*Shiri Melumad (University of Pennsylvania, USA); Robert Meyer (University of Pennsylvania, USA); Yoon Duk Kim (University of Pennsylvania, USA); Ani Nenkova (University of Pennsylvania, USA)*

The process by why accounts of news events become distorted through retelling by consumers is investigated. Two experiments are reported in which participants summarize an original article, and these summaries then form the basis of new summaries that are successively created and passed along by other participants. The results suggest that as stories are retold they become increasingly altered by disagreeable personalization, where objective reporting gives way to negatively-slanted opinions about the topic. An explanation based on a theory of linguistic mimicry is provided.

**When Intention to Share on Social Media Increases Variety-Seeking: The Role of Self-Enhancement**
*Fei Jin (Peking University); Jingjing Ma (Peking University); David Dubois (INSEAD, France)*

This research proposes that calls to sharing a purchase with others can increase consumers’ tendency to seek variety. We further argue that this is because merely thinking about sharing a purchase with others heightens its potential social value and in turn the propensity to view and use variety as a signaling tool. Specifically, we propose that the effect stems (1) from increased self-enhancement and (2) is reduced (a) for purchases that are conspicuous (vs. inconspicuous) goods or (b) among experts (vs. non experts) in the consumption domain who tend to view and value less variety as a signaling tool.

**Paradoxes in Good Behavior and Social Signaling: When Ulterior Motives Pay Off and Good Intentions Backfire** - Symposium, Scarbrough 3 (Lobby Level)

Actors that engage in good (i.e., other-oriented and/or socially-positive) behavior often enjoy substantial benefits. However, these benefits do not always materialize: even seemingly good behaviors can backfire
if the actor is perceived as having ulterior motives. While extant research has established that good behavior can yield benefits so long as ulterior motives are not present, little work has examined cases in which this dynamic breaks down. This session expands our understanding of the relationship between good behavior, incentives, and associated benefits by exploring situations in which ulterior motives and positive outcomes coexist, and those in which seemingly well-intentioned behaviors backfire.

*Chairs: Jackie Silverman, University of Pennsylvania, USA; Ike Silver, University of Pennsylvania, USA*

Doing Good for Nothing: Motive Inferences from the Probabilistic Profits of Prosociality

*Ike Silver (University of Pennsylvania, USA); Jackie Silverman (University of Pennsylvania, USA)*

When do prosocial actors receive credit for their good behavior, and when are they seen as merely motivated by external rewards? Seven experiments (N=3,376) find that actors who do good with a small chance of earning a large reward (but a large chance of earning nothing) are viewed as more purely motivated, socially good, and likely to be prosocial in the future than those who do good for a small, certain reward of equivalent expected value. We argue that a willingness to do good despite a possibility of earning nothing signals motive purity, even when handsome rewards are also possible.

The Reputational Benefits and Material Burdens of Prosocial Referral Incentives

*Rachel Gershon (Washington University in St. Louis); Cynthia Cryder (Washington University, USA); Leslie John (Harvard Business School, USA)*

Companies frequently offer “selfish” incentives for customer referrals, incentivizing those customers directly for recruiting friends. However, companies can alternatively offer “prosocial” incentives that reward the referred friend. In multiple field and incentive-compatible experiments, we find that prosocial (vs. selfish) referrals result in more new customers. This pattern occurs for two reasons. First, at the referral stage, customers expect to receive reputational benefits when making prosocial referrals within their social network, thereby boosting performance of prosocial referrals. Second, at the uptake stage, the burden of signing up is high, and therefore referral recipients prefer to receive an incentive themselves.

Emotional Entitlement

*Stephanie Lin (Singapore Management University, Singapore); Tamar A. Kreps (University of Hawaii, USA)*

We find that consumers are viewed as being entitled to a certain amount of emotion commensurate with their personal investment in the emotion targets. For instance, consumers who have volunteered at a homeless shelter for only a short time are viewed as being entitled to lower intensity emotions at the shelter’s closure than long-standing volunteers. Thus, although showing emotions is linked with having moral characteristics such as being altruistic, consumers with low personal investment who show high intensity emotions are viewed as less moral. This is partially because they are seen as being socially manipulative.

The First Mover Motive Purity Advantage: On the Costs of Emulating Prosocial Initiatives

*Ike Silver (University of Pennsylvania, USA); Brooke Kelly (University of Pennsylvania, USA); Deborah Small (University of Pennsylvania, USA)*

Although emulating the prosocial behavior of others may seem intuitively appealing, we find that brands that do so face sharp reputational costs. Five studies testing participants’ reactions to real and hypothetical prosocial initiatives demonstrate that observers use order of entry as a signal of underlying motive purity. Follower prosocial brands are seen as having ulterior motives and evaluated
more negatively as a result. We also find that emulating another brand’s prosocial initiative is more harshly penalized than emulating their profit-maximizing initiative and that observers give more credit to brands that launch less impactful, but more original, prosocial initiatives.

**Machines and Humans - Competitive Paper Session, Scarbrough 4 (Lobby Level)**

*Chair: Christian Hildebrand, University of Geneva*

**Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking**

*Christian Hildebrand (University of Geneva); Anouk Bergner (University of Geneva)*

Robo advisors provide an automated process of risk profiling and portfolio management to private investors. The current work is the first to reveal that dialogue-based, or ‘conversational’, robo advisors cause greater levels of affective and cognitive trust compared to non-conversational robo advisors, and a more benevolent evaluation of a financial services firm. We further show that this benevolence attribution can lead to potentially detrimental consequences for consumers, such as selecting objectively incorrect portfolio recommendations that are inconsistent with their actual risk profile or to accept costly investment products that invoke larger annual management fees.

**When Virtual Reality Backfires on Reality: VR Reduces High Sensation Seekers’ Product Evaluation**

*Youjung Jun (Columbia University, USA); Jaeyeon Chung (Rice University, USA); Gita Johar (Columbia University, USA)*

Studying the downside of immersive virtual reality (VR) experiences, we find that using VR to promote a product may be ineffective for high sensation-seeking consumers. For these consumers, an immersive VR experience substitutes physical reality more easily and, thus, can satiate their need for stimulation from actual consumption experience. As a result, these individuals express less desire to use VR-promoted products in reality after having gone through a similar experience through VR.

**Augmented Reality Helps Low-Involved Consumers to Build Self-Brand Connection**

*Jaeyeon Chung (Rice University, USA); Youjung Jun (Columbia University, USA)*

Augmented Reality (AR) overlays digital data or images onto physical objects and have the two interact in real time. For example, consumers can shop online to see how a pair of sunglasses suit their face by virtually trying them. This technology, visually rich and interactive, helps consumers pre-experience a product. Three experiments reveal that AR is useful especially for less involved consumers, because it facilitates their consumption experience through temporal focus—attention to mentally travel along one’s past, present and future. The facilitation of temporal focus, then, translates into enhancing their brand loyalty and self-brand connection.

**Session 5**

3:45 pm - 5:00 pm

**Hedonic and Instrumental Emotion Regulation: The Good and Evil Effects of Negative Emotions - Symposium, Verlst (2nd Level)**

Prior literature has shown that negative emotions activate a hedonic need for mood repair, thereby increasing the desire to indulge in pleasure (i.e., hedonic emotion regulation). Negative emotions, however, also activate instrumental needs that increase the desire to engage in behaviors that help cope with challenges evoking negative emotions (instrumental emotion regulation). Across four papers we identify two factors that predict when negative emotions, including fear, anger, envy and guilt, encourage instrumental over hedonic regulation: 1) when the available means directly facilitate instrumental needs, and 2) when negative emotions increase self-awareness.
Understanding the Determinants of Hedonic versus Instrumental Affect Regulation
*Anthony Salerno (University of Cincinnati, USA); Chris Janiszewski (University of Florida, USA); Juliano Laran (University of Miami, USA)
Hedonic affect regulation occurs when consumers want to feel better, whereas instrumental affect regulation occurs when consumers use their affect to intensify goal pursuit. Although each affect regulation has been documented, it is not understood when each takes precedence. We identify affect type (incidental vs. integral) as a determinant of affect regulation within the context of negative affect arising from an unfulfilled need. Incidental affect encourages hedonic affect regulation because feeling better overrides need-based goal pursuit. Conversely, integral affect leads consumers to engage in instrumental affect regulation because the affect signifies the importance of addressing the unfulfilled need.

How Anger Influences Choice
*Shruti Koley (University of Virginia, USA); Caleb Warren (University of Arizona, USA); Suresh Ramanathan (Texas A&M University, USA)
Anger is experienced when consumers’ approach towards a reward is unfairly blocked. Thus, we predict that anger activates the desire to exert dominance, and increases preference for options that are associated with power or toughness, such as jobs that offer power, and products associated with toughness. Consequently, angry consumers are also more likely to exert self-control (e.g., study) when doing so increases their ability to exert dominance (e.g., find a job that offers power). However, while anger activates a need for dominance, we show that it does not activate other closely related needs, such as prestige, or status.

Benign Envy, Malicious Envy, and Self-Control
*Yunhui Huang (Hong Kong University of Science and Technology); *Jaideep Sengupta (Hong Kong University of Science and Technology)
This research hypothesizes that benign envy, as compared to malicious envy, heightens people’s private self-awareness, which in turn leads to improved self-control in domains unrelated to the source of envy. Results from four experiments provide support for our predictions, while outlining theoretically-derived boundary conditions as well as reversals of the basic effect. Collectively, these results contribute to both the envy literature (highlighting hitherto-unexamined effects of feeling benignly versus maliciously envious) and also the literature on self-regulation, by identifying a new antecedent of heightened self-control: benign envy.

Threatening Emotions: When Feelings Evoke Moral Self-Threat
Stephanie Lin (Singapore Management University, Singapore); *Taly Reich (Yale University, USA); Tamar A. Kreps (University of Hawaii, USA)
We find that consumers feel moral self-reproach (i.e., guilty) when they experience emotions that reflect poor moral character (e.g., not caring enough about others). This occurs whether the emotion is opposite in valence to a moral response (e.g., feeling happy at someone’s suffering; Study 1), or insufficient in intensity (e.g., not feeling sad enough after a natural disaster; Studies 2 and 3). We further find that the guilt that stems from insufficient caring for others can lead consumers to morally cleanse by engaging in prosocial behavior (Study 4).
Form of Recommendation Affects Closeness and Motivation
Lauren Grewal (Dartmouth College, USA); Peggy Liu (University of Pittsburgh, USA);
*Ernest Baskin (St. Joseph University)
In our research, we bridge the goals literature with the self-conscious emotions literature to hypothesize how, why, and when the form of goal pursuit recommendation that others provide has differing consequences. Across six studies, we compare “traditional” goal recommendations (recommending a goal-relevant product or service to others without mentioning an intention to try it oneself) with “concurrent” goal recommendations (recommending a goal-relevant product or service to others while mentioning an intention to try it oneself). We find that concurrent (vs. traditional) recommendations increase both interpersonal closeness and goal motivation due to a reduced self-conscious feelings.

The “Break-in” Effect: A Token Gesture Can Increase Task Initiation and Prevent Goal Abandonment
Adelle Xue Yang (National University of Singapore, Singapore); *Babu Gounder (University of Miami, USA); Rajesh Bagchi (Virginia Tech, USA)
Many goal pursuits fail at the initiation of the first task. Prior theories suggest that the adoption of a goal creates a virtual barrier in the mental representation between goal-relevant and goal-irrelevant tasks, which amplifies the perceived dauntingness of task initiation. We propose that a “break-in” token action, which perceptually breaks the virtual barrier, can increase the likelihood of task initiation by reducing the perceived dauntingness of the initial task. Four studies (N=1,018) including one field experiment demonstrate the effectiveness of these simple “break-in” tokens (e.g., random marks on task materials) and shed light on the underlying mechanism.

When Consumers Choose for Others, Their Preferences Diverge from Their Own Salient Goals
*Olya Bullard (University of Winnipeg)
Consumers frequently make choices and purchase products for other people (e.g., buying a gift for a friend). The current research investigates how choices made for others are influenced by consumers own salient goals. Results demonstrate that consumers prefer goal-incongruent products for other people to enhance the perception of their own progress toward the salient goal. Importantly, this effect cannot be attributed to misprediction of preferences or to a motive to select socially appropriate/desirable option.

Parenting Motivations, Source Attractiveness, and Advertising Evaluations
Jonathan Hasford (University of Central Florida, USA); *Aysu Senyuz (University of Central Florida, USA)
The authors extend research on source attractiveness in marketing communications by examining how parenting affects evaluations of advertisements featuring physically attractive models. Across five studies, individuals with a parenting motive were less favorable in their evaluations of ads featuring attractive sources. Based on the parenting/mating trade-off, activating a parenting motivation led individuals to perceive ads featuring attractive models as less personally relevant, ultimately reducing ad attitudes and purchase intentions relative to individuals without a parenting motivation. This research contributes to the persuasion literature by providing new insights on when the use of physically attractive models does not increase consumer preferences.

Time Effects in Goals and Perception - Competitive Paper Session, Vernon (2nd Level)
Chair: Kaitlin Woolley, Cornell University, USA
The Dissimilarity Bias: The Effect of Dissimilarity on Goal Progress Perceptions and
Motivation
*Kaitlin Woolley (Cornell University, USA); Marissa Sharif (University of Pennsylvania, USA)
We identify a dissimilarity bias in goal progress perceptions. When completed and remaining actions for goal attainment are perceived as dissimilar (vs. similar), people categorize their actions into units and anchor their estimates of goal progress on the fraction of units completed rather than actual progress. Consequently, people farther from their goal infer they have made more progress when completed and remaining actions are perceived as dissimilar (vs. similar); however, this pattern reverses when people are closer to their goal. We document consequences of this bias for motivation and persistence on behavior ranging from exercising to studying to debt repayment.

Now You See It, Now You Don’t!: How Ephemeral Messages Impact Viewing Behavior
*Yeon Jin Sung (University of Michigan, USA); Aradhna Krishna (University of Michigan, USA); *Ryan Elder (Brigham Young University, USA)
Ephemeral messages used in social media automatically disappear within a certain amount of time “after they are opened”. Our research shows that such ephemerality impacts “when” consumers open a message. This effect occurs even though ephemerality does not objectively change “until when” consumers can open the message, but only how long the message can be viewed once opened. Feelings of control moderate this effect, with lower (vs. higher) perceived control leading to earlier response from consumers. We also show that ephemerality has negative downstream consequences on attitudes and memory that arise from reductions in viewing time.

Translating Goals into Action: The Power of Fresh Start
*Rebecca Chae (University of Michigan, USA); Katherine Alicia Burson (University of Michigan, USA)
We investigate the role of “fresh starts” on consumers’ motivation to translate goals into action. While extensive literature has demonstrated a robust goal gradient effect, three studies provide evidence that perceptions of a fresh start (trait and state) are important boundary conditions of the goal gradient effect. Our experiments show that, the more individuals’ believe that they can start afresh, dates that mark a fresh start (e.g. 1st of month) can intensify goal gradient effects while non-meaningful dates can eliminate them.

Virtual Reality Experiences Decrease Time Pressure and Increase Patience
*Rafay A. Siddiqui (Hong Kong Polytechnic University); Seung Hwan (Mark) Lee (Ryerson University)
As Virtual Reality (VR) becomes more mainstream, it is worthwhile to investigate the downstream consequences of VR experiences. Here, we explore the impact of VR on time perception. Findings from four studies reveal that VR experiences reduce felt time pressure, and thereby increase consumer patience for larger delayed rewards. These findings contribute to the literature on time scarcity and intertemporal choice by introducing VR experiences as a novel antecedent to patience for delayed rewards, and in doing so provide an important insight into how VR experiences can affect consumer decision making.

Consumer Expectations about Food, Performance, and Firms' Actions - Competitive Paper Session, Sloane (2nd Level)
Chair: *Nico Heuvinck, IESEG School of Management, France
The "Healthy=Lighter" Heuristic
Nico Heuvinck (IESEG School of Management, France); *Yi Li (Macquarie Graduate
A series of five studies provide evidence for a “healthy=lighter” heuristic by showing that people infer food containing healthier ingredients to weigh less than food containing normal or unhealthy ingredients. In the meantime, people also use weight as a cue to signal products’ healthiness: lighter products are perceived as more likely to contain healthier ingredients compared to heavier products. We reveal that the calories estimate underlies this bidirectional relationship between weight and healthiness perception, while ruling out density as an alternative explanation. Furthermore, we demonstrate this heuristic has direct influences on consumers’ product choices, purchase intentions and willingness to pay.

**Put the Cookies in the Jar: Anticipating Food Consumption Decreases Enjoyment of Experiences in the Present**
*Emily Garbinsky (University of Notre Dame, USA); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands)*
Consumers often experience a delay between choosing food and consuming it. Whereas existing research documents positive consequences for the ultimate consumption of the delayed food, we show in five studies (three in the field) that placing food in front of the consumer during a delay elicits a negative effect on the current consumption experience (such as eating dinner, listening to music, evaluating art, and coloring). We propose that this occurs because the presence of food prompts mental imagery, which subsequently decreases consumer engagement with the current, focal consumption experience. In line with this, we document three boundary conditions.

**Sensory Placebo Effects: The Role of Sensory Signaling in Enhancing Marketing Placebos and Consumer Outcomes**
*Dan King (University of Texas Rio Grande Valley); Sumitra Auschaitrakul (University of the Thai Chamber of Commerce)*
We use an Interoceptive Sensory Signaling framework to demonstrate “Sensory Placebo Effects,” a superior form of placebo responding that occurs when a sensory signal paired with performance expectation is added to a placebo stimulus. We propose that when exteroceptive sensory stimulation is perceived as having interoceptive signal value by the cognitive system (i.e., a sensory placebo administration), people’s motor or cognitive performance improve even more than they would if they had received a standard placebo administration. The superiority of sensory placebo effects over regular (non-sensory) placebos is due to encoding and re-activation of placebo responding throughout a sensory-mediated task performance.

**Critical Condition: People Only Object to Corporate Experiments If They Object to a Condition**
*Robert Mislavsky (Johns Hopkins University); Berkeley J Dietvorst (University of Chicago, USA); Uri Simonsohn (ESADE Business School, Spain)*
Why have companies faced a backlash for running experiments? Academics and pundits have argued that it is because the public finds corporate experimentation objectionable. In this paper we investigate “experiment aversion,” finding evidence that, if anything, experiments are rated more highly than the least acceptable policies that they contain. In six studies participants evaluated the acceptability of either corporate policy changes or of experiments testing those policy changes. When all policy changes were deemed acceptable, so was the experiment, even when it involved deception, unequal outcomes, and lack of consent. Experiments are not unpopular, unpopular policies are unpopular.

**Doing Good by Going to this Session: Issues in Prosocial Behavior** - Competitive Paper Session, Scarbrough 3 (Lobby Level)
The Effect of Pre-Giving Incentives on Perceptions of Charitable Organizations and Donation Behavior
*Bingqing Yin (University of Kansas, USA); Yexin Jessica Li (University of Kansas, USA)
Charities often include monetary (e.g., coins) and non-monetary (e.g., greeting cards) pre-giving incentives in their donation request letters. Yet little is known about how donors respond to this marketing strategy. In five studies, including a large-scale field study, we demonstrate that low value monetary pre-giving incentives lead to lower donations than either comparable value non-monetary pre-giving incentives or no incentives, and low value non-monetary pre-giving incentives was no more effective than when no incentives are provided. This is because monetary pre-giving incentives evoke exchange norms, which leads the charity to be perceived as less communally oriented, resulting in lower donations.

It’s Mine, But I’ll Help You: How Psychological Ownership Increases Prosocial Behavior
*Ata Jami (Northwestern University, USA); Maryam Kouchaki (Northwestern University, USA); Francesca Gino (Harvard Business School, USA)
Consumers experience psychological ownership almost every day when they think about their possessions or when they acquire new possessions. Feelings of ownership has positive and negative consequences for individuals and the target of ownership. However, research has overlooked the effect of ownership on consumers’ behavior beyond the target of ownership. This research examines how feelings of ownership affect prosocial behavior. We propose and show that psychological ownership triggers changes in one’s self-esteem and enhances likelihood of engagement in prosocial behavior. We also show that materialism and mine-me sensitivity as individual differences are moderating the effect of ownership on prosocial behavior.

Influence of Social Norm Information About Imbalanced Spending of Time Versus Money on Prosocial Spending Intentions: Role of Social Connection and Self-Sufficiency Motivations
*Chien-Wei Lin (SUNY Oneonta); Kalpesh Kaushik Desai (University of Missouri-Kansas City)
Six studies show that social norm information of imbalanced spending of time (vs. money) is more irksome, results in greater corrective action which then enhances happiness with budgeting decisions. Serial mediation analysis reveal that relative influences of competing motivations of social connection and self-sufficiency mediate the above results.

Where Beauty Meets Ideology: Why Conservatives (But Not Liberals) Lend More Generously to Attractive Borrowers
*Rhiannon MacDonnell Mesler (University of Lethbridge, Canada); Bonnie Simpson (Western University, Canada); Jennifer J Argo (University of Alberta, Canada)
In 3 studies, we examine the role of borrower attractiveness and consumer political orientation on lending behavior. Using real microlan campaigns from around the world (study 1), we show that attractiveness significantly predicts campaign success (a main effect of attractiveness is replicated in studies 2 and 3). Studies 2 and 3 test our moderation, finding that only conservatives (vs. liberals) lend more generously to attractive (vs. unattractive) borrowers. We further show (study 3) that this effect is due to attractiveness triggering a heightened status salience among conservatives (vs. liberals), and rule out alternative theoretical accounts.
Financial Scarcity and its Effects on Affect, Cognition, and Choice - Symposium, Scarbrough 4 (Lobby Level)

In America alone, some estimates suggest that 95 million individuals - almost one in three - live close to poverty (defined as living within 200% of the poverty line; US Census Bureau, 2016). While much research has examined whether money makes people happy (e.g. Kahneman & Deaton, 2010), it is only more recently that consumer researchers have begun to ask what other psychological effects financial scarcity may have. A growing body of literature suggests that scarcity can have a number of psychological effects, not only for those in objective scarcity, but even relative scarcity (e.g. Shah, Mullainathan, & Shafir, 2012). Despite increasing interest in this research topic, there are still many open questions regarding the cognitive and affective consequences of scarcity. What are the effects of childhood scarcity, and how do they carry on into adult well-being and decisions? How does scarcity change the ways that individuals view and experience well-being? How does scarcity shift preferences and decision-making? The current session aims to shed light on these questions. Four papers investigate the cognitive and affective consequences of financial scarcity. Papers 1 and 2 examine the effect of childhood financial scarcity on adulthood well-being and decision-making. Whillans et. al. show across four studies that individuals who grew up in communities with higher income inequality, a driver of subjective scarcity, are more likely to base their self-esteem on financial success, which ultimately leads to lower well-being. Two additional experiments reveal the role of social comparisons in this process. In Paper 2, Hamilton, Thompson, and Banerji find that decision makers socialized in low (vs. high) socioeconomic status environments (i.e. who experience childhood financial scarcity) exhibit more resilience in response to choice restriction, including greater persistence in waiting for an initial choice after temporary restrictions, and greater flexibility in shifting preferences away from the initial choice after permanent restrictions, across three studies. Papers 3 and 4 explore the adaptive ways that adults deal with financial scarcity, by finding ways to transcend their present circumstances. In Paper 3, Sharma, Tully, and Appel find that financial scarcity increases consumers' desire to believe in the extraordinary - specifically, superheroes - as a means of coping with the threat of financial struggles, using large datasets and lab experiments. In Paper 4, Catapano, Quoidbach, Mogilner, and Aaker find that individuals experiencing objective or subjective financial scarcity rely more on meaning as an important source of happiness, using both large-scale datasets spanning 500,000+ individuals worldwide, and a preregistered experiment manipulating feelings of financial scarcity. Together, these papers shed further light on the cognitive and affective consequences of financial scarcity, whether in childhood or adulthood, and how these consequences can sometimes be adaptive for individuals. We believe this session will facilitate discussions and collaborations that can generate valuable insights for researchers, marketers, and policy makers who aim to help low income consumers. We expect this session to appeal to a broad audience, including researchers interested in financial scarcity, well-being, choice, and resilience.

Chair: Rhia Catapano, Stanford University, USA

Income Inequality in Childhood Predicts Financial Contingency of Self-Worth and Well-Being in Adulthood
Ashley Whillans (Harvard Business School, USA); Lora E Park (University at Buffalo, The State University of New York); Han Young Jung (University at Buffalo, The State University of New York); Kristen Schultz Lee (University at Buffalo, The State University of New York); Deborah E. Ward (University at Buffalo, The State University of New York); Kristin Naragon-Gainey (University at Buffalo, The State University of New York); Paul K. Piff (University of California Irvine, USA)
Can exposure to income inequality during childhood predict happiness decades later? Across 4 studies, adults who grew up in more unequal US counties were more likely to base their current self-esteem on
financial success, undermining well-being. Social comparisons played a role in this process. Participants who received feedback indicating that their income was lower (vs. higher) than others (Study 5), or made more financial comparisons in daily life (Study 6) felt more disadvantaged and, in turn, based their self-esteem more on financial success, lowering well-being. Together, this work advances understanding of how early experiences of inequality shape self-worth and well-being.

Low Childhood Socioeconomic Status Predicts Resilience in Response to Choice Restriction
Deborah V. Thompson (Georgetown University, USA); *Rebecca Hamilton (Georgetown University, USA); Ishani Banerji (University of Texas at San Antonio, USA)

We examine how individuals with different levels of childhood socioeconomic status respond to choice restriction. Building on prior work showing that perceived agency differs by socioeconomic status, we hypothesize that decision makers socialized in low (vs. high) socioeconomic status environments will exhibit more resilience in response to choice restriction. In three studies, lower childhood socioeconomic status predicted greater persistence in waiting for an initial choice when the restriction was temporary and greater flexibility in shifting preferences away from the initial choice when the restriction was permanent.

Seeking the Extraordinary: Financial Well-being and Interest in Superheroes
*Eesha Sharma (Dartmouth College, USA); Stephanie M. Tully (University of Southern California, USA); Gil Appel (University of Southern California, USA)

Financial well-being is fundamental to people's lives and overall well-being. Despite its importance, research is just beginning to uncover its effects on consumer preferences. The current work proposes that lower financial well-being increases consumers' desire to believe in the extraordinary as a means of coping with the threat of financial struggles. We examine this by exploring how financial well-being impacts interest in superheroes—arguably the most prototypical and mainstream symbol of "the extraordinary" in consumers' lives. Google search trends, Facebook activity, and controlled lab studies demonstrate that lower financial well-being increases relative interest in superheroes versus other genres.

Wealth Shapes the Link Between Meaning and Happiness
*Rhia Catapano (Stanford University, USA); Jordi Quoidbach (ESADE Business School, Spain); Cassie Mogilner (University of California Los Angeles, USA); Jennifer Aaker (Stanford University, USA)

Does wealth shape the nature of happiness? Across three large-scale datasets spanning 500,000+ individuals across 123 countries, and a preregistered experiment, we examined the relationship between meaning and happiness for individuals at different levels of wealth. Whether based on objective (Studies 1 and 2) or subjective wealth (Studies 3 and 4), we found that meaning is a more important source of happiness for the poor than for the wealthy, an effect that was replicated when financial scarcity was manipulated (Study 4). Collectively, these results suggest meaning and happiness tend to go hand in hand, particularly among those with scarce resources.

Journal of Consumer Psychology Associate Editor Meeting
4:00 to 5:00 pm Scarbrough 5 (Lobby Level)

Journal of Consumer Psychology Editorial Review Board Meeting
5:00 to 7:00 pm Scarbrough 1-2 (Lobby Level)

1.1 If You Work It, Flaunt It: Conspicuous Displays of Exercise Efforts Increase Mate Value
Jolien Vandenbroele (Ghent University, Belgium); Anneleen Van Kerckhove (Ghent University, Belgium); Maggie Geuens (Ghent University, Belgium)
Why do people love to share their running routes on social media? This paper proposes that conspicuous displays of exercise efforts are a self-promotion tactic that increase mate value. In a first study we show that the signal is perceived as an indicator of health, which establishes a human mate preference. Because of higher inferred healthiness, senders are attributed a higher mate value. In line with this theorizing, we demonstrate in a second study that activating a mating motive increases senders’ desire to ensure that workout posts (but not non-workout posts) are noticed by potential mates.

1.2 Mating Motives and Arrogant Advertising
Jonathan Hasford (University of Central Florida, USA); Aysu Senyuz (University of Central Florida, USA)
While arrogance is widely considered to be a negative personality trait, the authors explore when the use of arrogance in persuasive appeals can enhance consumer attitudes. In 2 studies, the authors demonstrate that individuals with a relationship formation motive have more favorable attitudes and higher purchase intentions towards products and brands that emphasize arrogance in their marketing communications. This effect emerges from an enhanced acceptability of signaling one’s status during relationship formation that is not observed when individuals possess other relationship motives (e.g. relationship maintenance) or when relationship motives are not salient.

1.3 Algorithm Attraction Versus Aversion: The Role of Self-Efficacy of the Decision Maker.
Gizem Yalcin (Erasmus University Rotterdam, The Netherlands); Anne-Kathrin Klesse (Erasmus University Rotterdam, The Netherlands); Darren W. Dahl (University of British Columbia, Canada)
Nowadays algorithms are used to generate recommendations in numerous areas, including those that are pure matter of taste. Across three studies and in two domains (e.g., brand names, travel routes), we demonstrate that consumers value the same recommendation or service differently depending on the framing of its recommender—an algorithm versus human expert—and their own perceived level of expertise: individuals who perceive themselves as possessing expertise (versus lacking expertise) in the focal domain are likely to value a recommendation more when it is framed to be generated by an algorithm (versus a human expert).

1.4 How Written Customer Feedback Influences the Feedbacking Customers’ Evaluations, Attitudes and Intentions
Matthias Fuchs (University of St. Gallen, Switzerland)
Does the way customer feedback is measured influence customers’ evaluations of the consumption experience as well as attitudes and intentions towards the seller? Evidence from my experimental study shows that written customer feedback causes participants to dampen their evaluations, increase their likelihood to broadcast their experience and lead them to perceive a stronger tie to the seller. This work has broader impacts for the theory of mere measurement, research concerning customer feedback, and for practitioners collecting customer feedback.

1.5 Don’t Talk, Text: Modality in Consumer Interactions with Human versus AI Agents
This research examines when and why consumers might trust to divulge their personal information to AI agents (e.g., Alexa, customer service chatbots) more than human agents. We predict and find that while human agents are more persuasive in voice interactions, AI agents can be superior to humans in text-based conversations. Source credibility perceptions drive the effects of communication modality (textual vs. vocal speech) on preference to share personal information with an AI versus human agent.

1.6 A Cause for Contagion: The Impact Contagious Beliefs on Cause Marketing Effectiveness
Kirsten Cowan (NEOMA); Katina Kulow (University of Louisville); Mina Kwon (University of Louisville)

The current research examines the duality of cause logos, specifically how negative thoughts elicited by cause logos (e.g. fears or concerns associated with the cause) undermine cause marketing effectiveness despite their seemingly positive nature as a result of beliefs of product contamination. Our findings support that inclusion of cause logos on products result in decreased evaluations due to a transfer of negative essence from the cause logo to the product, especially for consumers with contagion beliefs.

1.7 How Loneliness Affects Preferences for Social Information
Youjung Jun (Columbia University, USA); Rachel Meng (Columbia University, USA)

Despite the prevalence of social media and the ease of interpersonal communications, loneliness persists in modern society. This research explores the influence of loneliness on consumers’ preference for social information. Lonelier consumers evaluated the same products more positively when advertised on social media platforms (e.g., Instagram) than nonsocial ones. This may be linked to a greater reliance on social media in general, leading them to spend more time chatting with others on social media and to feel more disappointed when few people have reacted to their posts.

1.8 Perceived Ownership and Online Shopping Repositories
Ashley Angulo (Carnegie Mellon University, USA); Helen Colby (Indiana University, USA)

Consumers indicate their purchase intentions in online retail marketplaces using an array of different systems ranging in the level of commitment. In addition to the icon of the repository (e.g. cart vs. bag), online marketplaces vary in the amount of possessive language they use to describe the icon (e.g. your cart vs. the cart vs. name’s cart). Across three studies we find that both the icon of the repository and the possessive language used to describe it have a significant impact on consumer perceived ownership and subsequent purchase intentions.

1.9 The Effects of Ad Format and Ad Category On Branding: Insights from Neuroscience
Han Chen (Temple University, USA); Vinod Venkatraman (Temple University, USA); Angelika Dimoka (Temple University, USA); Paul Pavlou (Temple University, USA)

Companies devote a significant portion of marketing budgets on advertisements that seek to keep their brands at the front of consumers’ mind. In the current research, we sought to elucidate the relative effectiveness of ad format (print versus digital) and ad category (functional, emotional, and metaphorical) on key measures of branding (e.g., brand recall, brand recognition and brand attitudes) using a multi-methodological approach (eye-tracking, fMRI, and behavioral studies). We demonstrate that print ads outperformed digital ads, and metaphorical ads outperformed functional and emotional ads across a variety of brand measures with significant implications for brand marketers.

1.10 Strength in Differences, Not Similarities: The Effect of Incongruency on Social
Despite their prevalence in social media, research on the effects of emojis on brand evaluations remains limited. In three studies, we demonstrate that when a brand uses an emoji skin tone that is incongruent with its perceived targeted audience, brand evaluations and purchase intentions are increased. Perceived inclusion underlies the effect of emoji color on evaluations. We also show that promoting a tweet can reverse this effect. Our findings contribute to research on advertising, social media, and moral foundations theory. Additionally, we provide practical insights for managers in the use of emojis on social media.

1.11 This Paper is Not for Everyone: Framing, Perceived Exclusivity and the Self-Brand Connection
Karen Wallach (Emory University, USA); Ryan Hamilton (Emory University, USA); Morgan Ward (Emory University, USA)
We find that consumers respond more favorably to communications framed to exclude non-relevant others than they will to otherwise equivalent ads framed to include themselves. We attribute this more favorable assessment to an increased self-brand connection, which mediates the increased purchase intent.

1.12 Smile or Not? It Depends on the Status
Meng Liu (University of Cincinnati, USA); Ruomeng Wu (University of Cincinnati, USA); Frank R Kardes (University of Cincinnati, USA)
Smiles are widely believed to result in positive consequences. This research demonstrates that smile only leads to favorable impressions when it is associated with a low-status resource; it has no positive impacts when associated with a high-status resource. A person/emoji displaying a broad smile, compared to a slight one, is perceived as more confident and thus more favorable. The effects emerge only when the person/emoji has a high social status or is associated with a high-status brand. Findings of this research have important managerial implications.

2.1 Do Maximizers Maximize Across Domains? Evidence that Maximizing Transcends Decisions
Michail D. Kokkoris (WU Vienna University of Economics and Business)
Do maximizers maximize across decision domains? The current research provides a direct test of an assumption underlying the consumer decision-making literature on maximizing by examining the association between trait maximizing, measured with a content-free scale, and domain-specific maximizing, measured in a wide range of decisions (consumer goods, services and experiences, life decisions). Results of a study at two time points (Study 1) and a high-powered pre-registered cross-sectional replication (Study 2) showed that trait maximizing was associated with higher maximizing tendencies across a wide range of decision domains, although less so in experiential domains.

2.2 Attitudinal Valence Framing on Choice Confidence and Willingness to Pay
Daniel Rovenpor (Ohio State University, USA); Jacob Teeny (Ohio State University, USA); Richard Petty (Ohio State University, USA)
Building on the framing effects literature, we introduce valence framing to marketing research, where we examine how basing one’s preference (e.g., preferring iPhones over Android phones) in terms of
opposition (being anti-Android) versus support (being pro-iPhone) can produce different consequences. Specifically, across two studies we show that basing one’s preference on opposition (vs. support) results in greater choice confidence and higher willingness to pay for the preferred product. With this work, we also rule out a potential confound in previous valence framing studies by methodologically matching the evaluative extremity of the non-preferred option to that of the preferred one.

2.3 Consumer Overinvestment in Capacity
Adrian Ryan Camilleri (University of Technology Sydney); Samuel A. Swift (Bowery Farming); Richard P. Larrick (Duke University, USA)
Consumers often invest in more capacity than they need: they buy homes with too many rooms, cars with too many seats, and more food than they can eat. Numerous negative financial and environmental consequences arise due to over-investment in capacity. We develop a novel game capturing many of the elements associated with a consumer’s capacity purchase decision. Observations from our game demonstrate that people do over-invest in capacity and, as a result, fail to maximize their theoretical profit level. The degree of capacity over-investment depends on the actual as well as the perceived shape of the demand distribution.

2.4 Learning From Your Mistakes: Can Elderly Consumers Outperform Younger Consumers in Unfamiliar Product Contexts?
Ashley Goerke (Independence Blue Cross); Eric Eisenstein (Temple University, USA); Maureen Morrin (Temple University, USA); Ning Ye (Temple University, USA); Ayalla Ruvio (Michigan State University, USA)
In this research, we investigate the effects of age on experiential learning in a simulated market. We find that although older consumers initially exhibit decreased performance that is consistent with popular conceptions of elderly cognitive decline, eventually they outperform their younger counterparts.

2.5 It Must Be Luck! The Impact of Superstitious Events on Memory
Kara Bentley (Chapman University); Katina Kulow (University of Louisville); Priyali Rajagopal (University of North Texas)
In the current research we argue that the perceived influence of superstitious agents, such as luck or karma, during a consumption experience can lead to weaker memories of the experience, particularly for people who prescribe to such beliefs. Further, we argue that this effect occurs because the perceived presence of superstitious agents can lead to an increased understanding of the experience itself. Lastly, we argue that this effect has important implications as past research has shown a strong correlation between memory strength and evaluations of an experience. Thus, weaker memories could further lead to lower evaluations of a consumption experience.

2.6 What??!! I Cannot Get It from You??!! I Will Get It from Your Competitor Instead! When Product Scarcity Leads to Anger and Brand Switching
Alessandro Biraglia (Leeds University Business School); Bryan Usrey (University of East Anglia)
Brands often use scarcity promotions to increase sales. However, little is known regarding what happens when consumers do not get a scarce product. In four studies we show how consumers exposed to scarce promotions (but failing to get the desired product) show higher intentions to switch to a competitor brand. The effect is mediated by the anger consumers feel by not getting the product.

2.7 Service Robots: Boon or Bane?
Pavan Munaganti (Washington State University, USA); Babu John Mariadoss
Rapidly evolving technology is steadily altering the servicescape. On the one hand, organizations are either replacing or substituting human frontline employees with automated service robots, while on the other hand, customers are having to acclimate themselves with non-human interactions. Two studies suggest that robot (vs. human) frontline employees elicit lower levels of perceived warmth amongst customers, which then results in lower levels of perceived trustworthiness, and ultimately in diminished customer service experience.

2.8 Patterns, Essence, and Predictability: A Psychological Essentialism Account of Aged Objects
Nathanael S. Martin (University of Cincinnati, USA); *Noah VanBergen (University of Cincinnati, USA)
Consumers place great value on predictability and control. The present research uses this launching point to investigate consumers’ valuation of objects whose history may involve distinct patterns. As “patterns” are discernible regularities that offer predictability, we study both how consumers value objects with a more or less patterned history, and how preferences for older (vs. newer) objects are affected by the extent to which predicting patterns is important. Our conceptualization is based on drawing parallels between psychological essentialism and the concept of patterns. Two studies offer initial support.

2.9 When People Prefer Ambivalent Products—Examining the “Too Good to be True” Effect
Geoffrey Royce Oates Durso (Vanderbilt University, USA); *Robert W. Smith (Ohio State University, USA)
Consumers are averse to ambivalent products—including, for instance, products which perform well on one dimension but comparably poorly on another. At the same time, consumer life is full of tradeoffs—unhealthy food is tastier, higher-quality products are more expensive, and bigger and faster vehicles lack fuel efficiency. We illuminate this inconsistency by demonstrating that category experts, who best understand the trade-offs across dimensions within a product category, actually have a lower willingness to purchase univalently positive products, which seem too good to be true. Ultimately, the most profitable and influential customers (category experts) are also the most skeptical.

2.10 Party Over Product: Do People Use Political Cues When Choosing Consumption Experiences?
Justin Pomerance (University of Colorado, USA); Leaf Van Boven (University of Colorado, USA)
Today’s marketplace is becoming increasingly politicized, as evidenced by more and more firms publicly taking sides on various political issues. This working paper investigates how consumers respond to the presence of political information when judging and choosing consumption experiences. Specifically, we test whether people prefer consumption experiences that match their partisanship, exercising a political-match heuristic when making choices for themselves and for others. Three studies demonstrate (i) that people have a slight preference for consumption experiences that match their political preferences, and (ii) that people believe others have a strong preference for consumption experiences that match their political preferences.

2.11 Fun versus Boring: Asymmetry in Perceived Spending Levels
Therese Louie (San Jose State University, USA); Marissa Yoshie Hatsume Nishijima (San Jose State University, USA)
In terms of the expense, spending $50 a week for commuting and another $50 for weekly happy hour should be perceived equally. Yet, it is proposed that consumers overestimate their level of spending on necessities, and underestimate their degree of nonessential purchasing. Participants made estimates for their spending in essential categories such as shelter and transportation, as well as for nonessential categories such as recreation. They then recorded their expenses for three weeks. Preliminary results show stronger support for the overestimation of necessities than for the underestimation of nonessentials.

2.12 Influence of Product Spacing on Consumer Choice in Crowded Assortments
Ana Scekic (HEC Paris, France); Selin ATALAY (Frankfurt School of Finance and Management, Germany); Cathy Liu Yang (HEC Paris, France); Peter Ebbes (HEC Paris, France)
We explore the influence of assortment size and of spacing between products on consumer choice. Choosing a product from a large (i.e., crowded) assortment is not easy. We investigate whether the choice difficulty in large assortments is due, in part, to a visual overload, and whether it can be reduced by manipulating the visual elements of the assortment. We provide initial evidence that, in crowded assortments, distancing the products on the shelf from one another leads to greater perceived variety in the assortment, and to a choice experience perceived as easier.

2.13 Who Likes Secondhand Goods?
Meng Liu (University of Cincinnati, USA); Ruomeng Wu (University of Cincinnati, USA); Frank R Kardes (University of Cincinnati, USA)
The current research examines the relation between one’s beliefs about virginity – the degree to which they believe virginity is important – and preference for new versus used products and its underlying process. Four studies show that consumers who believe virginity is important prefer new to used products because they perceive the purity of a product as more important than its price. Virginity beliefs also vary as a function of culture, resulting in consistent cultural differences. Our findings offer novel insight into virginity beliefs, their impacts on preference and choice, and the potential for differentiated strategies and predictions of different cultural populations.

3. Affect, Aesthetics, and Sensory Marketing - Working Paper Session, Harborside (River Street Level)
3.1 Product Reflections in Ad Frames and Consumer Brand Credibility Perceptions
Nazuk Sharma (Fairfield University); Marisabel Romero (Colorado State University)
Visual art, experimental psychology, and vision research streams document that consumers hold a general sense of uncertainty regarding object reflections. Yet, in marketing, the impact of incorporating product reflections in advertisements has not been examined. The current findings reveal that the presence (vs. absence) of product reflections has negative implications for brand credibility, which translates into lower purchase intentions. Product reflections lower brand credibility by reducing perceived truthfulness of the information presented. These findings can guide marketers in their decisions to use product reflections in brand advertising appropriately instead of simply relying on their aesthetic dispositions.

3.2 Tackling Over-Consumption: How Proximal Depictions of Unhealthy Food Products Influence the Consumption Behavior
Sumit Malik (IE Business School, IE University, Spain); Ayse Eda (IE Business School, IE University, Spain); Kriti Jain (IE Business School, IE University, Spain)
Exposure to food pictures has been shown to influence an individual’s taste perception, product liking and purchase intentions. We extend this literature by exploring the effect of food depictions that vary
on spatial distance within an ad visual. Our research shows that proximal depiction of unhealthy (but not healthy) food products can increase an individual’s desire to eat upon one-time exposure to the ad picture. However, multiple exposure to similar depictions might reverse this effect due to satiation. This effect can be explained by the higher perceptions of tastiness evoked by proximal depictions of unhealthy food products.

3.3 Affective Debriefing in Experimental Consumer Psychology Research Employing Deception
Claudiu Dimofte (San Diego State, USA)
Conventional experimental debriefing reveals to study participants the true nature of the presented claims, discrediting study-induced impressions. Debriefing is critical when actual brand names are employed in studies that manipulate consumers’ related perceptions, with the potential to impact both consumer and brand welfare. Several studies show that conventional debriefing (i.e., cognitive invalidation) is generally inadequate as it cannot undo experimentally-induced false beliefs. Affective debriefing (i.e., affective invalidation) is offered as an alternative that several studies show is superior at restoring respondents’ pre-study perceptions. It entails providing study participants post-hoc with stimuli-related information, but of opposite valence.

3.4 Color-Diversity Appeal Effects on Consumer Emotion and Attitudinal Responses
Hsuan-Yi Chou (National Sun Yat-sen University); Xing-Yu (Marcos) Chu (Nanjing University); Yi-Wen Tzau (National Sun Yat-sen University)
Many companies have produced different-color versions of the same product to attract a wider consumer base. However, associated product ads often display either just one of the colors or a wide range of available colors. The effect of color-diversity appeal in advertising is under-researched. With two experiments, this study demonstrates the favorable effect of color-diversity appeal of advertised products on consumers’ pleasure emotion, arousal emotion, ad attitude, product attitude, and purchase intention. Building on the FCB model, it also shows how consumer product involvement and thinking style (rational/emotional) moderate the color-diversity effect.

3.5 Matching the Ad to the Mood: The Effects of Mood States and Message Appeals on Information Processing and Advertising Persuasiveness
Jie(Doreen) Shen (University of Illinois at Urbana-Champaign, USA)
This study investigates how individuals’ mood state influences their evaluation of ads in different message appeals. A 2 by 2 factorial experiments were conducted to examine how positive/negative mood states and experiential/utilitarian ad appeals influence participants’ information processing, attitudes toward the ad, and purchasing intentions. The results showed significant interaction effects between mood states and message appeals: participants who were in a positive mood preferred experiential ads, whereas participants who were in a negative mood preferred utilitarian ads.

3.6 The Effect of Feeling Powerful on Consumers’ Preference for Cold/Warm Products
Sheng Bi (Washington State University, USA); Andrew Perkins (Washington State University, USA)
This research examines the effect of feeling powerful on consumers’ preference for cold versus warm products. Across four studies, we show that feeling powerful increases individuals' preference for cold temperature products or experiences than warm products or experiences. Specially, we suggest feeling powerful strengthens individuals’ motivation to keep social distance, which increases their preference for cold products than warm products. The present paper takes a different approach, examining the effects of power through the lens of embodied cognition. Theoretical and managerial contributions are discussed.
3.7 Materialism, Emotion and Disposal: Examining the Duality of The Good and The Evil
Jessica Keech (Franklin and Marshall College); Jeffrey Podoshen (Franklin and Marshall College)
This research explores the role consumer emotions play in the act of disposing of products and investigates whether materialists experience heightened emotional reactions in comparison to less materialistic consumers. In an exploratory study, we find that high materialistic consumers, in comparison to low materialistic consumers, experience more positive emotions, such as content, when thinking about disposing of an important possession rather than the actual act of disposing of the product. The findings have implications for consumer behavior literature as we seek to further understand both the good and evil sides of materialism.

3.8 Introverted yet Creative: Clothe Your Minds with Hidden Uniqueness
San Young Hwang (Korea University, Korea); Nara Youn (Hongik University)
This research proposes that wearing unique fashion can heighten an individual’s creativity only when social identity of the wearer fits the symbolic meanings of the clothes in the context. Specifically, wearers’ dispositional extraverted or introverted tendency is demonstrated to moderate the effect of the uniqueness type (blunt vs. hidden) of clothing on their creativity. Through four studies, we show that introverts (vs. extraverts)’ creativity is enhanced when they are wearing clothing with hidden (vs. blunt) uniqueness because it induces feelings of revealing their uniqueness to themselves only (vs. to others).

3.9 Schadenfreude: How Wrong Choices Cause Joyful Reactions to Brand Failures
Maximilian Gerrath (Leeds University Business School); J. Joško Brakus (Leeds University Business School)
We conducted three experiments to examine why consumer feel and express joy if another brand fails—a phenomenon we refer to as brand-related schadenfreude. While prior brand failure literature found that schadenfreude is mostly caused by intergroup rivalries, we show that mere choice feedback may be sufficient to cause such a strong emotional reaction. Specifically, we show that consumers express their schadenfreude—for example by reacting with a HAHA emoji to an article about another brand’s failure—to reaffirm their self-concepts threatened by negative choice feedback. Finally, we test the moderating roles of choice popularity, narcissism and self-affirmation.

3.10 The Effect of Artificially Limited Access to Product Features on Consumer Brand Attitude
Wiebke Lueders (University of St. Gallen, Switzerland); Tobias Schlager (HEC Lausanne, Switzerland)
We investigate the effect of “digitally locked features" (DLF), which entails a physical product in which the company integrates features that consumers can digitally unlock and access after having made the purchase. We propose that this way of accessing features activates perceptions of a manipulative threat and thus feelings of anger, eventually harming brand attitude. Three experiments show that DLF harms brand attitude (Study 1) and that perceived manipulative intent and anger mediate this effect (Study 2); yet highlighting the manufacturer’s investment or framing DLF as “opportunity” can attenuate the effect (Study 3).

3.11 Skills Make You Happy: The Influence of Skill Based Activities on Consumer Well-Being
Max Alberhasky (University of Texas at Austin, USA); Rajagopal Raghunathan (University of Texas at Austin, USA)
This project demonstrates that activities which are highly-skill based, defined as activities where ability increases with practice over time, contribute more to well-being compared to activities which are low-skill based. Consumers often spend the majority of their leisure time watching television, listening to music, web surfing, and using social media – all activities which can be considered low-skill based. However, consumers identify high-skill based activities as making them happier and providing more meaning to their lives. Despite this realization, consumers are more likely to choose to engage in low-skill based activities, a paradox in choice that directly sacrifices happiness.

3.12 For the Love of Money: Payment Format and the Joy of Receipt
Deborah Abrams (Georgia Tech, USA); Samuel Bond (Georgia Tech, USA)
This research provides evidence for the “joy of receipt,” a construct related to but conceptually distinct from the pain of payment. We define joy of receipt as a positive, affective reaction that consumers experience when receiving money. Results of an initial investigation suggest that consumers experience joy of receipt, that this joy is greater for cash than less transparent payment formats, and that it influences satisfaction and related downstream variables.

3.13 That’s Bitter! Culture Specific Effects of Gustatory Experience on Judgments of Fairness and Advancement
Jialiang Xu (University of Manitoba, Canada); Fang Wan (University of Manitoba, Canada); Norbert Schwarz (University of Southern California, USA)
In English, unfair treatment and social injustice are often described as “bitter” experiences, but in Chinese “eating bitterness” means endurance in hardship. Three studies show that incidental bitter tastes influence fairness judgments for Canadian but not Chinese, and endurance judgments for Chinese but not Canadian, participants.

4. Self, Sociality, and Word of Mouth - Working Paper Session, Harborside (River Street Level)
4.1 Need to Evaluate as a Predictor of Sharing and Seeking Online Recommendations
Mengran Xu (Ohio State University, USA); Rebecca Reczek (Ohio State University, USA); Richard Petty (Ohio State University, USA)
In this research we characterize who is likely to engage in two types of online word of mouth as a function of their need to evaluate, an individual difference measure consisting of two motives, the need to express attitudes and the need to acquire information in order to have attitudes. We demonstrate that consumers with a high need to express are more likely to make recommendations and consumers with a high need for learning are more likely to ask for recommendations. We further demonstrate that these motivations have interactive effects when the specific WOM behavior is relevant to multiple goals.

4.2 Hiding in the Crowd: Secrecy Instigates in Consumers A Desire to Avoid Non-Conformity
DONGJIN HE (Hong Kong Polytechic University); Yuwei Jiang (Hong Kong Polytechic University); Gerald Gorn (Hong Kong Polytechic University)
This research investigates how the experience of secrecy affects their consumption behavior. Three studies reveal that when people are keeping secrets, and the secrets are salient in their minds, it instigates a tendency for them to avoid non-conformity in the consumption choices they make. It shows that the effect is driven by the desire to avoid social attention—a desire induced by the thoughts and feelings induced by the secret(s). Furthermore, the effect of secrecy on consumer non-conformity is moderated by the amount of attention consumers sense that others pay to them and their perceived self-control capacity.

4.3 The Haves and the Have Nots: The Influence of Subjective Social Class on\n
Consumer Goals
Erick M Mas (University of North Texas); Blair Kidwell (1970); Aparna Labroo (Northwestern University, USA)
The authors examine how social class influences consumer decision making within the context of hedonic and utilitarian consumption goals. Findings indicate that lower class consumers prefer utilitarian, while higher class consumers prefer hedonic choices. These effects are explained by differences between high and low-class consumers in accumulated cultural capital. Importantly, the effect of social class through cultural capital is shown to influence consumer choice beyond the influence of economic resources.

4.4 Paying to Be Social? How Materialism Shapes Social Life Spending
William Ding (Washington State University, USA); Dave Sprott (Washington State University, USA); Andrew Perkins (Washington State University, USA)
While extant research suggests materialists are asocial, our investigation reveals a more dynamic and complete picture regarding how materialists navigate social life. Specifically, the current research identifies conditions under which materialists are willing to spend more (or less) on friends than nonmaterialists, and explains the underlying reasoning behind this phenomenon.

4.5 What is Yours Looks Like Mine: Extended Psychological Ownership in Consumer Possessions
Yunzhijun Yu (Simon Fraser University, Canada); Brent McFerran (Simon Fraser University, Canada)
We document the existence and consequences of extended psychological ownership, which we define as the perception of an individual that an object is his/hers, because the object merely mirrors the physical features of another object that is actually owned by this individual. Across two studies, we demonstrate that when individuals see a car that looks the same as their own car, they experience a substantial amount of psychological ownership toward the same-looking car, despite retaining with awareness that they do not have actual physical ownership of that car. Keywords: psychological ownership, physical appearance, similarity

4.6 Dissimilarities Loom Larger than Similarities in Social Perception
Claudiu Dimofte (San Diego State, USA)
The various social identities that the self-concept accommodates imply that individuals will simultaneously be members of multiple social groups. We show that others’ membership in a negatively perceived group is given more weight than their concurrent belonging to a more positively perceived group. In a consumer context, we find that users of a rival brand are perceived negatively despite their similarity on a more relevant dimension. This effect is mediated by risk perceptions and moderated by regulatory focus.

4.7 Consumer Incivility: A Control Restoration Mechanism
Gurbir Singh (Indian Institute of Management, Indore); Abhishek Mishra (Indian Institute of Management, Indore); Sanjeev Tripathi (Indian Institute of Management, Indore); Shruti Tewari (Indian Institute of Management, Indore)
Consumers showcasing uncivil behavior towards frontline employees is a routine sight. In this paper, we argue that consumers engage into uncivil behavior when they lack control. This behavior is driven by their desire to see structure and hierarchy in their social relationships. Consumers consider themselves to hold a higher status than employees. The need for hierarchy makes control deprived consumers perceive more service failures and they react to such failures with incivility. Our initial experiments lend support to our arguments and we intend to further explore the impact of power distance belief and presence of others on this relationship.
4.8 You Didn’t Take My Advice? Examining Social and Product-Related Outcomes of Rejected Recommendations
Matthew J Hall (University of Nebraska); Jamie D Hyodo (University of Nebraska-Lincoln); Kirk Kristofferson (Ivey Business School)
Considerable research examines why consumers engage in word-of-mouth or use WOM in their decision-making. In the present research, we move beyond this individualistic perspective to consider WOM outcomes in the recommendation dyad. Specifically, we examine instances in which consumers ignore the recommendations of others to demonstrate that such rejected recommendations can negatively affect recommender evaluations of both the recommendee and the recommended product. We further show that recommender confidence moderates the effect of rejection on subsequent product evaluations. Lastly, we outline planned future studies to identify additional moderators of these effects.

4.9 The Beautified Me is Me: How Interdependence Increase Beauty App Use Intention
Qin Wang (Arizona State University, USA); Andrea C. Morales (Arizona State University, USA); Adriana Samper (Arizona State University, USA)
This research investigates why consumers use photo-editing beauty apps and which consumers are more likely to do so. Two studies show that interdependents (vs. independents) are more likely to use beauty apps to edit their photographs under joint evaluation mode (i.e., when they see both the unedited and beautified photo together), because the salient discrepancy between the two photos leads interdependents to see larger overlap between the beautified (edited) photo and their true self, while independents see smaller self-overlap. However, consumers are equally likely to use beauty apps under separate evaluation mode (i.e., when they only see the beautified photo).

4.10 Pass It On: Word-of-Mouth Transmission and the Need to Self-Enhance
Ashleigh E Powell (RMIT University, Australia); Adrian Ryan Camilleri (University of Technology Sydney); Constantino Stavros (RMIT University, Australia); Angela R. Dobele (RMIT University, Australia)
This research explores the psychological and contextual drivers of transmission (passing on a pre-existing message) through three experiments. Results demonstrated that the need to self-enhance moderated the positive relationship between emotional arousal and the likelihood to transmit. The effect of the need to self-enhance on likelihood to transmit was mediated by perceptions of social benefit relative to risk. Broadcasting, transmitting to weak ties, and via asynchronous communication were perceived to be riskier and less beneficial than narrowcasting, transmitting to strong ties, and via synchronous communication. This research has theoretical and practical implications for understanding transmission behaviour and digital campaign design.

4.11 False Positives: How Double-Sided Review Systems Affect Consumers’ Rating Valence
Bryan Usrey (University of East Anglia); Antje Graul (Utah State University)
With the growth of peer-to-peer sharing services a new review system has emerged. While traditional service reviews often see the consumer review the provider, this new system allows for both parties (i.e. the provider and the consumer) to review the other. Drawing on reciprocity literature, we posit that such a system may lead to false positives. In three experimental studies, we find that double sided review systems enhance review valence through the mediating mechanism of “pre-ciprocity”. Additionally, we find that this effect is enhanced when the review is private, as opposed to public.

4.12 Social Class Differences in Attribution of Stability of Product-Harm Crises
Andy H. Ng (Sabanci University)
Product-harm crises are detrimental to firms. The goal of the present research is to examine one consumer demographic variable – social class – as a novel predictor of attribution of stability of product-harm crises. Results showed that participants with a working (vs. middle) class background (Study 1) and participants whose subjective social class was temporarily decreased (vs. increased) (Study 2) were less likely to attribute stability to a company’s product harm crisis, suggesting that firms needs to devote more effort in reactive public relations after a product-harm crisis in states where the proportion of middle-class individuals is high (vs. low).

4.13 Loneliness and Consumption Choices: The Moderating Role of Self-Expression
Kshitij Bhoumik (Texas Tech University)
This research seeks to explain how the need to express oneself affects the consumption choices of lonely people. Consumers, especially in western cultures, often use the marketplace to express their individuality and prefer brands and products that match their self-concept. But how is an individual’s choice affected if he or she is going through the feeling of loneliness? Might a feeling of loneliness alter the choices an individual makes in the marketplace? This research expands the past research to suggest that after engaging in an act of self-expression lonely people make unique choices, otherwise lonely people make choices that are conforming to other people.

4.14 The Effect of Social Crowding on Consumer Preferences for Personalization
Bingyan Hu (University of Iowa, USA); Jing Wang (University of Iowa, USA)
Consumers are frequently exposed to social crowding, yet little is known about how feeling crowded affects consumer preferences. In this project, we examine how social crowding influences consumer preferences for personalization (e.g. customized products/services, personalized online recommendation, and individualized communication). We find that social crowding decreases consumers’ preferences for personalization (studies 1 and 2). We also demonstrate that the effect is moderated by consumers’ interpersonal trust (study 3) and propose self-awareness as a mediator (planned study 4). Our research contributes to the literature on the consequences of social crowding and the antecedents of consumer personalization preferences.

5. Branding - Working Paper Session, Harborside (River Street Level)
5.1 How Writing with Promotional Pens Affects Reactions to the Promoted Brand
Eva Marckhgott (WU Vienna University of Economics and Business); Bernadette Kamleitner (WU Vienna)
Even if they use it, most consumers devote limited attention to promotional merchandise. In two laboratory experiments, we show that even incidental encounters with promotional merchandise (branded pens) can affect reactions to the promoted brand, specifically brand attitude, preference, willingness to pay and purchase intention. Notably, the effect only holds for unfamiliar brands, towards which consumers have not yet formed an attitude. Moreover, we find that at similar level of exposure, promotional merchandise outperforms billboards.

5.2 Should I Stay or Should I Go: When Our Companies Have Eyes for Other Consumers
Na Ri Yoon (Indiana University, USA); Jenny Olson (Indiana University); Adam Duhachek (Indiana University, USA)
Our research examines how consumers’ dispositional attachment styles influence the likelihood of switching as a function of the types of incentives companies offer (e.g., promotional offers). Higher attachment avoidance (i.e., a fear of interpersonal dependency) is associated with greater switching. Consumers with higher attachment anxiety exhibit greater switching when 1) firms incentivize new customers with exclusive benefits and 2) the threatened relationship is longer in duration. While avoidant consumers feel less committed to companies more generally, anxious consumers feel greater
betrayal when their company “has eyes for others” in the form of differential incentives.

5.3 Brand Perceptions and Consumer Support in the Face of a Transgression: Warmth Over Competence
Summer Hyoyeon Kim (University of Kansas, USA); Yexin Jessica Li (University of Kansas, USA); Jenny Olson (Indiana University); Shailendra Jain (University of Washington, USA)
We examined the role of brand perception in consumer judgment and support following a brand transgression. Consumers blame warm brands less for the same product failure. They are also more likely to support warm brands (vs. competent brands) following a moral transgression. We explain this link though the process of moral decoupling. Individuals who are able to separate judgments of performance from judgments of morality indicated a higher likelihood of supporting the warm brand even after various transgression types.

5.4 How Shared Brand Use Influences Brand Variety Seeking in Romantic Relationships
Selcan Kara (University of Massachusetts Dartmouth); Anna Vredeveld (Berry College, USA)
This research examines consumers’ shared brand use, brand preference similarity, and purposeful brand variety seeking as part of romantic relationships. Findings contribute to extant work on shared brand use and variety seeking by illustrating how romantic relationship partners engage in shared brand use and purposeful brand variety seeking as a part of their relationships and how such brand engagement is influenced by relationship satisfaction.

5.5 Reward and Punishment for Brand Politicization: The Development of a Scale to Measure a Consumer’s Disposition to React When Brands Take on Socio-Political Positions
Omar Khan (Morgan State University); Michael Callow (Morgan State University)
Many societies have become increasingly polarized on an array of socio-political issues. Corporations are finding it difficult to remain apolitical and are confronted with the quandary of picking sides. This study examines the consumer’s predisposition to react to corporations that take a socio-political position. The Consumer Reaction to Brand Politicization scale is conceptualized as a multidimensional construct. It is presented as a subset of political activism and differs from consumer advocacy in that it focuses on the consumer’s disposition to react to brand politicization. A face validity test and a pilot study are run to test the scale’s psychometric properties.

5.6 Inspire to Purchase: How a Lack of Control Drive Preferences for Underdog Positioning
Yangyi Tang (Hong Kong Baptist University); Alex S.L. Tsang (Hong Kong Baptist University)
Previous research has suggested that underdog positioning may elicit consumers’ favorable responses toward the focal brand, but it is still unclear under which condition it is more effective. In this paper, we demonstrate that consumers prefer brands that were positioned as underdogs when feelings of control are low. Moreover, such effect was found to be mediated by perceived inspiration. We also identify locus of control as a moderator, finding that externals are more likely to be inspired by underdog positioning than internals when feelings of control are low.

5.7 Buy Local? The Perceived Trustworthiness of Local Versus National Brands
Katie Spangenberg (University of Washington, USA); Ann Schlosser (University of Washington, USA)
Although most definitions of national brands and local brands are based on geographic coverage, we propose and find across six studies that consumer associations extend beyond geography to affect safety perceptions and trustworthiness beliefs. Specifically, local brands are perceived to be family-owned, thereby increasing perceptions of safety. In addition, local brands are seen as family-owned and community-oriented, thereby increasing trustworthiness beliefs of benevolence. In contrast, national brands are seen as larger, increasing trustworthiness beliefs of competence. Further, activating specific dimensions of trust (e.g., benevolence, competence) differentially affects preferences for and purchase intentions of local (vs. national) brands.

5.8 Romance Creations: Effects of Romantic Fantasy on Psychological Ownership and Consumption Behaviour
Yunzhijun Yu (Simon Fraser University, Canada); Lily Lin (Simon Fraser University, Canada)
The current research examines the effects of fantasy on consumers’ psychological ownership and consumption behaviors. In five studies, we show that consumers who romantically fantasize about a celebrity were more willing to engage in fandom behavior and purchase products associated with the celebrity. We also find that the positive effects of romantic fantasy is mediated through an induced feeling of psychological ownership toward that celebrity. Furthermore, we show that this fantasy effect is mitigated when the celebrities’ actions violate the consumers’ fantasies. Finally, theoretical implications in the literature of fantasy and psychological ownership, and marketing implications are discussed.

5.9 Do Brands Influence Our Personality? The Impact of Luxury Brand Consumption on Narcissistic Self-Regulation
Marek Gorny (University of St. Gallen, Switzerland); Emanuel de Bellis (University of St. Gallen, Switzerland)
Whereas antecedents of brand consumption are well understood, less is known about the influence of brand consumption on consumers. In this work, we investigate how luxury brand consumption affects consumers’ narcissistic self-regulation. Drawing from research on marketing and personality psychology, we hypothesize that luxury brand consumption triggers an agentic value orientation and ultimately narcissistic self-regulation. Initial evidence shows that luxury (vs. regular) brand consumption strengthens consumers’ agentic value orientation but only for entity (vs. incremental) theorists, who incorporate brand associations in their self. Furthermore, we find that narcissistic rivalry increases with luxury brand consumption for men but not for women.

5.10 Brand Humanization: Applying Two Dimensions of Humanness to Brands
Mycah L Harrold (Washington State University, USA); Andrew Perkins (Washington State University, USA)
The current research defines a novel measure of brand humanness that, unlike past measures of anthropomorphism, is easily applied to a variety of research paradigms and marketing contexts. We situate brand humanness along two independent dimensions used in previous social psychology research: emotions descriptive of basic human nature and those that describe ways in which humans are unique from other species. We have identified a subset of emotion words that consumers find highly applicable to brands and are currently working to refine the list into a useable measure.

5.11 Keep It Simple (Sometimes): Consumer Perceptions of Brand Simplicity and Risk
NICHOLAS E LIGHT (University of Colorado, USA); Philip Fernbach (University of Colorado, USA)
Simplicity is a common modern branding strategy. However, we argue that there may be significant
consequences of simple branding. This work contributes to the literatures on branding, risk, and understanding by examining a previously unexplored phenomenon whereby consumers feel that other aspects of a company should be simple due to simplicity of branding. Across two studies, we show that: (1) consumers use branding simplicity as a cue to the simplicity of other aspects of a company; (2) this leads to decreased perceptions of risk for “simpler” brands, which (3) makes consumers more upset by product failures (vs. “complex” brands).

5.12 Corporate Social Responsibility and Negative Word-of-Mouth: The Role of Perceived Hypocrisy
*Argiro Kliamenakis (Concordia University, Canada); H. Onur Bodur (Concordia University, Canada)
This research examines circumstances under which a positive CSR reputation shields firms from negative consumer responses to firm crises. We find that a positive CSR reputation shields firms from negative consumer responses only in the case of performance-related crises. For values-related crises, a positive CSR reputation is shown to amplify negative responses, by increasing perceptions of hypocrisy, subsequently increasing consumers’ likelihood to retaliate through negative word-of-mouth. Although a positive CSR reputation becomes a liability for firms experiencing values-related crises, it may still offer a shielding effect, but only for ambiguous crises (i.e. crises that may or may not constitute transgressions).

5.13 When Branding Strategies Do Not Shield Sub-Brands from Negative Publicity: The Role of Consumers' Cognitive Styles
Rebecca Chae (University of Michigan, USA)
Marketers often employ distinct branding strategies with different brand names for their products. When consumers encounter negative publicity about one of the brands, how are perceptions of other brands affected? How does the consumer’s cognitive style influence judgments about the brands? In particular, we examine the effects of consumers’ analytic versus holistic thinking styles on the degree of similarity between evaluations of two sub-brands. Across four studies, we show that holistic (vs. analytic) thinkers are more likely to provide evaluations of a sub-brand that are similar to another sub-brand plagued by negative publicity, unless differences between sub-brands are made salient.

6.1 Pronouns in Fundraising Appeals – The Impact of I vs. S/He on Donations
Amir Sepehri (Western University, Canada); *Rod Duclos (Western University, Canada); Hamid Elahi (Western University, Canada)
Donors evaluate online fundraisings partly on their linguistic characteristics. Extending prior research showing negative (positive) emotions increase (decrease) donations, we show 1) self-related (other-related) pronouns result in lower (higher) donations, and 2) the negative (positive) effect of self-related (other-related) pronouns is stronger when negative (positive) emotions increase.

6.2 Shaping Preferences for Public Versus Private Recognition Through Scarcity
Carina Thürridl (WU Vienna); Bernadette Kamleitner (WU Vienna)
Public (e.g., public display of a name) and private (e.g., personal thank you) recognition are often used to stimulate collective funding behavior in contexts such as charitable giving and crowdfunding. While public recognition is generally more effective, private recognition is more popular. As a result, this research investigates ways to increase the appeal of public recognition in contexts where people are faced with a choice. It finds that the appeal of public but not private recognition increases, when its supply is limited. Promising public recognition only a selected few may thus be a simple, cost-effective strategy to increase much-needed funds.
6.3 Consumers’ Perceptions of Weight Loss Food Programs
Sukriye Sinem Atakan (Cornell University, USA); *Alison B. Shields (Ithaca College)
Three studies reveal that, within the context of healthy food consumption and weight loss, consumers differentiate among food programs (i.e., meal-kit delivery, counting calories, prepackaged meals) on at least eight dimensions: involvement, choice/flexibility, education, consumption monitoring/accountability, ingredient quality, taste, healthiness of food, and its impact on mental health. Furthermore, findings highlight the structural differences among the food programs in terms of food preparation (cooking vs. ready-to-eat) and consumption (calorie/fat counting vs. mindfulness) practices. Food preparation impacts program effectiveness perceptions through education and control. Mindful consumption impacts effectiveness perceptions through education whereas calorie/fat counting affects perceptions through control over consumption.

6.4 Does Imagining Seeing Bad Make You Not Do Good? The Effect of Identity-Based Factors on Consumer Response to Cause Related Marketing Offers
Katina Kulow (University of Louisville); Mina Kwon (University of Louisville); Michael Barone (University of Louisville)
Can imagining witnessing a moral transgression by another consumer affect responses to cause marketing (CM) offers? Across three experiments, we demonstrate that, based on the particular dimensions of consumer identity situationally activated during decision making, consumers may respond less or more favorably to such CM offers.

6.5 Accumulative Efficacy Belief and Brand Switching for Nutrition Facilitators Versus Supplements
Xue WANG (University of Hong Kong); He (Michael) Jia (University of Hong Kong)
Across two studies, we show that consumers are less likely to switch to another brand when they are taking nutrition facilitators than when they are taking nutrition supplements. Consumers believe that the efficacy of nutrition facilitators will increase over time, whereas the efficacy of nutrition supplements will not increase over time. Such an accumulative efficacy belief mediates the inhibiting effect of nutrition facilitators (vs. nutrition supplements) on consumers’ brand switching behavior.

6.6 Consumer Memorialization and Philanthropy
Sara Joanna Penner (University of Winnipeg)
Is it good or evil to promote consumer memorialization within the charitable industry? If you walk through a park or the grounds of charity you would be hard pressed not to find a rock, bench or tree honouring someone who passed away. Why are people making these gifts while grieving? This research shows that permanent memorials are helping the donors in the grieving process. People use these gifts as a symbolic way to create a continued bond with the deceased and visiting these memorials is important for protecting their memories.

6.7 Not All Dieters Are the Same: Development of the Moderation Tendency Scale
YI XIE (Arizona State University, USA); Naomi Mandel (Arizona State University); Meryl P Gardner (University of Delaware, USA)
Dieters are not all the same. They fall into two main types: Abstainers, who try to avoid certain temptations entirely, and moderators, who allow “everything in moderation.” We develop and validate a new scale that measures lay theories about abstinence vs. moderation. We also examine whether these implicit self-theories affect dieters’ attitude towards products advertisements. Our findings indicate that moderation beliefs were significant in explaining the attitudes towards the ads - abstainers have more favorable attitudes towards the abstention ads, and moderators have more favorable attitudes towards the moderation ads.

6.8 The Bright Side of the American Dream: Social Mobility Beliefs Mitigate the
Negative Association between Financial Contingency of Self-Worth and Well-Being
Han Young Jung (University at Buffalo, The State University of New York); Lora E Park (University at Buffalo, The State University of New York); Jennifer Weng (University at Buffalo, The State University of New York); Deborah E. Ward (University at Buffalo, The State University of New York); Paul K. Piff (University of California Irvine, USA)
People who base their self-esteem on financial success, or have financially contingent self-worth (Financial CSW), experience lower well-being (Park, Ward, & Naragon-Gainey, 2017). In the current research (N=229), we examined whether a belief in social mobility – a belief that members in society are able to move up the economic ladder – would weaken the association between basing self-worth on financial success and lower well-being. Results showed that for participants who endorsed higher social mobility beliefs, the negative relationship between Financial CSW and well-being was attenuated. In addition, among participants with higher Financial CSW, stronger belief in social mobility predicted greater well-being.

6.9 Safe by Comparison: The Unintended Consequences of Cigarette Pack Graphic Health Warnings on E-cigarette Purchases
Kamal Ahmmad (Washington State University, USA); Christopher Berry (Colorado State University); Elizabeth Howlett (Washington State University, USA)
Graphic warnings on cigarette packaging are used to discourage smoking. E-cigarettes are heavily promoted as a “healthier” alternative to combustible cigarettes. The purpose of this research is to examine how the use of graphic warnings on cigarettes can bias evaluations of e-cigarettes. Two studies have been conducted and results show that the effects of the fear elicited by graphic warnings on e-cigarette purchase intentions is mediated by perceived product efficacy. Furthermore, the mediating effect is moderated by smoking status, that is, whether the consumer is a smoker or someone who both smokes and already uses e-cigarettes.

6.10 Genetic Associations with Prosocial Behavior; Social Reward Processing Genes and Charitable Giving
Steven D Shaw (University of Michigan, USA); Carolyn Yoon (University of Michigan, USA)
Genetic associations can deepen our understanding of complex behaviors studied in consumer psychology. This study examines single-nucleotide polymorphism (SNP) associations with prosocial behavior by using genetic and charitable donation data from a national representative longitudinal study. Using a sample of ~15,000, we tested the hypothesis that SNPs in genes in the brain’s social reward processing system (e.g., COMT and OXTR) would be associated with prosocial traits and tendencies. Initial replication attempts of previous, but underpowered, genetic associations with prosociality produced mixed results. After controlling for environmental influences (population stratification, sex, income), we identify candidate SNP associations with charitable donation tendencies.

6.11 The Influence of Textual Elements on the Financial Performance of Donation Appeals
Ekaterina Napolova (University of Technology Sydney); Valeria Noguti (University of Technology Sydney); Francois Carrillat (University of Technology Sydney)
While the importance of storytelling in charity appeals has been stressed by several scholars, the question of how the story should be told received limited attention in the academic literature. The
present research aims to fill this gap and investigate how language elements used in donation appeals can contribute to the success of these appeals. Specifically, we explore whether the use of personal pronouns as well as more complex language to construct a story has an effect on the financial performance of donation appeals.

6.12 Conservatives’ Revealed Preferences Toward Self-Improvement Products
Rhiannon MacDonnell Mesler (University of Lethbridge, Canada); Katharine Howie (University of Lethbridge)
We examine conservatives’ revealed preferences for self-improvement products across three studies by varying self-improvement context (i.e., health and education), means of assessing political orientation (i.e., measured in studies 1 and 3; self-identified in study 2), and by using behavioral (study 1), choice (study 2) and willingness to pay (study 3) dependent variables. We reveal that conservatives are less likely to pursue (study 1) or choose (study 2) self-improvement products; however, conservatives had a higher willingness to pay for self-improvement products than did liberals (study 3), which was mediated by heightened personal growth intentions. Implications and future research are then discussed.

6.13 Healthcare Outcomes are Influenced by Price and Free Choice: How Variations in Placebo and Nocebo Effects are Mediated by Trust
Hyerin Han (University of Minnesota, USA); Akshay Rao (University of Minnesota, USA)
Product performance, particularly in the healthcare space, can be enhanced when the price of the medical intervention is perceived to be high, because of its perceived efficacy (the placebo effect). Simultaneously, expectations of adverse side effects can also be enhanced, for the same reason (the nocebo effect). Our inquiry is focused on factors that impact these two outcomes. We vary the consumer’s ability to choose the healthcare provider (free choice versus limited choice) and observe that the effect is stronger under free choice, because the consumer’s trust in providers is lower when their choice is limited.

7. Engagement, Motivation, and Goals - Working Paper Session, Harborside (River Street Level)

7.1 Deconstructing In-Store Shopping Behavior: How Perceived Savings Impact Unplanned Purchases
Lina Xu (New Mexico State University, USA); Mihai Niculescu (New Mexico State University, USA)
Drawing on mental accounting theory, we suggest that shoppers keep track of not only total spending but also perceived savings over the course of their shopping journey. To ensure staying within the mental budget, shoppers incorporate cumulative perceived savings into in-store slack to provide room for unplanned purchases, while being exposed to various in-store stimuli. A new theoretical framework is presented to explain the counterbalance of self-regulation and cuing theory that are shaping in-store shopping behavior synchronously.

7.2 Choice Settings, Choice-related Goals Activation and Product Evaluation
na xiao (laurentian university, canada)
This research examines the role of choice-settings in activating choice-related goals and influencing product evaluation. The results of four experiments demonstrate that choice settings (as opposed to non-choice settings) activate choice-related goals (e.g., simplify choice, enjoy the choice-process). These goals, in turn, influence how attributes are weighed in product evaluation and choice. When choice-related goal activation increases, the interaction between choice settings and enhanced attribute
levels results in more favourable product evaluation of a less dominant choice-option. Choice-related goals explain preference and choice changes that occurs when alternatives are compared individually versus simultaneously.

7.3 Borrowing Others' Progress: When Does Group Goal Progress Influence Motivation to Pursue Personal Goals?
Katina Kulow (University of Louisville); Thomas Kramer (University of California Riverside, USA); Kara Bentley (Chapman University)
This research examines the conditions under which the knowledge of collective goal progress of others, on seemingly unrelated goals, can derail personal goal pursuit through the experience of vicarious goal progress. We find that consumers who are aware of awareness of others’ progress versus achievement of a separate, unrelated goal result in a decrease in motivation in personal goal pursuit, particularly in situations where they highly identify with the other individuals pursuing the unrelated goal.

7.4 You Run When Time Flies: Perceived Speed of Time as a Cue to Self-Speed
N. Alican MECIT (HEC Paris, France); L. J. SHRUM (HEC Paris, France); Tina M. LOWREY (HEC Paris, France)
We propose that the perceived speed of time operates as a cue that people rely on to adjust their speed in subsequent tasks. In three studies, we show that when time is perceived to have passed quickly, people who conceptualize themselves as moving through time are more likely to speed up, and thus suffer from cognitive trade-offs, such as accuracy problems and impulsivity, compared to those who represent themselves as stationary agents on a moving timeline. We further show that the speed adjustment happens because the modern Western culture reinforces the “time is a limited resource” metaphor.

7.5 Mental Imagery as Driver of Consumer Desire
Evelynn Regine Devos (Ghent University, Belgium); Mario Pandelaere (Virginia Tech, USA); Anneleen Van Kerckhove (Ghent University, Belgium)
Desire is an intense emotional state a consumer experiences toward objects and is a motivating force accounting for much of consumption. Whilst desire has been conceptually well explored within the consumer behavior literature, it remains unclear what exactly causes it. This paper demonstrates that imagined consumption increases subsequent desire for the imagined product and thereby identifies mental consumption as a driver of consumer desire. More specifically, we show that people who imagined consuming a food product (vs. those who formed control images) subsequently perceived it as bigger and explicitly indicated to desire the food more.

7.6 Conceptualizing Engagement in a Digital World: An Organizing Framework for Engagement Strategies
Steven D Shaw (University of Michigan, USA); Blake Wagner III (University of Michigan, USA); Inbal Nahum-Shani (University of Michigan, USA); Carolyn Yoon (University of Michigan, USA)
Despite the best efforts of marketing communications, user engagement dwindles over time. In a digital setting, with continuous and competing demands on users’ time and attention, the inability to retain user engagement is a widespread issue and retaining engagement requires an understanding of the psychological mechanisms underlying engagement, and modern experimental techniques/statistical methods. This paper reviews factors that influence user engagement, and presents a conceptual framework for hypothesizing and optimizing the use of engagement strategies in real-world settings. We propose that affective-cognitive processes (automatic versus conscious) and motivation (intrinsic versus extrinsic) are two key dimensions that should be considered when implementing an
engagement strategy.

7.7 Does Perceived Financial Well-Being Affect Willingness to Participate in a Community-Based Debt Reduction Program?
Michael Moorhouse (Western University, Canada); Miranda Goode (Western University, Canada); June Cotte (Western University, Canada); Jennifer Widney (Financial Fundamentals)
Consumer debt levels are rising in North America with dramatic effects on families and the economy. Courses to help individuals manage debt are available, but people often quit before realizing all of the benefits. In this investigation, we explore the effect of perceived financial well-being on progression in a course designed to help individuals reduce debt. We find that individuals who are less stressed about their finances and feel more secure about their financial future, despite carrying an average consumer debt load of $74,000, are more likely to report greater life satisfaction, and to quit a community-centered debt reduction course.

7.8 The Influence of Pet-Ownership on Consumer Behavior
Lei Jia (Ohio State University, USA); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Yuwei Jiang (Hong Kong Polytechnic University)
Across four studies, we show that pet ownership influence consumers’ regulatory focus such that dog (vs. cat) owners are more promotion- (vs. prevention-) oriented. Their different regulatory orientations can carry over to influence their financial decisions, attitudes toward ads, and purchase intentions.

7.9 To Make New Year’s Resolutions Stick: Focusing on Subordinate as Well as Superordinate Goals
claude messner (University of Bern); Bettina Hoechli (University of Bern); Adrian Bruegger (University of Bern)
New Year’s resolutions are often tackled with great motivation, but abandoned again after only a few weeks. We argue that when setting broad New Year’s resolutions such as “living a healthier life”, focusing on superordinate goals could inhibit the abandonment of the resolution at an early stage and help maintain the behavior over time. Our results show that after three months, people are more motivated to continue to pursue their New Year’s resolutions if they focus on both a superordinate and a subordinate goal than if they focus on either of them alone.

7.10 United We Stand: The Effect of Sale Proneness and Price Categorization on Consumers’ Shopping Experiences
Yong Kyu Lee (York College (CUNY))
This research investigates whether differences in the manner in which individuals pursue deals (high vs. low sale proneness) lead to different perceived evaluation toward the product assortment as a function of how the product assortment is displayed. The finding shows that consumers with high (vs. low) sale proneness are more likely to have positive evaluation toward the product assortment when discounted products are categorized as a deal and displayed separately from regular-priced products compared when discounted ones are mixed and displayed with regular-priced products. In addition, this effect is mediated by consumers’ perceived value for money.

7.11 When Providing Better Services Leads to Complaints
Koji Matsushita (Chuo University); Haiyang Yang (Johns Hopkins Carey Business School); Kaichi Saito (Meiji Gakuin University); Haruko Tsuchihashi (Aoyama Gakuin University)
When might providing better services lead to complaints? We propose and show that, in group-consumption contexts, complaint behaviors are driven by consumers’ individual consumption goal and
their relationship goal. Receiving services superior to that of other group members may hamper fulfilment of the latter goal, because the service differences lead to intra-group social comparison. Thus, when consumers receive service superior to that of other group members, they may experience negative emotions such as guilt, increasing the likelihood of complaint.

7.12 Working Hard to Take the Easy Way Out: The Role of Need for Closure in the Emergence of Epistemic Delayed Gratification

Ashley Otto (Baylor University); Joshua John Clarkson (University of Cincinnati, USA); Nathanael S. Martin (University of Cincinnati, USA)

The present research tests the hypothesis that consumers engage in epistemic delayed gratification by intentionally investing upfront effort in decisions to strategically ease future decision-making. Three experiments demonstrate that: (i) consumers who find decision-making aversive (those high in need for cognitive closure) invest greater effort into novel decisions, (ii) such upfront effort investment only occurs when the knowledge gained generalizes to future decision-making, and (iii) this effort strategically eases future decision-making. Consequently, this research provides an initial foray into the processes underlying individuals’ propensity to epistemically delay gratification and the role of cognitive closure in facilitating these processes.

SATURDAY, MARCH, 2

Saturday Registration/Check-In
7:30 am to 5:00 pm Registration Booth (2nd Level)

Session 6
8:30 am - 9:45 am

Inherently Moral or Immoral: New Perspectives on the Complex Interplay between Branding and Morality - Symposium, Verlst (2nd Level)

In the wake of a recent string of corporate scandals (United, Volkswagen, Uber) and a surge of academic interest in morality in the marketplace (Campbell & Winterich, 2018), researchers have brought moral attitudes, judgments, and behaviors back to the forefront in understanding consumer reactions to brands. Capitalizing on this tradition, our session puts forward cutting-edge research into the interplay between branding and morality. Each of the four included papers address the following research question: how can research on marketplace morality and immorality inform the study of brands in general and consumer evaluations of and reactions to brands in particular?

Chair: Mansur Khamitov, Nanyang Technological University, Singapore

Brand’s Moral Character Prevails in Brand Evaluations

Mansur Khamitov (Nanyang Technological University, Singapore); *Rod Duclos (Western University, Canada)

What sorts of trait information do people most care about when forming brand evaluations? Extant brand relationships research suggests “warmth” should be utterly important when evaluating brands. Yet, some psychological research on morality suggests information about brands’ specifically moral traits—their moral “character”—may be a primary dimension. Although warmth and character are sometimes construed interchangeably in the interpersonal domain, we argue they are separable in the consumption domain. More importantly, we show that across a wide variety of contexts, character is likely more important than warmth in brand evaluation formation.

Rejecting Moralized Products: Moral Identity as a Predictor of Reactance to
“Vegetarian” and “Sustainable” Labels
*Rishad Habib (University of British Columbia, Canada); Yann Cornil (University of British Columbia, Canada); Karl Aquino (University of British Columbia, Canada)
How do non-vegetarians react to food labeled “vegetarian”? How do global warming skeptics react to travel being labeled “sustainable”? We argue that such labels have become moralized and exert pressure on consumers to conform. In three studies, we both measure and manipulate moral identity and show that these labels trigger reactance among consumers high, but not low in moral identity that leads them to reject such products. The research suggests that marketers should consider negative effects arising from moral reactance when deciding to place such labels.

Corporate Social Responsibility (CSR) Initiatives, PR Crises and Role of Responsibility in Corporate Evaluations
Emine Mavi (Koc University, Turkey); *Zeynep Gürhan-Canli (Koc University, Turkey); Tarcan Kumkale (Kadir Has University)
In CSR literature, there is the general idea that CSR protects against product harm crises or other negative information. We argue that this happens only when the responsibility is ambiguous, and not in cases of intentional wrongdoing. Applying Triangle Model of Responsibility to CSR domain, we discuss the role of responsibility in making predictions about outcomes in case of negative situations. The results suggest that company evaluations depend on nature of the crisis, the interaction between type of company and nature of the crisis, and the intentions of the company relating to the negative outcome.

Crime and Punishment through the Political Lens: How Liberals Forgive, and Conservatives Punish Ethical Brand Users
*Thomas Allard (Nanyang Technological University, Singapore); Brent McFerran (Simon Fraser University, Canada)
We propose that political orientation moderates desire for punishment toward users of ethical (vs. conventional) brands committing moral transgressions. That is, liberals (conservatives) punish ethical brand users committing moral transgressions less (more) than conventional brands users. Stereotyping of the transgressor drives such responses. Importantly, these effects occur for moral transgressions unrelated to the ethical properties of the brands. Such responses to moral transgressions are driven by a stereotyping of the transgressor, which affects his/her perceived moral character. We discuss implications for a better understanding of marketplace stereotyping and attribution formation and for maximizing the effectiveness of ethical product branding.

Retailing in a Consumer World - Competitive Paper Session, Percival (2nd Level)
Chair: Fuad Shennib, Stanford University, USA

Preference Reversals Between Digital and Physical Goods
*Fuad Shennib (Stanford University, USA); Rhia Catapano (Stanford University, USA); Jonathan Levav (Stanford University, USA)
Increasingly, facets of modern life have moved from the physical to the digital, ranging from photographs, to media, to social interactions. However, previous work suggests that despite the many advantages of digital goods, people remain willing to pay more for physical goods. We extend this work, and find a preference reversal by which individuals are indeed WTP more for physical goods, but are more likely to select digital goods in choice paradigms. This occurs across different goods (Study 1), in incentive-compatible contexts (Study 2), and is not driven by the salience of money (Study 3). Practical and theoretical implications are discussed.

Appreciation of Creativity: Unintended Consequences of Thematic Versus
Taxonomic Product Organizations
*TzuShuo Ryan Wang (University of Minnesota, USA); Barbara Loken (University of Minnesota, USA); *Alison Jing Xu (University of Minnesota, USA)
Three experiments reveal that thematic (but not taxonomic) product assortments can trigger a relational processing mindset, and this mindset can carry over and boosts appreciation of creative products and ads encountered later in unrelated contexts. However, this effect emerged only among participants possessing a chronic interdependent (versus independent) self-construal, who are more inclined to process information relationally. It suggests that retailers can use thematic product assortments to increase consumers’ appreciation and possible purchase of frequently highly profitable innovative, novel, or otherwise creative products that may be featured elsewhere in the retail venue.

Lower Is Stronger: The Impact of Low Prices and Affect on Reference Price Formation
*Helen Colby (Indiana University, USA); *Meng Li (University of Colorado, Denver)
This research demonstrates that low prices have a significantly larger impact on consumer reference prices than high prices that are equidistant from the experienced price mean. In five studies we find this effect across a wide variety of consumer goods (cameras, televisions, scooters, and produce) at three mean price magnitudes ($4, $400, and $4,000) and with both more and less numerate consumers. We also demonstrate that low and high prices cause differential affective responses both in magnitude and in direction, and that this differential affective response mediates the effect of low versus high prices on reference price formation.

The Downside of Product Bundle Customization
*Jennifer Seokhwa Hong (New York University, USA); Andrea Bonezzi (Northeastern University, USA); Tom Meyvis (New York University, USA)
Contrary to the general belief that customization yields benefits to both consumers and companies, current research documents a novel, downside of customization in the context of product bundling. We show that consumers evaluate self-customized bundles less favorably than store-generated bundles. Seven studies show that this effect manifests in different types of evaluative and behavioral measures. We further show that the downside effect of bundle customization is attenuated when consumers are highly knowledgeable about the product category at hand, tend to satisfice, and do not require synergy among bundled items.

Judgment and Decision Biases in the Signaling of Virtue - Symposium, Vernon (2nd Level)
We examine how classic judgment and decision heuristics and biases be leveraged by consumers to signal virtue to others and to themselves. Two papers examine how the structure of choice affects perceptions of virtue (streaks of choices, Silverman, Barasch, and Small; framing of choice, Besharat, Romero, and Haws), and two papers examine how consumers themselves can manipulate their choice contexts to reflect virtue (strategic ignorance, Woolley and Risen; using outcome bias, Lin, Zlatev, and Miller). We show how classic psychological effects can be used to encourage virtuous behavior, but also how they can be misused to justify vice behavior.

Chair: Stephanie Lin, Singapore Management University, Singapore

Hot Streak! Consumer Inferences and Predictions about Sticking to Long-Term Goals
*Jackie Silverman (University of Pennsylvania, USA); Alixandra Barasch (New York University, USA); Deborah Small (University of Pennsylvania, USA)
In five studies (N=1,834), we examine how predictions regarding an individual’s likelihood of sticking
to their goal (i.e., choosing “virtue”) are affected by that individual’s recent pattern of behavior. We show that a recent streak of goal-consistent behavior increases the predicted likelihood that the individual will persist, compared to a variety of other patterns and when holding constant the rate of behavior. This effect is due to a higher perceived level of commitment following a recent streak. In turn, people are less likely to recommend the use of a restrictive goal pursuit strategy, like a commitment device, after a streak.

**When More Is Less: How Rejecting (vs. Selecting) Food Ingredients Leads to Underestimation of Calories**

Ali Besharat (University of Denver, USA); *Marisabel Romero (Colorado State University); Kelly Haws (Vanderbilt University, USA)

Integrating research on decision frames and nutritional evaluation, the authors propose and demonstrate that rejecting (vs. selecting) ingredients increases consumers’ perception that they are exhibiting greater restraint, which ironically leads to an underestimation of calories. Furthermore, this effect is accentuated with an unhealthy (vs. healthy) ingredient selection. This research has important implications for consumers managing their weight. Further, it provides insights to managers on how to use customization strategies to manage health perceptions of the products they offer, an important topic in light of the rising obesity epidemic.

**Examining Whether Strategic Ignorance is Consciously (or Unconsciously) Pursued**

*Kaitlin Woolley (Cornell University, USA); Jane Risen (University of Chicago, USA)

Challenging the assumption that information avoidance is a conscious choice (i.e., strategic, willful, or deliberate ignorance), five studies demonstrate avoidance can operate as a hidden motive (N=2812). Consumers avoid threatening information about vice (calorie content; consequences of sunbathing) more when they “have cover” and can attribute avoidance to another product feature, than when they do not. Verifying our proposed process, the effect of cover on avoidance attenuates when intrapersonal conflict is reduced, whether by reducing the should-preference to receive information or the want-preference to avoid it. Finally, we demonstrate financial consequences of these results for marketers and consumers.

**It Wouldn’t Have Mattered Anyway: When Overdetermined Outcomes**

*Stephanie Lin (Singapore Management University, Singapore); Julian Zlatev (Harvard Business School, USA); Dale Miller (Stanford University, USA)

In five studies, we examine overdetermined outcomes, or outcomes that would have occurred even had the actor not acted. We find that when people make vice decisions (e.g., deciding not to go to the gym), they seek to determine whether the outcome of those decisions were overdetermined (e.g., check whether the gym was closed). We find this behavior is biased, as people use overdetermined outcomes in evaluating their own, but not others’ behavior. Furthermore, people seem aware that their reliance on this tactic is biased. Our research contributes to literature on vice-virtue, justification, outcome bias, and self-aware bias.

**Language and Word-of-Mouth - Competitive Paper Session, Sloane (2nd Level)**

*Chair: Grant Packard, York University, Canada*

**How Second Person Pronouns Engage Audiences**

*Grant Packard (York University, Canada); Jonah Berger (University of Pennsylvania, USA)

Does invoking “you” in cultural products impact audience engagement? Textual analysis of thousands of songs, as well as experiments, demonstrate that songs that mention “you” more often are liked more. Further, through both mediation and moderation, we show that rather than being narratively transported as the protagonist of a story, or by a sense that the singer is directly calling out to the
listener, “you” pronouns can engage audiences by inducing a feeling of social attachment, offering audiences the experience of connecting with someone in their own life through the song’s lyrics.

**The Positivity Problem: Using Mass-Scale Emotionality to Predict Marketplace Success**
*Matthew D Rocklage (Northwestern University, USA); Derek Rucker (Northwestern University, USA); Loran Nordgren (Northwestern University, USA)*

Consumer positivity can be an inconsistent signal of marketplace success – the positivity of online reviews does not appear to predict product quality (de Langhe et al. 2016) and establishments with positive reviews often fail. To address this “positivity problem,” we suggest the examination of an alternative metric: emotionality. Using mass-scale real-world data, we demonstrate across restaurant table reservations, Super Bowl advertisements, and movies that whereas the positivity of consumers’ opinions provides an unreliable indicator of future success, the emotionality of consumers’ language provides a diagnostic signal.

**When Sharing Isn’t Caring: The Influence of Seeking the Best on Sharing Favorable Word of Mouth About Unsatisfactory Purchases**
*Nicholas Olson (Texas A&M University, USA); Rohini Ahluwalia (University of Minnesota, USA)*

Whereas past research generally finds that negative purchase experiences tend to elicit negative (rather than positive) word of mouth, we find that a goal of attaining the best, or maximizing, alters this tendency. We show that maximizing enhances consumers’ propensity to share favorable word of mouth about unsatisfactory purchases, in an effort to persuade others to make the same bad purchases, and thereby turn their own objectively poor outcomes into relatively better ones. We further demonstrate this behavior is particularly prevalent when sharing with psychologically close (vs. distant) others, as close others are especially relevant to relative standing.

**When Products Come Alive: Applying Interpersonal Communication Norm to Word-of-Mouth Transmission for Anthropomorphized Products**
Fangyuan Chen (Hong Kong Polytechic University); *Jianqing (Frank) Zheng (University of Texas at Austin, USA); Jaideep Sengupta (Hong Kong University of Science and Technology)*

Information sharing among consumers through word of mouth (WOM) is both prevalent and persuasive. Meanwhile, it is not rare to see products portrayed in the human-like way in modern marketing practices. This research examines how product anthropomorphism impacts the way consumers talk about them. Four studies show that anthropomorphism increases consumers’ WOM positivity. Such effect is independent of product attitude. Rather, this likely to occur because consumers apply the human-based communication rule of “one should spread good words (not spread negative words) of other persons” when constructing WOM for anthropomorphized products.

**(Over)Predicting and (Over)Inferring Others’ Choices and Values - Symposium, Scarbrough 3 (Lobby Level)**

People often make inferences about others’ attitudes and preferences. Previous research has explored how people make such inferences based on our beliefs about others and salient social cues. The goal of this session is to highlight recent advances in our understanding of people’s beliefs about others and under which conditions their social judgments and predictions err. Four papers feature a set of empirical regularities that consistently show that people often hold inaccurate beliefs about others’ values, choices, and motives. Jung, Moon, and Nelson report that people are often biased about others’ preferences for goods. In particular, they find that people think that others prefer goods more than they themselves do. In
People’s biases about others’ preferences can produce paradoxical beliefs about others’ valuation. People believe both that others who enjoy a good the same amount would pay more for the good, but also that others who would pay the same amount for a good would enjoy the good more. Reit and Critcher provide evidence that when predicting whether others will choose A over B, people can be led astray by a commonness heuristic—their intuitive sense of the commonness of A compared to B. The commonness heuristic can give rise to a forecasting bias whereby people overestimate others’ interest in choosing commonplace but bland items over rarer but exciting ones. The authors further outline when and why we are more likely to rely upon the commonness heuristic and provide evidence that use of the heuristic can extend to costly decisions such as pricing. Okutur and Berman find that when people compare their resources to that of others, they consider their own constraints but tend to neglect those for others. This differential attention to constraints leads people to believe that similar others relatively save more, spend more, and have more available time. Consequently, people estimate that others, who are subject to the same constraints, are able to do more with their money and time than they themselves can. Li and Hsee demonstrate that people predict that others are more willing to befriend them if they use expensive items and appear rich, but in reality, others are more willing to befriend those who do not. This self-other discrepancy occurs because people misconstrue others’ purpose of friend-making. In particular, people overestimate the extent to which choosers care about the utilitarian aspect in friend making (i.e., how useful the friend is if one is in need) relative to the hedonic aspect (i.e., how comfortable one would feel around the friend). Together, these papers offer new insights into people’s beliefs about others. Given the theoretical contributions and practical applications of the four papers, we expect this session to appeal to a broad audience in the fields of consumer behavior, judgment and decision-making, and social cognitive psychology.

Chairs: Alice Moon, University of Pennsylvania, USA; Minah Jung, New York University, USA

Self-Other Biases in the Perception of Values and Preferences
*Alice Moon (University of Pennsylvania, USA); Minah Jung (New York University, USA); Leif D. Nelson (University of California Berkeley, USA)
People believe that others will pay more for goods than they themselves would. We find that this phenomenon extends more broadly to beliefs about others’ preferences. Specifically, people also believe that others will enjoy goods more than they would. Notably, these effects ultimately produce paradoxical beliefs about others’ valuation of products: people believe both that others who enjoy a good the same amount would pay more for the good, but also that others who would pay the same amount for a good would enjoy the good more. We discuss possible explanations (e.g., scale distortion, reference group).

The Commonness Fallacy: Commonly Chosen Options Have Less Choice Appeal Than People Think
*Clayton R Critcher (University of California Berkeley, USA); Emily Reit (Stanford University, USA)
In forecasting what others will choose, people are led astray by the perceived prevalence of options. This leads people to overestimate the popularity of commonplace items (e.g., vanilla ice cream) over rarer ones (e.g., tiramasu). Given common items are often chosen merely because they are frequently offered, not because they are preferred (tiramisu is rarely offered as a dessert), commonness is not necessarily diagnostic of future choice. Six studies document the fallacy, trace its origins, identify when it occurs, and document a strategic pricing error it produces.

Comparative Resource Deprivation: Evidence for Insensitivity to the Budgetary Constraints of Others
How do consumers compare their available resources to others? We argue that an availability bias in attention towards constraints causes consumers to believe that similar others save more, spend more, and have more available time than they do. While most people are aware of the limits on their money and time, and the tradeoffs they have to make, they tend to neglect resource tradeoffs in others. As a result, people estimate that others are able to do more with their time and money than they can.

**People Overpredict the Benefit of Using Expensive Items and Appearing Rich in Friend-Making**
*Xilin Li (University of Chicago, USA); *Christopher Hsee (University of Chicago, USA)

Through four studies involving multiple settings (scenario, lab and field), we find that people overpredict the benefit of using expensive items and appearing rich in making friends. Specifically, friend choosers are more willing to befriend those who do not use expensive items, but friend candidates (those the friend choosers may befriend) mistakenly predict that the friend choosers are more willing to befriend them if they use expensive items and appear rich. This chooser-candidate discrepancy occurs because people misconstrue others’ purpose of friend-making.

**Small Self in Big Social Environment** - Competitive Paper Session, Scarbrough 4 (Lobby Level)

*Chair: Dan King, University of Texas Rio Grande Valley*

**How Do Consumers Evaluate Products in Peer-to-Peer Markets? The Role of Depth of Disclosure and Self-Construal**
*Sumitra Auschaitrakul (University of the Thai Chamber of Commerce); Ashesh Mukherjee (McGill University, Canada); Dan King (University of Texas Rio Grande Valley)*

Sellers in peer-to-peer markets often share personal information that varies on depth of disclosure, i.e., degree of intimacy. We show that depth of disclosure has a positive effect on product evaluation when potential buyers have an interdependent self-construal but this effect is eliminated when self-construal is independent. We also show that this interaction is driven by a fit-elaboration mechanism, such that the positive effect of depth of disclosure in the interdependent self-construal condition is mediated by message elaboration. Finally, we show that depth of disclosure has a negative effect on product evaluation when the salience of persuasion knowledge is high.

**Sharing Like a Boss: How a Consumer’s Position in the Hierarchy Influences Word of Mouth Valence**
*Christilene du Plessis (Singapore Management University, Singapore); Michael Schaerer (Singapore Management University, Singapore); David Dubois (INSEAD, France)*

We examine how a novel audience characteristic - a consumer’s relative rank in a social hierarchy - affects the Word-of-Mouth (WOM) they share with others. Five studies using different participant samples, hierarchy manipulations, and product categories demonstrate that consumers who are higher (vs. equal or lower) in rank than the recipient of their message share fewer positive messages because they are less motivated to affiliate with the recipient. This is important because we also show that consumers receiving messages from higher-rank senders exhibit lower information seeking, product attitudes, and willingness to pay because of less positive WOM.

**A Shortcut to Self-Production: How Indie Brands Make Us Feel Grounded**
Across seven studies, we test the hypothesis that indie products provide consumers with a sense of groundedness. We show that the feeling of groundedness—a feeling of deep emotional rootedness and entrenchment due to being metaphorically connected to, and embedded in, one’s social, historical, and physical environment—explains, at least in part, the attractiveness to consumers of indie products (relative to industrial products). We document this process through mediation, moderation, and moderated mediation and provide evidence that indie products afford a feeling of groundedness because they resemble, and provide a substitute for, self-production. Finally, we outline theoretical and managerial implications.

How does Religion Affect Consumer Response to Failure and Recovery by Firms?  
*Jamie D Hyodo (University of Nebraska-Lincoln); Lisa Bolton (Pennsylvania State University, USA)

The present research proposes that failure and subsequent firm recovery efforts represent a domain that may be particularly sensitive to religion. We theorize religion salience will drive more positive response to recovery. This effect is due to heightened forgiveness, a value held by many major world religions, which is triggered by signals of repentance. Across five studies, we extend our theorizing to the moderating roles of religiosity, recovery content and generalize across several major religions.

**Session 7**  
10:00 am - 11:15 am

**Does Temporal Delay Make You a Better or Worse Person? - Competitive Paper Session, Verlst (2nd Level)**  
*Chair: Chun-Tuan Chang, National Sun Yat-sen University*

**Short or Long? The Right Combination of Time Duration, Cause Type, and Product Type in Cause-Related Marketing**  
Chun-Tuan Chang (National Sun Yat-sen University); *Xing-Yu (Marcos) Chu (Nanjing University); I-Ting Tsai (National Sun Yat-sen University); *Ming-Tsung Kung (National Sun Yat-sen University); *Dickson Tok (Nanjing University)

In cause-related marketing (CRM) campaigns, we propose that the decision of time duration should depend on cause type and product type. Results from three studies show that a long time duration works when pairing a utilitarian product with a primary cause or a hedonic product with a secondary cause. A short time duration is advantageous for a hedonic product with a primary cause. Consumer attributions regarding the company’s motives for making the donation provide process-level evidence to explain why people favor certain combinations above. Companies can leverage their CRM with long or short time duration subject to their product-cause bundles.

**How Temporal Separation in Budgeting Affects Spending Behavior**  
*Yuna Choe (Texas A&M University, USA); Christina Kan (Texas A&M University, USA)

Across four studies, we explore how temporal separation between budget setting and actual purchase affects spending behavior. We show that as the temporal separation increases, people are increasingly likely to overspend their budget, and this effect is driven by adaptation of the hedonic impact associated with the budget.
The Good and Bad of a Delayed Indulgence: The Role of Perceived Self-Control and Purchase Satisfaction

Argiro Kliamenakis (Concordia University, Canada); Kamila Sobol (Concordia University, Canada)

In the current paper we demonstrate that a delay in indulgence allows consumers to retain their subjective assessment of self-control despite the fact that a goal violation has ensued. In particular, findings show that the mere act of delaying an indulgent purchase can evoke the same level of perceived self-control as not indulging at all—a level that is higher than in instances of immediate indulgence. Paradoxically, the bolstered perceptions of self-control resulting from a delayed indulgence, subsequently reduce purchase satisfaction.

The Illusion of Knowledge Effect: Learning (And Forgetting) Attribute Information Decreases Choice Deferral and Increases Confidence

*Jose Mauro Costa Hernandez (Centro Universitario FEI); Maira Jesus Neves (Universidade de Sao Paulo); Fernando Henrique Oliveira Aguiar (Centro Universitario FEI)

This study examines situations in which consumers acquire attribute information over time and choose among the given options or defer the choice. We find that prompting consumers to recognize missing information increases choice deferral and decreases confidence in the decision. However, with the passage of time, memory of attribute information fades away and consumers are trapped in the illusion of knowledge, making them more prone to choose and more confident in having made the right choice.

Let’s Be Altruistic and Make the World a Better Place - Competitive Paper Session, Percival (2nd Level)

Chair: Bonnie Simpson, Western University, Canada

Making the World a Better Place: How Crowdfunding Shifts Consumer Preferences Toward Social Good Products

*Bonnie Simpson (Western University, Canada); Martin Schreier (Vienna University of Business and Economics); Sally Bitterl (Vienna University of Business and Economics); Katherine White (University of British Columbia, Canada)

Crowdfunding involves financing new ventures by relying on a large number of individuals who collectively back the venture. We predict that consumers will make different product choices when crowdfunding versus merely purchasing a given product, despite the fact that the exchange is identical in both scenarios (a product is exchanged for a certain amount of money). We find across 5 studies that crowdfunding activates an interdependent mindset which subsequently increases the salience of collective efficacy beliefs. We demonstrate that consumer preferences shift away from products positioned as providing superior self-benefits, toward products with a more positive social and/or environmental impact.

When Disadvantage Is an Advantage: Benevolent Partiality in Consumer Donations

Gabriele Paolacci (Erasmus University Rotterdam, The Netherlands); *Gizem Yalcin (Erasmus University Rotterdam, The Netherlands)

How should altruistic consumers choose whom to help? The classical utilitarian answer, championed by the Effective Altruism movement, urges people to choose the charitable alternatives that maximizes the size of the benefit and the number of beneficiaries irrespective of their characteristics. In contrast to utilitarian prescriptions, we show that a sizable number of donors value saving the lives of members of disadvantaged groups more than what the disadvantage implies from a utilitarian impartiality standpoint. Benevolent partiality is decreased when donors reflect on how they should donate
beforehand, when disadvantage is self-determined, and when donors are more approving of instrumental harm.

**Dignity, Power, and Justice in the Exchange of Community Resources**

*Stacey Menzel Baker (Creighton University); Courtney Nations (University of North Florida); Meredith Rhoads Thomas (Florida State University); *Aronte Marie Bennett (Villanova University)

Dignity is a fundamental element of the human experience and a central topic across many disciplines. However, the concept of dignity has not yet been thoroughly explored from a consumer behavior perspective. Focusing on the vulnerability that accompanies being unable to meet one’s basic needs, the current research investigates the role of dignity in the consumer experience of accessing community resources. Specifically, this work investigates the social structures that influence how social resources are distributed (power), and how power imbalances impact self-perceptions (dignity). Further, this study develops a deeper understanding of justice in terms of normative ideas about fairness in resource distribution procedures.

**Focusing on Possession and Materialism - Competitive Paper Session, Vernon (2nd Level)**  
*Chair: Shreyans Goenka, Cornell University, USA*

**The Malleable Morality of Conspicuous Consumption**

Shreyans Goenka (Cornell University, USA); Manoj Thomas (Cornell University, USA)

This research demonstrates that the morality of conspicuous consumption is malleable, contingent upon how different moral lenses highlight the different characteristics embedded in the behavior. An archival dataset and six studies (N = 2903) show that the individualizing values (i.e., equality and welfare) make people focus on the self-enhancing characteristics of conspicuous consumption (e.g., vanity, superiority), deeming it immoral. However, the binding values (i.e., deference to authority, in-group loyalty, and purity) make people focus on the social identity signaling characteristic of conspicuous consumption, making it seem morally justifiable.

**Feeling Wealthy, Spending Less: The Interplay of Perceived and Objective Wealth on Consumption**

*Silvia Bellezza (Columbia University, USA); Joe Gladstone (University College London)*

We investigate the interaction between objective and perceived wealth on consumer spending. Through field studies (data from a money management app and a large retail bank), lab experiments, and large public surveys (representative samples of America and China), we demonstrate that those who are objectively wealthy but feel subjectively poorer spend the most. We find evidence that the psychological mechanism underlying this effect is interpersonal influence: those who are highly influenced by what others think of them display the highest spending.

**Sustainable Luxury: A Paradox or a Desirable Consumption?**

*Jennifer Sun (Columbia University, USA); Silvia Bellezza (Columbia University, USA); Neeru Paharia (Georgetown University, USA)*

We show that luxury consumption is sustainable, as luxury goods have a longer life cycle and are more likely to be recycled on secondhand markets than ordinary goods. Despite that luxury products last longer and have higher resale potential compared to ordinary products, many view luxury consumption as a wasteful and materialistic behavior, even when controlling for the total amount purchased and the time horizon, because these purchases are deemed unnecessary. We demonstrate how this bias is attenuated when luxury purchases are framed as long-lasting investments.

**Sometimes It’s Okay to Give a Blender: Mismatched Giver and Recipient**
Preferences for Hedonic and Utilitarian Gifts
*Elanor Williams (Indiana University, USA); Emily Rosenzweig (Tulane University, USA)
Gift givers are often torn between fun but frivolous gifts and useful but less fun gifts. We suggest
givers favor hedonic gifts, in part because they focus on the moment of exchange when choosing gifts. However, givers may be miscalculating: recipients instead focus on owning the gift and are more satisfied with utilitarian gifts than givers expect, even preferring them to more fun gifts, and find such gifts to be better reminders of their givers.

Disposing of Possessions: How Past and Future of Used Products Affect Owner Decisions - Symposium, Sloane (2nd Level)
This symposium explores how the past and potential future of used products affect the decisions of owners regarding how to dispose of them (e.g., sell, donate, share, rent, store, discard, recycle). The history of a possession can make it special or cherished to owners, who become emotionally attached—and this can influence owners’ disposal preferences. Similarly, considering the future of a possession via transformation messaging can change the way owners wish to dispose of it. All four papers in this session examine how the meaning created by a possession’s history or potential future can affect an owner’s disposal decisions.

Chair: Antje Graul, Utah State University

To Sell or Donate: Why Special Possessions Are Donated and Not Sold?
*Saurabh Rawal (University of Alberta, Canada); Robert J Fisher (University of Alberta, Canada); Jennifer J Argo (University of Alberta, Canada)
Why do consumers donate rather than sell their special possessions? Although it seems logical that consumers should seek financial compensation when they dispose of possessions that they consider special, we find that selling a special possession is a threat to the owner’s self-concept, and as a result special possessions are less likely to be sold (or more likely to be donated) than non-special possessions.

Object History Value Shapes Owner Decisions in the Sharing Economy
*Charis Li (University of Florida, USA); Chris Janiszewski (University of Florida, USA)
Individual owners of valuable, durable objects determine the supply and pricing in the peer-to-peer sharing economy (e.g., Airbnb). We propose that object history value, a value owners assign to their possessions given the history the objects have witnessed, can influence owners’ willingness to share their possessions with others through the sharing economy, and the price they set. Three studies document these effects and draw implications regarding how sharing platforms can increase supply, facilitate matching of idiosyncratic supply and demand, and grow the sharing markets.

When Cherished Possessions Are Offered for Rent: The Role of Emotional Attachment in Consumer-To-Consumer Rentals
*Antje Graul (Utah State University); Aaron Brough (Utah State University); Mathew Isaac (Seattle University)
When owners dispose of possessions to which they feel attached, they typically care about how the product will be used. We propose that owners’ preferences for usage frequency depend on whether the product is offered for sale or for rent. Since frequent usage can both increase users’ enjoyment and cause greater product wear-and-tear, this creates a tradeoff for owners. Prior research is agnostic as to which of these motivations would dominate owners’ decisions when disposing of cherished possessions, but we find that strongly-attached (vs. weakly-attached) owners tend to prefer renters who
signal low-usage frequency and buyers who signal high-usage frequency.

**Knowing What it Makes: Product Transformation Awareness Increases Recycling**
Karen Page Winterich (Pennsylvania State University, USA); Gergana Nenkov (Boston College, USA); *Gabriel Gonzales (Pennsylvania State University, USA)
Recycling campaigns abound, but do consumers understand what becomes of those recyclables? This research proposes that product transformation awareness (PTA; i.e., thinking about new products made from recyclables) increases recycling intentions and behavior. By considering positive explicit outcomes of the recycling process via PTA, consumers perceive greater benefits of recycling, thereby increasing their likelihood to recycle. Consistent with this theorizing, this effect only occurs for those who do not chronically consider the potential future outcomes of their decisions. Studies in the lab and in the field demonstrate the effectiveness of product transformation in increasing both recycling intentions and behavior.

**Marketing Elements and Consumer Perception - Competitive Paper Session, Scarbrough 3 (Lobby Level)**

**Chair: Lam An, University of Central Florida, USA**

**Keep Your Distance: The Impact of Facial Prominence on Consumers’ Evaluation of Marketing Communications**
*Lam An (University of Central Florida, USA); Ze Wang (University of Central Florida, USA); Xia Wang (Renmin University of China); Jonathan Hasford (University of Central Florida, USA)
Marketing communications frequently feature human faces to communicate information about the brand. However, researchers and executives alike have largely overlooked the influence of facial prominence, defined as the ratio between the area of the model’s face and the total area of the marketing displays, on consumer responsiveness to various types of persuasive appeals. Across four field and two lab studies, we demonstrate that consumers prefer marketing communications with a smaller facial prominence. We provide evidence that this effect is based on a consumer’s desired interpersonal distance and examine how interpersonal similarity impacts our findings.

**Better Together: How Bundling Increases Experiential Perceptions of Material Goods**
*Eugenia Wu (University of Pittsburgh, USA); *Sarah Moore (University of Alberta, Canada); Peggy Liu (University of Pittsburgh, USA)
Although experiential purchases generally lead to more positive consumer and firm outcomes than material purchases, little is known about how firms might increase experiential perceptions of material goods. We examine product bundling as one possibility. Eleven studies show that consumers perceive material items as more experiential when bundled. This effect occurs when comparing bundled products to their components, and when comparing sets of products that are bundled vs. unbundled (e.g., single vs. separate screens), provided that the products are sufficiently complementary (can be used together). This effect occurs because bundling constrains the perceived potential uses for the bundled items.

**Perceiving Attitude Change: How Qualitative Change Increases Perceptions of Evaluative Shifts**
*Christopher Bechler (Stanford University, USA); Zakary Tormala (Stanford University, USA); Derek Rucker (Northwestern University, USA)
Attitude change and persuasion are extensively studied topics in consumer psychology, but we have little insight into perceived attitude change—for example, what shapes marketers’ and consumers’
assessments of the magnitude of a shift in someone’s opinion. The current research represents an initial investigation of this issue. Multiple experiments show consistent evidence that qualitative attitude change (e.g., negative to positive) is perceived as greater than otherwise equivalent non-qualitative attitude change (e.g., negative to less negative) because qualitative change is easier to process. This effect has meaningful marketing consequences and implications for future attitude change research.

**Is Nestlé a Lady? Brand Name Linguistics Influence Perceived Gender, Warmth and Brand Loyalty**

*Ruth Pogacar (University of Calgary, Canada); Justin Angle (University of Montana); Tina M. LOWREY (HEC Paris, France); L. J. SHRUM (HEC Paris, France); Frank R Kardes (University of Cincinnati, USA)

Feminine brand name gender increases perceived warmth, which increases brand loyalty. Longer names ending in a vowel (Burberry) sound more feminine/warmer than shorter names ending in a consonant (Ford). Using experimental and observational methods with hypothetical and real brands, we show that people feel more loyal toward feminine brand names and predict that they are more successful. In fact, Interbrand top brands have more feminine names than less successful brands. The feminine name advantage is greater for hedonic than utilitarian products, but is neutralized when the typical user is male, and reversed when warmth is not a desirable attribute.

**Improving Consumer Conversations - Symposium, Scarbrough 4 (Lobby Level)**

(NOTE: An abstract was not requested in the symposia/session call for papers information, but I've provided an attempt here taken from the 500 word session overview.) How can we help make consumer conversations better? This session integrates a variety of perspectives showcasing the importance of language and paralanguage in consumer conversations to help address this question. For example, can linguistic evidence of an employee’s construal level while conversing with a customer shape the latter’s perceptions of the employee? Can subtle paralinguistic cues in text messages shift perceptions towards the conversation partner, including those of “artificial” conversants (e.g. AI/machine chatbots)? And how might products be valuable in helping to facilitate conversations among consumers? This session sheds light on these and other questions as it presents new insights from research examining language and paralanguage in conversations.

_Chairs: Grant Packard, York University, Canada; Jonah Berger, University of Pennsylvania, USA_

**Linguistic Concreteness in Customer-Firm Conversations**

Grant Packard (York University, Canada); Jonah Berger (University of Pennsylvania, USA)

We demonstrate that a conversation partner’s linguistic construal (i.e., concreteness) of focal topics can impact the listener’s perception of the partner’s closeness to the object of discussion, and perceived closeness of the object itself. Two field data studies find that concreteness in customer service employee language leads to heightened perceptions of the employee’s helpfulness and increased customer purchases. These effects sustain controlling for the interactive effect of customer and employee concreteness over conversational turns. The effect of linguistic concreteness on helpfulness is mediated by perceptions that the employee is psychologically closer to the customer’s needs.

**Nonverbal Mimicry of Textual Paralanguage**

*Andrea Webb Luangrath (University of Iowa); Joann Peck (University of Wisconsin - Madison, USA); *Victor Barger (University of Wisconsin - Whitewater, USA)

This research explores nonverbal mimicry in response to textual paralanguage (TPL) in online conversations. We demonstrate that consumers mimic nonverbal cues after being exposed to messages containing TPL. This occurs due to greater levels of empathy evoked by exposure to TPL. Mimicry is
more likely to occur in the same sensory modality for auditory and visual TPL, but not for tactile TPL. We conjecture that auditory and visual TPL (vs. tactile TPL) are better at conveying their modality-specific qualities.

**To Err and Pause is to be Human: How Unintentional Cues in Written Communication Can Signal Humanness**

*Shirly Bluvstein (New York University, USA); Johann Ludwig Melzner (New York University, USA); Alixandra Barasch (New York University, USA); *Juliana Schroeder (University of California Berkeley, USA)

We demonstrate that seemingly unintentional aspects of written communication, such as making a typographical error or pausing to think, can lead readers to infer that a communicator is more likely to be human. This inference can further lead readers to believe the communicator has greater mental capacity (e.g., warmth), and make them more willing to share personal information with the communicator. Four experiments using ambiguous conversational counterparts (e.g., customer service agents who could be bots) provide support for our predictions. Our results provide insight into when people share their personal information, with implications for building brand trust and consumer privacy.

**Paying to Purchase a Conversation Topic**

*Hillary J.D. Wiener (University at Albany, SUNY, USA); *Josh Wiener (Oklahoma State University, USA)

Can products play a role in facilitating conversation? We look at whether consumers predict that non-self-relevant products can facilitate conversation, and when they will pay a premium to purchase products that might do so. We investigate this issue by examining consumers’ likelihood to purchase expensive products that are associated with product related stories, such as those about the product’s history or making. Importantly, the stories are about the products, rather than the purchaser, and are not self-relevant. We predict and reveal that people will pay a premium for a story-associated product if they think they can use it to facilitate conversation.

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**Session 8**

11:30 am - 12:45 pm

**Social Class, Status, and Identity - Competitive Paper Session, Verlst (2nd Level)**

*Chair: Christopher Cannon, Northwestern University, USA*

**The Dark Side of Luxury: Social Costs of Luxury Consumption**

*Christopher Cannon (Northwestern University, USA); Derek Rucker (Northwestern University, USA)

Prior literature suggests that luxury consumption provides consumers with a myriad of social benefits. In contrast, the present research explores the idea that luxury consumption carries significant social costs for actors. Although luxury consumption leads actors to be ascribed higher status, they are perceived as lower in warmth. Consequently, in contrast to prior research, luxury consumption should yield both positive and negative social consequences for an actor as a function of whether status or warmth is relevant for a decision. Four experiments demonstrate the social costs of luxury consumption, provide evidence for an impression management account, and illustrate boundary conditions.

**Fashionably Late: Signaling Sociometric Status Through Conspicuous Consumption of Leisure Time**

*Kıvılcım Döğerlioğlu Demir (Sabanci University); Andy H. Ng (Sabanci University);*
Cenk Koçaş (Sabanci University)
This research examines how people react to individuals who arrive late to social gatherings. We demonstrate that people infer higher sociometric status for late-arriving (vs. on-time) targets, which in turn motivates people to affiliate with these targets. Furthermore, we show that arriving late to social events have downstream consequences for attitudes and behavioral intentions of observers, such that high sociometric status of targets, as signaled by their late arrival times, make their consumption choices more likable and more likely to be imitated. And this imitation tendency is stronger for observers who have a high (vs. low) chronic desire for status.

Consumer Minimalism as Identity Curation Process
* Daniele Mathras (Northeastern University, USA); Katherine Hayes (Northeastern University, USA)
In this research, we model the process by which individuals transition into a more minimal consumer lifestyle. Results from interviews with minimalists across capsule wardrobe, tiny house, vannlife, and minimal lifestyle segments reveal that the psychological and physical transition into minimalism is an identity curation process. Consumer identity curation is the development of a cohesive collection of products and services that define and provide value to the present self through deliberate, ongoing acquisition, dispossessing, and consumption activities. Through self-honesty, intentionality, detachment, and a reallocation of resources, minimalists shed possessions by first crafting, then maintaining focus on their best present self.

Persuasiveness of Descriptive Norms: The Role of Culture and Decision Context
* Rebecca Chae (University of Michigan, USA); Carolyn Yoon (University of Michigan, USA)
Prior research on descriptive norms suggests that messages containing provincial norms as compared to global norms lead to greater conformity and persuasion. We investigate how culture (interdependent vs. independent) and decision context (private vs. public) moderate the persuasive effects of descriptive norms on decisions in domains involving socially conscious behavior. Four studies using field and laboratory experiments across different domains provide convergent evidence that in relatively private contexts, independents (interdependents) are more persuaded by provincial (global) norms. However, in public (vs. private) settings, independst (interdependents) are more persuaded by global (provincial) norms.

The Experiential Consumer: Group Evaluations, Satiation, and Stress
Chair: Aleksandra Kovacheva, University at Albany, SUNY

Come Sail with (Out) Me: When Asymmetrical Decisional Control Makes Group Experiences Unappealing
*Aleksandra Kovacheva (University at Albany, SUNY); Eugenia Wu (University of Pittsburgh, USA); Cait Lamberton (University of Pittsburgh, USA)
This paper examines the extent to which the utility of joint consumption experiences is influenced by the distribution of decisional control within the group. We demonstrate that consumers are less likely to engage in group experiences when they expect to have asymmetrically higher decisional control compared to the rest of the group. Our findings suggest that this is driven by increased feelings of stress, induced by feelings of greater responsibility over the group outcome.

Products as Consumption Companions: How Collectivism Influences Consumer Responses to Anthropomorphic Products
Rhonda Hadi (Oxford University, UK); *Sara Baskentli (Western Washington
University, USA); Leonard Lee (National University of Singapore, Singapore)

This research examines how collectivism influences consumer responses to anthropomorphic products. We find that collectivistic consumers show an exaggerated preference for anthropomorphic products, because these products represent social surrogates allowing for more communal consumption experiences. This effect holds across various product categories, regardless of whether collectivistic thinking is measured, primed, or operationalized based on ethnicity. This research contributes to anthropomorphism literature by highlighting an important individual difference moderator and offers practical implications for product designers and marketers targeting consumers across cultural boundaries.

More Than One Way to Break an Egg: Reducing Satiation with Creativity
*Yanfen You (New Mexico State University, USA); Na Wen (City University of Hong Kong); Xiaojing Yang (University of Wisconsin - Milwaukee, USA); Wenyu Dou (City University of Hong Kong)

Consumers often need to repeat the same experiences or consume the same products in their daily lives. Across three experiments, we demonstrated how situationally primed creativity and chronic creativity reduce satiation by prompting individuals to employ different approaches to seemingly repetitive consumption experiences. We showed that, instead of resorting to different alternatives, enjoyment can also be maintained by taking different approaches to consuming the same item. Because of their approach variety, creative consumers virtually create “new” experiences when repeating seemingly same experiences, resulting in less satiation.

Terror-Induced Stressful Life Events Blunted Arousal Reactivity and Impaired Affect Integration in Subsequent Aesthetic Evaluations
*Aiqing Ling (INSEAD, France); Tobias Kalenscher (Heinrich Heine University Düsseldorf, Universitätsstrasse); Hilke Plassmann (INSEAD, France)

With the increased frequency of people witnessing terror attacks, it is important to understand how the experience of such stressful life events alters consumers’ emotional reactions and their decision-making processes. Based on a natural experiment, we found that terror-induced stressors caused selective affect bluntness, dampening the integration of emotion when making subsequent evaluations. This result supports a recent arousal transport hypothesis that arousal necessitates the carry-over effects of affect on value-based evaluations. Our finding reveals a novel mechanism and a boundary condition where marketing strategies that appeal for consumers’ incidental affect could be ineffective.

Social Judgments as Stop-and-Go Signals for Consumption - Competitive Paper Session, Vernon (2nd Level)
Chair: Xiaoying Zheng, Nankai University

Conspicuous Anti-Consumption: Role of Signaling in Green Demarketing Contexts
*Tejvir Sekhon (Western Washington University, USA); *Catherine A Armstrong Soule (Western Washington University, USA)

Reduced consumption is more environmentally beneficial than “green” consumption and more brands are encouraging it using green demarketing strategies. A possible deterrent against such anti-consumption behavior is the inherent lack of observable signals, which can be strong motivators in luxury and green consumption. This research explores whether brands engaged in green demarketing can use an observable signal to mitigate this barrier. We report an exploratory analysis using Facebook data and three experimental studies that provide evidence of conspicuous anti-consumption and suggest that observable signals motivate anti-consumption and benefit the consumers and demarketing brands due to favorable perceptions by observers.
Possession-Alienation: How Consumers Treat Possessions When Feeling Self-Alienated?

*(Joyce) Jingshi Liu (Hong Kong University of Science and Technology); Amy Dalton (Hong Kong University of Science and Technology)

People feel alienated from themselves when they act in a manner that is untrue to the self. Because possessions are part of people's self-concept, feeling alienated from oneself implies feeling alienated from the possessions that are part of the self. Indeed, we find that self-alienation leads to lower connections to one's possessions, but this effect only applies to products that are relevant to the self-concept. Moreover, self-alienation increases consumers’ likelihood to trash their possessions and decreases their willingness to repair versus replace their possessions.

Effects of Recipients’ Negative Emotional Expressions on Donors’ Preference for Survival Helping Versus Developmental Helping

*Xue WANG (University of Hong Kong); *He (Michael) Jia (University of Hong Kong); *Sara Kim (University of Hong Kong)

In this research, we focus on the difference between helping that fulfills people’s development needs and helping that fulfills people’s survival needs. Across five studies, the current research shows that compared to positive emotional expressions, negative emotional expressions of a recipient will make donors less optimistic about the recipient’s future, thus perceive the recipient to have a higher need for survival helping but a lower need for developmental helping, and ultimately have a stronger preference for survival helping over developmental helping to the recipient.

Behaving for the Greater Good - Competitive Paper Session, Sloane (2nd Level)

*Cohesion or Coercion? Why Coordinated Actions Backfire in Marketing Contexts*

Noah VanBergen (University of Cincinnati, USA)

Previous research ranging from the study of brand extensions to social groups repeatedly demonstrates benefits of similarity and coordination. In contrast, the present work demonstrates that engaging in less (vs. more) coordinated actions in organizational contexts (e.g., cause-related marketing) results in more favorable perceptions. Four studies show that when organizational entities engage in varied (vs. coordinated) actions, consumers perceive greater impact resulting from those actions. This effect is driven by agency perceptions: In hierarchical organizations such as corporations and universities, variation signals agency while coordination signals coercion. Therefore, marketing actions that involve variation (vs. coordination) are perceived more favorably.

*Giving to Political Candidates: The Role of Underdog Positioning*

*Gustavo Schneider (University of South Carolina, USA); Jennifer Savary (University of Arizona, USA); Anastasiya Pocheptsova Ghosh (University of Arizona, USA); Ted Matherly (Oklahoma State University, USA)

We demonstrate how political candidate’s positioning as an underdog or favorite affects consumer choices between modes of support, either through donating money privately or through public campaign merchandise purchase. Specifically, we find that supporters of underdog candidates are more likely to buy merchandise compared to supporters of the favorite in a two-way political race, and that these effects are enhanced during major campaign events. We find converging evidence for this effect through surveys of recent donors to political campaigns, experiments and by analyzing contribution data from the 2008 and 2016 Presidential elections.

*The Far Side of Consumers’ Charitable Giving: Autonomous Pro-Social Behavior*

*Moran Anisman-Razin (Duke University, USA); *Liat Levontin (Technion University, USA)
Pro-social behaviors can be autonomy-oriented, provide recipients with the means to succeed in future situations but not supplying an immediate solution, or dependency-oriented, providing an immediate solution but not supplying tools for future success. We show that most of consumers’ prosocial research is focused on money donations, usually a form of dependency-oriented help. However, growth mindset consumers, those who believe personality can change with effort, are less likely than fixed mindset consumers to provide dependency-oriented help. Accordingly, more focus on autonomy-oriented prosocial behavior, the “far and dark side of pro-social behavior” is needed.

Imagine This: There Are Many Ways to Induce Imagery and They Do Not Always Yield Positive Results - Symposium, Scarbrough 3 (Lobby Level)

This session distinguishes the effects of different imagery induction methods as well as between positive and negative effects of these methods on imagery, emotional and behavioral responses. The first and second presentations distinguish the effects of different induction methods (visuals vs. instructions; products presented independently or as bundles) on positive imagery and behavioral intentions. The third and fourth presentations focus on negative effects of different induction methods on imagery, expectations, and emotional responses.

Chairs: Gizem Ceylan, University of Southern California, USA; Kristin Diehl, University of Southern California, USA

To Imagine or Not to Imagine: How Imagery Induction Methods and Prior Experience Affect Behavioral Intentions
*Gizem Ceylan (University of Southern California, USA); Kristin Diehl (University of Southern California, USA); *Wendy Wood (University of Southern California, USA)

Using a meta-analytic approach, Ceylan, Diehl, and Wood examine whether induction methods that rely more on internal compared to external representations (i.e. instructions vs. visuals) affect imagery and behavioral intentions differently. They observe similar effects regardless of method, but identify prior experience with the purchase as a novel and critical moderator that heightens the effectiveness of induction methods relying on internal representations.

The Effect of Bundling on Imagery and Product Evaluation
Min Zhao (Boston College, USA); Lan Xia (Bentley College, USA)

Counter to prior research on greater utility of segregated gains, we propose and demonstrate that bundled presentation can increase product evaluation and willingness to pay. The effect occurs because bundling related products together can enhance spontaneous mental imagery of using the products, which leads to greater perceived psychological ownership of the products and increase valuation. The effect of bundling is attenuated or reversed when spontaneous mental imagery is disrupted by constraining mental resources, bundling products with inconsistent theme, or bundling disliked items together. Evidence from five studies provides converging support to these hypothesized effects and underlying process.

When a Photo is Not Worth 1000 Words: How Photos Constrain Consumer Imagery and Expectations of Experiences
Alixandra Barasch (New York University, USA); *Emily Powell (New York University, USA)

Consumers are spending more money on experiences than ever before and, with the rise of social media, they are sharing increasing numbers of photos of their experiences. While photos are typically thought to increase consumers’ ability to imagine prospective experiences, we show that these photos can actually constrain consumers’ imagery. This is because consumers have idiosyncratic preferences,
so the concrete nature of photos can actually limit their ability to imagine an experience that matches their preferences. In four studies, we show that this constrained imagery leads to lower expected enjoyment and desire to engage in an experience.

**Guilty Displeasures: Food Related Emotional Consequences of Process Versus Outcome Imagery**

Ryan Elder (Brigham Young University, USA); *Gina Mohr (Colorado State University)

Across three studies we show that for unhealthy (vs. healthy) foods, outcome (vs. process) imagery leads to an increase in negative emotions, with the difference exacerbated among restrained eaters. Importantly, when imagery elicited emotions are measured prior to consumption, the negative emotions experienced during actual consumption decrease.


Chair: Helen van der Sluis, Arizona State University, USA

**With Inclusion Comes Influence: The Psychological and Persuasive Consequences of Observable Disability in the Marketplace**

*Helen van der Sluis (Arizona State University, USA); Adriana Samper (Arizona State University, USA); Kirk Kristofferson (Ivey Business School)

Although marketers and policy makers increasingly focus on the inclusion of individuals with disabilities, little research has addressed how physical disabilities may shape inferences within a consumption context. We demonstrate that consumers attribute heightened moral character to people with physical disabilities due to the perception of their having overcome adversity, and find that these moral character inferences increase the persuasiveness of those with disabilities in a sales context.

**Want to Come Along? How Emotional Expressiveness Influences the Appeal of a Potential Consumption Partner**

*Wilson Bastos (Catolica Lisbon School of Business and Economics)

Choosing a companion is an important decision in the consumption of experiences. What drives this decision? This work investigates emotional expressiveness (EE) as one determinant. Results show that individuals expected to display an average level of EE during the experience are the preferred companion. However high-EEs and low-EEs are not equally desirable—high-EEs are preferred over low-EEs. Two distinct sequential-mediation paths explain these differences. Compared to average-EEs, high-EEs are less preferred because they exert pressure on the partner to ‘tune up’ his/her emotions, which is distracting. Low-EEs are less desirable because they fail to provide feedback, which hinders social connection.

**Sources of Social Proof in Retail**

*Sarah C Whitley (Oklahoma State University, USA); Remi Trudel (Boston University, USA)

We explore how consumers interpret and utilize cues of social proof from observable product availability in retail. Across five studies we show that consumers interpret information about inventory allocations and visual evidence of prior consumers’ choices as cues on social proof from retailer and consumer sources, respectively. These two cues of social proof provide opposing interpretations regarding the relationship between product availability and consumer demand, despite often being observed simultaneously at the point of purchase. Contrary to consensus in social proof, shoppers are more likely to follow low consensus consumer cues rather than high consensus retailer cues.

**Interview with the vendor: Conversational Disclosures Increase Responsiveness to**
Strategically Withheld Information
*Nikolos M Gurney (Carnegie Mellon University, USA); George Loewenstein (Carnegie Mellon University, USA); Nick Chater (Warwick Business School)
Consumers can be remarkably insensitive to withheld information—giving, in effect, the ‘benefit of the doubt’ regarding absent information. Such results are found using abstract tabular representations of information—raising the possibility that people might treat the withholding of information very differently when embedded in a conversational interaction. In three experiments, we show that people are substantially more sensitive to, and suspicious of, withheld information in a conversational context. This work draws together consumer psychology, behavioral economics, and experimental pragmatics to suggest that conversational disclosures, whether auditory or written, may better engage important aspects of human reasoning than traditional formats.

Session 9
2:15 pm - 3:30 pm

Vulnerable Consumers: Helping Children, The Poor, and Females Pursue Health and Financial Stability - Symposium, Verlst (2nd Level)
This session aims to enable scholars to better understand (and marketers to better serve) three types of vulnerable consumers: children, low-income consumers, and females. Paper 1 partnered with UNICEF to launch three field experiments in elementary schools in Panamá, leveraging economic incentives to increase children’s healthy choices. Paper 2 challenged the prevalent judgment of the poor and showed that because poor consumers were food-insecure, they chose unhealthy food not to indulge but to feel full. Paper 3 found that because consumers who grew up in resource-poor (vs. resource-rich) environments expected to live up to a lower age, they allocated a smaller share of income for retirement. Paper 4 extended the gender stereotype literature by providing a novel perspective for why females tend to invest less. Together, these papers bridge discoveries from numerous methodologies (domestic and international field experiments, in-lab studies, and secondary dataset) and in a diverse set of consumption domains (health, retirement, investment, financial planning).
Chair: Szu-chi Huang, Stanford University, USA

Children are Price Sensitive Too: Using Price Promotions to Increase Children’s Consumption of Healthy Food
Szu-chi Huang (Stanford University, USA); *Michal Maimaran (Northwestern University, USA)
We partnered with UNICEF to launch three field experiments at three elementary schools in Panamá in order to examine the effectiveness of price-promotion interventions in boosting children’s consumption of healthy food. We gave children in elementary schools coupons of varying message complexity to promote healthy food, and measured their actual redemption rates at schools’ kiosks. This research provides novel insights into the impact of economic incentives on children’s consumption and the moderating effect of the complexity of the message the economic incentive entails.

Food Insecurity, Not Indulgence, Underlies Unhealthy Food Choices among the Poor
Broderick Turner (Northwestern University, USA); *Aparna Labroo (Northwestern University, USA)
A widespread belief is the poor favor immediate gratification, including the indulgence offered by unhealthy foods. Food assistance, similar to free money, is believed to further license indulgence. We challenge this view to posit poor consumers are food-insecure and, in choosing unhealthy foods, they
seek filling, not indulgent, foods because unhealthy foods are often more filling. Food-assistance increases unhealthy choice, not by licensing indulgence, but by reminding users of food insecurity. Three experiments support our proposition. By coding 5,211 purchases of low-income shoppers, we additionally show that field-interventions framing healthy foods as filling increased healthy purchases four-fold.

**Early-life Scarcity, Life Expectancy, and Decision-Making**
*Chiraag Mittal (Texas A&M University, USA); Vladas Griskevicius (University of Minnesota, USA); Kelly Haws (Vanderbilt University, USA)*

There are considerable disparities in financial outcomes among individuals from different socioeconomic backgrounds. Often, those from poorer backgrounds make seemingly myopic choices that affect them negatively in the long run. Yet why people from deprived backgrounds respond by behaving in ways that worsen their situation is an unresolved puzzle. We propose that one reason for financial disparities among people from different socioeconomic backgrounds is their perceived life expectancy. We find that in the presence of current stressors people growing up poorer feel that they are going to die sooner and that this tendency leads them to devalue retirement savings.

**Anxiety and Financial Vulnerability: Gender Effects**
*Punam Keller (Dartmouth College, USA); Annamarie Lusardi (George Washington University, USA); Nadia Linciano (CONSOB (Italy))*

Our studies demonstrate that women are less likely to engage in risky financial decisions than men because they are more likely to let their anxiety prompt a need for certainty. The literature on emotions supports the view that women engage in more emotional appraisal than men: Self-reports indicate that women have more frequent, and intense emotional experience than men (Fujita, Diener, & Sandyik 1991), and place greater value on their emotional states (Dube & Morgan 1998). One field study and three experiments in this paper show that for women, anxiety increases financial risk aversion, and undermines participation in financial markets.

**It's All About Sensory Cues!** - Competitive Paper Session, Percival (2nd Level)

*Yunqing Chen, Chinese University of Hong Kong, China*

**The Effects of Endorsers’ Facial Expressions on Inferences of Their Social Status and Willingness to Purchase the Product They Endorse**
*Yunqing Chen (Chinese University of Hong Kong, China); Robert Wyer (University of Cincinnati, USA)*

The facial expressions that endorsers convey in a print ad can influence consumers’ reactions to the product being advertised. However, this effect, which is mediated by perceptions of the endorsers’ social status, depends on whether the endorser is male or female. That is, consumers perceive smiling male endorsers to have high status but smiling female endorsers to have low status. These perceptions, in turn, influence consumers’ willingness to purchase products whose social prestige value is unknown a priori. Four experiments confirm these conclusions and demonstrate their implications for actual purchase behavior.

**The Influence of Olfactory Cues on Consumer Preferences: The Moderating Role of Brand Names**
*Marina Carnevale (Fordham University); Rhonda Hadi (Oxford University, UK); Ruth Pogacar (University of Calgary, Canada); *David Luna (Baruch College, USA)*

Research has documented profound effects of olfactory cues on consumer product preferences. However, this influence may hinge on precursory cues, such as a product’s brand name. Specifically, we find that phonetically incongruent brand names can ultimately lead consumers to discount
subsequent olfactory information.

**Makeup Who You Are: Self-Expression Enhances the Authenticity of Consumers Who Put Effort Towards Their Appearance**
*Rosanna Smith (University of Georgia, USA); Michelle vanDellen (University of Georgia, USA)*

Consumers spend significant time and money on products and services that enhance their appearance; however, prior work has found that consumers who invest effort in their appearance can be judged negatively as they are perceived to be misrepresenting their true self. We examine how reframing effortful beauty practices as self-expressive can enhance both authenticity perceptions of consumers who alter their appearance and evaluations of appearance-related products. We find this positive effect of self-expression is driven by framing authenticity in existentialist (the true self is in one’s choices and decisions) versus essentialist (the true self is natural and innate) terms.

**Lay Beliefs and Interpersonal Judgments: Insights into Trade, Morality, and Product Design** - Competitive Paper Session, *Vernon (2nd Level) Chair: Samuel Johnson, University of Bath, UK*

**Consumers’ Beliefs about the Effects of Trade: The Role of Intuitive Mercantilism**
*Samuel Johnson (University of Bath, UK); Jiewen Zhang (University of California Davis, USA); Frank C Keil (Yale University, USA)*

Economists agree about the virtues of international trade, but consumers may not. Four studies demonstrate that anti-trade attitudes are rooted in mercantilist thinking—the (erroneous) belief that economic benefits track the flow of currency rather than consumption of goods and services. Studies 1 and 2 showed that importing countries are seen as harmed by trade, while exporting countries are seen as benefitting, and similar effects were found for trade across U.S. state lines. Study 3 found that educating consumers about balance of payments attenuated these beliefs, while Study 4 found that these misconceptions lead consumers to moralize foreign transactions.

**How Diversity Impacts Judgments of Moral Behavior**
*Nivriti Chowdhry (Rice University, USA); Ajay Kalra (Rice University, USA)*

We investigate how the diversity of a team representing a firm influences perceptions of immoral behavior. Our main proposition is that homogenous teams are perceived to be more likely to engage in immoral behaviors as compared to diverse teams because diverse teams are perceived to engage in more perspective taking. Therefore, diverse teams are likely to self-regulate and exercise restraint in actions detrimental to consumers. In seven studies, we find that perceptions of perceived perspective taking in a diverse team lead to more affirmatory judgments of moral behavior and also facilitate in reducing negative perceptions after moral breaches.

**The Effect of Consumer Misbehavior on Their Reactions to Unrelated Service Failures**
*Ran Li (Chinese University of Hong Kong, China); Meng Zhang (Chinese University of Hong Kong, China); Pankaj Aggarwal (University of Toronto, Canada)*

Norm violations are common during company-consumer interactions. While the majority of research has focused on product/service failures on the company’s side, this research examines how the wrongdoings of consumers can influence their reactions in subsequent, unrelated scenarios. Across eight experiments, we find that consumers may often see a causation between the events that are clearly unrelated and feel that a product/service failure is a consequence of, or a punishment for, what they did against another company previously. As a result, they react less negatively to the company that is currently causing a problem. Moderators of this effect are also investigated.
Slim-As-Luxury Effect: How Consumers Form Luxury Perceptions Based on Their Beliefs about High-Status People
Yu Ding (Columbia University, USA); *Ji Xiong (National University of Singapore, Singapore); Gita Johar (Columbia University, USA)
We propose and found that consumers generalize their belief about human body shapes onto products. Specifically, slim human body shapes are commonly associated with high-status, and thus consumers evaluate slim-shaped (vs. wide-shaped) products as more luxurious. Six experiments were conducted to test the “slim-as-luxury” effect and the mediating role of belief about human body shapes. Further, we found that the effect will be attenuated when slimness is not a dominant feature of products (e.g., products with irregular shapes).

Mispredictions and Overconfidence: Health Risks, Product Evaluation, and Precommitment - Competitive Paper Session, Sloane (2nd Level)
Chair: Monica Wadhwa, Temple University, USA

More Harm is Less Dangerous
*Monica Wadhwa (Temple University, USA); Mustafa Karataş (Koc University, Turkey)
The current research shows that people are less likely to adopt preventive actions when they are informed of multiple equally threatening and likely health risks, as opposed to only one health risk. To illustrate, at-risk obesity patients were less likely to exercise when informed of two obesity-related risks (High Blood Pressure and Type 2 Diabetes), as opposed to one of these risks. This happens because a single health risk can be more vividly imagined, compared with multiple health risks, which, in turn, negatively impacts the likelihood of adopting preventive actions. However, when people process risks deliberatively, this effect is reversed.

Evaluation Overconfidence: When Uncertainty in Attribute Understanding Produces Less Extreme Product Evaluations
*Deidre Popovich (Texas Tech University, USA); Ryan Hamilton (Emory University, USA)
Consumers’ ability to translate common product attributes into subjective evaluations is fundamental to theories of consumer choice. One factor that might affect these evaluations is consumers’ confidence in their understanding of these commonly encountered attributes. This research proposes that consumers are often overconfident in assessing their own understanding. A series of six experiments show that simple interventions that encourage consumers to reflect on the level of their knowledge can make consumers less confident in their attribute knowledge. This reduced confidence leads to more moderate (less extreme) product evaluations and affects the options consumers choose.

Wrong Predictions: The Benefit of Being Imprecise in Source Trustworthiness
*Jorge Pena Marin (University of Cincinnati, USA); Ruomeng Wu (University of Cincinnati, USA)
The present work investigates how the type of information used in an estimate, particularly its level of (im)precision, influences evaluations of source trustworthiness after the target value of the estimate is revealed. We hypothesize that if the estimate is revealed to be incorrect, imprecise estimates (40%) elicit higher source trustworthiness than precise estimates (39%, 41%). This occurs because before the target value is known, imprecise estimates create lower accuracy expectations than precise estimates. Then, after the target value is known and proven to be incorrect, imprecise (precise) estimates (dis)confirm consumers’ accuracy expectations, which positively (negatively) influences source trustworthiness.
The Negative Effects of Precommitment on Reciprocal Behavior: Evidence from a Series of Voluntary Payment Experiments

*Raghabendra KC (University of Cambridge); Vincent Mak (University of Cambridge); Elie Ofek (Harvard Business School, USA)

Many aspects of social life revolve around people receiving and reciprocating benefits. Oftentimes, there is little uncertainty about the benefits to be received, and it might seem unimportant as to whether the beneficiary is asked to precommit his/her reciprocal behavior. Through a series of experiments in several countries, we show that, on the contrary, precommitment often weakens reciprocal behavior. In a field experiment with pay-what-you-want pricing, the payment amounts decreased when consumers were asked to precommit. In two follow-up experiments, this weakening effect was replicated. The results from our final experiment provides process evidence for our posited mental-accounting mechanism.

SCP Award Winners Special Session
2:15 to 3:30 pm Scarbrough 3 (Lobby Level)


Recent technological advancements have fundamentally reshaped how companies and consumers interact. These new technologies offer the promise of new ways to engage with consumers, but also the prospect of new ways to alienate them. Importantly, prevailing marketplace norms in offline settings may be poorly suited for this new landscape. Given the pace of change and sweeping implications thereof, understanding consumer perceptions of new technology is crucial for researchers and practitioners alike. While recent research has examined how technology impacts memory (e.g., Sparrow, Liu, and Wegner, 2011), social interactions (e.g., Ellison, Steinfield, and Lampe, 2007; Kraut et al., 1998), and self-perception (e.g., Wilcox and Stephen, 2013; Chou and Edge, 2012), technology-driven shifts that impact relationships between consumers and companies have received less attention. Here, the use of new technology is likely to represent a double-edged sword, introducing new opportunities and pitfalls and creating new winners and losers. Yet the nature of these changes is poorly understood. Our session fills this gap by exploring the risks and rewards of using new technology to alter relationships between consumers and companies. Using lab experiments, field studies, and secondary data, a total of 18 studies across four papers illustrate that while new technology can offer novel opportunities for engagement and feedback, its usage can also violate social norms and standards of fairness. The first two papers explore how new technology enables new types of interactions between consumers and brands and how this influences perceptions and behavior. Hofstetter, Kunath, and John investigate how photo-taking provides novel ways for consumers to connect with companies. They show that taking selfies with a brand (compared to taking a photo of the same brand in isolation) increases attachment, thereby improving purchase intentions. Kim, Anik, and Koley examine how digital platforms that allow companies to communicate tailored feedback to consumers (e.g., Uber passenger ratings) alter behavior by triggering norms of reciprocity. Specifically, providing customers with positive ratings motivates them to improve behavior, while providing customers with negative ratings encourages even worse behavior. The second set of papers examines how new technology can affect fairness perceptions. Barasch, Shaddy, and Bhattacharjee show how using technology to gain competitive advantages in the marketplace is seen as unfair. Because consumers neglect the fixed costs of initial investments required to develop new technology, they perceive the resulting reductions in variable costs as unfair, which decreases willingness to pay. Finally, Newman, Fast, and Harmon highlight how firms’ use of algorithms to make managerial decisions negatively impacts perceptions of procedural justice. These technologies violate social norms, causing people to feel dehumanized and less committed to the company. Together, these papers provide a fresh perspective on
the changing nature of marketplace norms and how they affect relationships between consumers and companies. In the spirit of the conference theme, “Confronting Good and Evil,” this session highlights both positive and negative consequences. To that end, we anticipate a broad audience with a diverse set of interests, including technology, fairness, branding, consumer experience, well-being, social norms, social media, and photo-taking.

Chair: Alixandra Barasch, New York University, USA

Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands
*Reto Hofstetter (University of Lucerne, Switzerland); Gabriela Kunath (University of Lucerne, Switzerland); Leslie John (Harvard Business School, USA)
We test how brand selfie-taking affects purchase intentions, both of the consumers who take those selfies (i.e., takers), and those who view them (i.e., observers). Using data from Yelp.com, Study 1 reveals a positive correlation between the presence of a brand selfie in a review, and the star rating given in that review. Follow-up experiments establish causality: taking a brand selfie increases the selfie-taker’s purchase interest (Study 2), especially when many others view the selfie (Study 3). Brand selfies can also increase the purchase interest of those who view them, provided that the selfie-taker is attractive (Study 4).

Feedback as a Two-Way Street: When and Why Rating Consumers Backfires
*Tami Kim (University of Virginia, USA); Lalin Anik (University of Virginia, USA); Luca Cian (University of Virginia, USA)
An increasingly popular strategy used by firms to keep consumers well-behaved is to provide them feedback. For instance, Uber and Airbnb allow their drivers and hosts respectively to rate customers. We develop a framework of when and why providing feedback to consumers backfires. Four studies employing a variety of paradigms show that consumers will only improve their behaviors when they believe that companies are upholding the norm of reciprocity (e.g., by providing them with positive feedback). When consumers perceive this norm to be violated, they will negatively reciprocate by becoming even more ill-behaved than they would have otherwise.

Fairness and the Psychology of Technological Disruption
*Alixandra Barasch (New York University, USA); Franklin Shaddy (University of California Los Angeles, USA); Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands)
Consumers often bristle at the use of new technology in markets (e.g., ticket scalping “bots,” algorithmic trading, “big data”). In this research, we examine why. New technologies alter perceptions of firms’ costs, in turn affecting perceptions of fairness. Consequently, the exact same outcomes are judged as less fair when obtained with technology than with human effort. Because consumers neglect the fixed costs of initial investments required to develop new technology, they perceive the resulting reductions in variable costs as unfair. These findings help explain the psychology of technological market disruption and yield important implications for both firms and policymakers.

When Eliminating Bias Isn’t Fair: Algorithms, Quantification, and Procedural Justice
David Newman (University of Southern California, USA); *Nathanael Fast (University of Southern California, USA); Derek Harmon (University of Michigan, USA)
Perceptions about decision processes have important outcomes for consumers and members of companies. Algorithmic decision-making has the potential to increase fairness in a number of contexts by overcoming biases commonly displayed by human decision makers. However, algorithmic decisions about humans may violate norms of procedural justice by appearing to reduce people to quantifiable attributes, stripping away their qualitative aspects. Results from two laboratory
experiments (N=388) and a large-scale randomized experiment in a company (N=1,654) provide evidence for this theory by demonstrating that observers view people-related decisions determined by algorithms as less fair than identical decisions made by humans.

In Praise of Badness - Symposium, *Verlst (2nd Level)*

Almost by definition, consumers should prefer good product options to bad ones. All else equal, people tend to prefer options that are higher in quality, free of flaws, consistent, and morally acceptable over those that are worse, flawed, inconsistent, or morally objectionable (Kruger et al., 2004; Kunda, 1990; Levin & Johnson, 1984; Lord et al., 1979; Tetlock et al., 2000). However, recent research demonstrates that mistakes in the design process can bolster product preference (Reich, Kupor, & Smith, 2018), that horrible movies often attract devoted fans (Sarkhosh & Menninghaus, 2016), and that consumers often seek out hedonically unpleasant experiences (Keinan & Kivetz, 2011). Why would consumers ever prefer to spend their limited time and money on bad options? Though some initial investigations have started to chronicle when these preferences might emerge, many unanswered questions remain. What do flaws, inconsistencies, or offensive qualities signal about products or producers, and when are these qualities important enough to drive consumer preference? What factors drive consumers to choose bad options rather than good options, and where do consumers derive their utility in each case? This session seeks to provide new insights about when and why bad qualities can improve the value of products and services. First, Carter and McGraw showcase five studies demonstrating when product flaws are appealing. When product flaws reveal desirable information about the creation process (i.e., a singer forgetting a lyric proves a concert isn’t lip-synced), they can boost rather than diminish preference. Second, Gershon and Smith discuss how inconsistency in performance can enhance perceptions of authenticity. In four studies, they provide evidence that people perceive performers who repeat performances as less authentic, reducing consumer evaluations. Third, Bhattacharjee, Berman, and Yalcin present evidence that offensive behavior by artists (e.g., personal racism or producing content with racist themes) can arouse greater consumer interest in their work. Across four studies, people perceived offensive artists as more authentic and creative than those who behaved acceptably. Finally, Weingarten, Bhattacharjee, and Williams present evidence for so-bad-it’s-good consumption, or consumer preferences for extremely bad options over mediocre ones. In nine studies across several content domains, people were more likely to choose options they expected to be extremely bad rather than merely bad or average. Together, these papers provide a more nuanced understanding of how consumers gain utility from seemingly bad qualities. This session explores what traditional notions of product quality fail to capture: the costs of badness may help signal the presence or authenticity of other desirable sources of value. All four presentations are developed and have at least four completed studies. We expect this session to generate interest among researchers spanning a broad range of topics, including consumer preference, experiential consumption, signaling and symbolic consumption, authenticity, taste and quality, aesthetics, and humor. And given the presentations’ relevance to fundamental assumptions about consumer preference and notions of value, we hope to stimulate a fruitful discussion.

Chair: **Evan Weingarten**, University of California San Diego, USA; **Amit Bhattacharjee**, Erasmus University Rotterdam, The Netherlands; **Patricia Williams**, University of Pennsylvania, USA

In Pursuit of Imperfection: How Flawed Products Can Reveal Valuable Process Information

*Erin Percival Carter (University of Maine); A. Peter McGraw (University of Colorado,
We investigate circumstances where consumers seek flawed consumption opportunities. We find that consumers who care about production processes (e.g., organic farming) may choose imperfect products (e.g., blemished apples) or enjoy imperfect experiences (e.g., poorly written emails). Five studies reveal imperfections help resolve uncertainty about difficult to verify production processes.

Twice-Told Tales: Self-Repetition Decreases Consumer Perceptions of Authenticity
*Rachel Gershon (Washington University in St. Louis); Rosanna Smith (University of Georgia, USA)

Performers often engage in self-repetition—repeating the same story, joke, or presentation across audiences. While behaving consistently has generally been found to enhance perceptions of authenticity, we find across multiple contexts (politics, entrepreneurship, tour guiding, comedy, job interviews) that performers who self-repeat are perceived as less authentic. Convergent evidence reveals that this is driven by the observer’s assumption that social interactions are unique. Self-repetition leads performers to be seen as inauthentic because they are thought to be falsely presenting the performance as unique, which, in turn, leads to negative consumer consequences. This suggests that inconsistency could potentially enhance authenticity evaluations.

The Upside of Immorality: The Signal Value of Offensive Producer Behavior
*Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands); Jonathan Z Berman (London Business School, UK); Gizem Yalcin (Erasmus University Rotterdam, The Netherlands)

Ample research documents the harmful consequences of morally offensive producer behavior or product characteristics. In contrast, we show that offensiveness can have an upside. Four studies demonstrate that offensive behavior by producers (e.g., racist personal behavior or producing content with offensive themes) can increase consumers’ evaluations of their creative output. Our findings indicate that a willingness to offend signals authentic producer motives and indifference to others’ judgments. Accordingly, offensiveness increases perceptions that a producer’s work represents unfiltered creative expression, thereby improving consumers’ evaluations.

So Bad It’s Good: When Consumers Prefer Bad Options
Evan Weingarten (University of California San Diego, USA); Amit Bhattacharjee (Erasmus University Rotterdam, The Netherlands); *Patricia Williams (University of Pennsylvania, USA)

Why do people consume so-bad-it’s-good content such as Tommy Wiseau’s “The Room” or Rebecca Black’s “Friday?” In ten studies across several content domains (e.g., Olympic ski runs, talent show auditions), we demonstrate that participants often prefer very bad options over mediocre ones, and begin to explore why. Bad options are chosen more often when they are perceived to be more ridiculous, in content domains that are more lowbrow, and when intended for enjoyment rather than information. Moreover, this phenomenon may only emerge when the worst option is extremely bad.

How Bad Things Can be Good Sometimes - Competitive Paper Session, Percival (2nd Level)

Chair: Thomas Allard, Nanyang Technological University, Singapore

The Only "$20 More" Effect: How Focusing on the Upgrade Cost Increases Choice Share
Thomas Allard (Nanyang Technological University, Singapore); David Hardisty (University of British Columbia, Canada); *Dale Griffin (University of British Columbia, Canada)
Using a series of six experiments, we show that superior quality products such as direct flights and larger capacity hard drives are more popular when the upgrade cost is defined using Additional Price Framing (APF) (e.g., "for $20 more" [than $40]) rather than through Inclusive Price Framing (IPF) (e.g., "for $60 total"). We show that focusing one’s attention on the price difference which, by virtue of being smaller than the total price, leads to lower perceived expensiveness, and hence greater choice share for superior quality options. We discuss managerial and public policy implications for this price-framing effect.

**Framing Zero: When Losing Nothing is Better Than Gaining Nothing**
*Marcus Wardley (California State University San Marcos); Max Alberhasky (University of Texas at Austin, USA)*
Loss aversion predicts that a loss should be more aversive than an equivalent gain. When that amount is zero we show the opposite. That is, “gaining nothing” is more aversive than “losing nothing.” We show support for this effect across five studies. Studies one and two demonstrate the effect by replicating two well-known studies and varying the framing of zero. Study three examines the underlying affective mechanism. Study four explores financial decision-making, and study five demonstrates the difference between a small loss and gaining nothing is moderated by belief in risk-reward. These results have important implications for researchers and managers.

**Guess Where I'm From: Ambiguous Accents Can Trigger Consumer Curiosity**
*Rebecca Rabino (Texas Tech); Elise Ince (University of South Carolina, USA); Deborah V. Thompson (Georgetown University, USA)*
Though marketers can benefit from eliciting consumer curiosity, situational determinants of curiosity remain underexplored. Across several contexts, and using several speakers from a variety of different countries, we investigate the ability of ambiguous accents to trigger consumer curiosity. We demonstrate that accent-driven curiosity enhances consumers’ interest in products and services endorsed by the speaker. Importantly, we find that making avoidance goals salient serves to mitigate the effect of accent-driven curiosity on consumer interest in associated products.

**Jesus, Take the Wheel: The Appeal of Spiritual Products in Satiating Concerns about Randomness**
*Steven Shepherd (Oklahoma State University, USA); *Aaron C. Kay (Duke University, USA)*
Why are consumers drawn to spiritual products? Leveraging theorizing regarding the psychological need to perceive the world as orderly and non-random, we posited that products imbued with religious/spiritual significance help manage concerns about randomness and uncontrollability. When randomness concerns were salient, religious consumers showed increased desire to attach religious significance to secular objects (e.g., having item blessed, physically attaching a religious symbol). For spiritual consumers, spiritual products (vs. non-spiritual physically equivalent products) were seen as having i) non-material efficacy (i.e., efficacy not bound to the purely material world) and ii) unfalsifiable efficacy (i.e., efficacy that is immune to contrary evidence).

**Wise, Fun, and More: Emerging Constructs in Consumer Psychology** - Competitive Paper Session, Vernon (2nd Level)
*Chair: Michael Gerhard Luchs, William & Mary*
**A Scale of Consumer Wisdom**
*Michael Gerhard Luchs (William & Mary); Kelly Haws (Vanderbilt University, USA); David Mick (University of Virginia, USA)*
Wisdom has been conceptualized as an essential facilitator of well-being. Luchs and Mick (2018)
recently developed a theoretical framework of consumer wisdom which we use as a starting point for the development of a concomitant measurement scale. Across three data sets, we refine Luchs & Mick’s (2018) conceptualization and develop a 24-item scale of consumer wisdom (CWS). We demonstrate its stability across data sets and time while situating it within a nomological network of scales that brings together a broad range of consumption related constructs. Further, our results demonstrate that consumer wisdom is a substantial predictor of well-being.

The Psychology of Fun: Inquiry into Consumers' Fun Experiences
*Travis Tae Oh (Columbia University, USA); Michel Tuan Pham (Columbia University, USA)

We propose an original framework of fun as a distinct affective pleasure construct, often a central outcome of consumption behavior across product and experience categories. We adopt a multi-method approach with data consisting of 21 depth interviews, 335 narrative experiences, 1,400 selfies, and a nomological network study. Our findings reveal six major psychological underpinnings - (a) Novelty, (b) Spontaneity, (c) Connectedness, (d) Boundedness, (e) Engagement, (f) Liberation - and two affective layers: (g) Increasing Positive Arousal and (h) Decreasing Negative Arousal. In particular, we find that “Liberation” is the most crucial element in defining the fun construct.

Meat Me for Dinner: Animal Anthropomorphism and Food Choices
*Sunyee Yoon (University at Buffalo); Danny JM Kim (University at Buffalo)

This research shows that animal anthropomorphism leads consumers to make a healthier choice in their meat dish selection. Our explanation for this effect is that people attempt to justify eating anthropomorphized animals by attributing their consumption to health (i.e., utilitarian reason) than taste (i.e., hedonic reason). As the first investigation to focus on animal consumption in marketing, the research explores the role of anthropomorphism on consumers’ guilt in animal consumption and healthy food choices.

Designed to Fail Aversion in Consumer Evaluation and Choice
*Stephen Baum (University of California Berkeley, USA); Ellen Evers (University of California Berkeley, USA)

In 5 preregistered experiments, we provide evidence of a consumer aversion to products designed to fail (DTF aversion). We demonstrate that this aversion is robust across various consumer goods and multiple elicitation procedures. Furthermore, this aversion cannot be explained by participants’ disapproval of companies that manufacture products designed to fail, or, by participants’ optimistic beliefs about products’ lifespans. Initial process evidence suggests that this aversion may be driven by the greater discomfort associated with the intentional (as opposed to unintentional) termination of a product’s functionality.

What Comes First Matters! - Competitive Paper Session, Sloane (2nd Level)
Chair: Anne-Sophie Chaxel, Virginia Tech, USA

Anne-Sophie Chaxel (Virginia Tech, USA); *Yegyu Han (Virginia Tech, USA); DaHee Han (McGill University, Canada); J. Edward Russo (Cornell University, USA)

Distrust elicited in one task can carry over to a second, unrelated task. Specifically, we propose that distrust toward a target in one task prompts consumers to activate inconsistent cognitions (i.e., two-sided personal knowledge) in a subsequent, unrelated task. The inconsistency-driven discomfort prompts a reconciliation process, which overcompensates for the elevated ambivalence and thereby reduces net attitudinal ambivalence toward the target. This lowered ambivalence influences the consumers’ brand choice, attitude-consistent behavior, and receptiveness to advertising. Four studies
show that the effects of distrust are robust over tactics for activating it, methods for measuring attitudinal ambivalence, and across several consumer behaviors.

A Small Pizza, Please! The Completeness and Presentation Order of Food Shape Influence Portion Size Choice
*Fei Gao (HEC Paris, France); Tina M. LOWREY (HEC Paris, France); L. J. SHRUM (HEC Paris, France)
In this research, we develop a unique intervention to reduce consumers’ choices of food portion sizes. We find that successive exposure to incomplete and complete food advertising images reduces consumers’ choices of portion sizes. This effect occurs because successive exposure to incomplete and complete objects primes the metaphor of becoming full and thus generally enhances the perception of fullness. Furthermore, we demonstrate that visualization is the boundary condition of this effect. Finally, we rule out the alternative explanation that this effect is simply driven by successive exposure to smaller and larger foods without being influenced by the completeness of food shape.

Starting Off with an Apology: Paving the Way to Consumer Persuasion?
*Laura De Kerpel (Ghent University, Belgium); Anneleen Van Kerckhove (Ghent University, Belgium); Tina Tessitore (IESEG School of Management)
Apologies usually follow a notable mistake. However, recently companies have started to apologize in their persuasive communications for committing a trivial mistake. This article examines whether and why trivial apologies can serve as an effective persuasion technique in direct e-mail campaigns. Results show that (1) trivial apologies have a persuasive impact on attitudes and behavioral intentions, (2) a lack of persuasion knowledge activation explains this impact, and (3) the persuasive impact can be attenuated when disclosing the use of trivial apologies as a persuasion tactic.

When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy
*Joshua John Clarkson (University of Cincinnati, USA); Alan D.J. Cooke (University of Florida, USA); Nathanael S. Martin (University of Cincinnati, USA)
Should advertisements start or end with their strongest argument? The current research suggests the answer depends on whether the advertisement violates consumers’ expectations about argument order. Specifically, consumers’ expect advertisements to start strong in contexts where attentional demand is high (e.g., subway stations) but end strong in contexts where attentional demand is low (e.g., coffee shops). Three experiments support the presence of these expectancies while demonstrating that violating these expectations invokes greater processing of the advertisement and subsequently stronger purchase intentions. Consequently, argument order expectancies provide a novel means by which to understand advertisement efficacy and increase consumer engagement.

Best Competitive Paper Finalists - Competitive Paper Session, Scarbrough 3 (Lobby Level)
Chair: Didem Kurt, Boston University, USA

I Deserve Better: Income Inequality and Consumer Preference for Private Labels Versus National Brands
*Didem Kurt (Boston University, USA); Francesca Gino (Harvard Business School, USA)
Growing income inequality is a concerning social issue in the U.S. We examine grocery shoppers’ preference for private labels versus national brands and document evidence that income inequality plays an important role in consumers’ everyday purchase decisions. Americans living in places with high versus low income inequality exhibit greater search interest for branded grocery products, have less search interest for a commonly available private label, include less private label products in their
shopping baskets, and rate private label items less favorably. We provide process evidence related to social comparison orientation and feelings of deserving to buy better things.

**Machine Talk: How Conversational Chatbots Promote Brand Intimacy and Influence Consumer Choice**

*Anouk Bergner (University of Geneva); Christian Hildebrand (University of Geneva); Gerald Häubl (University of Alberta, Canada)*

This work examines the effects of conversational chatbot interfaces on consumers’ brand perceptions and purchase decisions. Evidence from four experiments shows that incorporating such interfaces into the shopping process promotes more intimate consumer-brand relationships and increases consumers’ inclination to choose more higher-priced premium offers compared to traditional interfaces.

**Tough Crowd! How Observers Influence Compensatory Consumption**

*Monika Lisjak (Arizona State University, USA); Soo Kim (Cornell University, USA); Sean Blair (Georgetown University, USA); Derek Rucker (Northwestern University, USA)*

How do observers influence compensatory consumption? Results show that consumers strategically refrain from compensating in the domain of the self-discrepancy (i.e., within-domain compensation) when observed by judgmental (vs. benevolent) others, even when these others are unaware of their shortcomings. This happens because consumers are concerned that judgmental others may suspect that they are engaging in compensatory consumption. However, when presented with the opportunity to compensate in important domains unrelated to the self-discrepancy (i.e., across-domain compensation), consumers engage in compensatory consumption even in the presence of judgmental others because suspicion of compensatory motive is less likely.

**When Shrouded Attributes Seem More Transparent: A Preference for Error-Inducing Complexity**

*Shannon Michelle White (University of Chicago, USA); Abigail Sussman (University of Chicago, USA); Dustin Beckett (Bureau of Consumer Financial Protection (formerly Consumer Financial Protection Bureau))*

Companies have flexibility in how they present pricing information and can make identifying total costs difficult. Across a range of products, we find that participants prefer more computationally complex fee disclosures. Participants believe complexity signals transparency and facilitates decision-making, even though complexity increases the likelihood of choosing higher-fee options. We explore interventions including warning messages to debias consumers and summary information to help them accurately assess costs. Together, results suggest that when fees are disaggregated, participants commit computational errors but believe they will not. Consequently, companies that disaggregate can signal transparency even while effectively obfuscating fees.

**Consumer Processing of Numerical and Scale Information - Symposium, Scarbrough 4 (Lobby Level)**

Consumers frequently encounter numbers. We see them in the prices of red wines and in average product ratings. We see them when evaluating sales advertising 10% off. And we see them when responding to scale items in consumer surveys on smartphones. But how do consumers perceive and evaluate the numbers they encounter? And how does this process guide consumer behavior? This symposium’s objective is two-fold. The first objective is to glean a better understanding of how consumers process numerical information. Combined, the papers explore not only the processing itself, but also how framing and situational factors can influence this processing. The second objective is to explore the practical consumer consequences of these novel theoretical contributions. André, Reinholtz, and de Langhe and
Bechler, Levav, and Morris open the session by discussing the incorporation of variance into judgment. André, Reinholtz, and de Langhe find that consumers simultaneously learning about numbers associated with multiple product categories (e.g., prices of red wines vs. white wines) can accurately encode and retrieve central tendency assessments for each category. However, they are inaccurate in their mental representations of variance for individual categories, reporting estimates that incorporate prices from other categories (i.e., variance “spills over” from one category to another). This is an issue as accurate representations of variance are necessary for optimal consumer choice. Relatedly, Bechler, Levav, and Morris reveal that when consumers encounter whole-number average ratings they perceive them to come from less variable distributions. This error in perception can affect consumer choice because consumers typically reject outcomes that they see as more variable. In their experiments, they find that this error can cause consumers to reject items that are objectively rated higher. Schley and Kyung, Thomas, and Krishna conclude the session by discussing the consequences of framing numbers in different formats. Schley examines how the framing of numerical sales information—as relative differences (e.g., 10% off $1,000) or absolute differences (e.g., $100 off $1,000)—can affect its processing. Whereas the processing of absolute differences hinders the processing of relative differences and the processing of relative differences hinders the processing of absolute differences, the former effect is larger. Relatedly, Kyung, Thomas, and Krishna examine how the framing of a scale can affect scale point (i.e., numerical) responses, revealing that scales oriented vertically can worsen quality judgments compared to scales oriented horizontally. This finding has large marketing and research implications, as horizontal numerical scales on survey platforms (e.g., Qualtrics) are sometimes automatically re-oriented to display vertically on mobile devices. Combined, these four complete papers contribute to the field of consumer psychology in two ways. Theoretically, the session provides important answers to open questions about numerical processing. Practically, the session provides psychological insight into a wide array of instances in which consumers encounter numbers, including how consumers mentally represent price information, perceive product ratings, evaluate sales, and respond to surveys. We envision the questions posed and answered in this session will both further develop our understanding of numerical processing and spur innovative research in this influential area.

Chair: Christopher Bechler, Stanford University, USA

When The Price is Not Right: Can Consumers Learn Distributions of Numerical Information?
*Quentin André (Erasmus University Rotterdam, The Netherlands); Nicholas Reinholtz (University of Colorado, USA); Bart de Langhe (Ramon Llull University, Spain)

Can consumers form category-specific representations of numerical distributions? In multiple studies, we test people’s ability to learn the distribution of prices in one category (e.g., red wines) independently of the distribution of prices in another category (e.g., white wines). We find that while consumers’ can form accurate representations of central tendencies (means) between categories, the same is not true of judgments of variance (price dispersion), which tend to be averaged across categories. We discuss implications of this “variance spillover” for theory and practice.

Consumers Perceive Less Variance in Whole-Number Average Ratings
Christopher Bechler (Stanford University, USA); Jonathan Levav (Stanford University, USA); Joshua Morris (Stanford University, USA)

Seven experiments (total N=12,436) document how consumers perceive less variability in the distributions of whole-number average ratings (e.g., 4; 4.0; 4.00) compared to those of non-whole-number average ratings (e.g., 4.01; 4.1)—even when this is statistically less likely. Inaccurate perceptions of variance are driven in part by consumers’ notions of how likely certain averages are, and thus the “strangeness” in the underlying ratings that comprise these averages. Because consumers prefer certainty to uncertainty (i.e., prefer less variability), this effect can have important consequences...
for consumer choice, such choosing products that are rated lower.

**It’s Absolutely Relative: On the Processing of Absolute and Relative Differences**

*Dan Schley (Erasmus University Rotterdam, The Netherlands)*

We have long known that when consumers are presented a set of quantities (e.g., Was: $100, Now: $90) their judgments and decisions are sensitive to the absolute (e.g., $10) and relative (10%) differences. But, most research has investigated these two interpretations of quantitative differences independent of one another. The current research explores these types of information processing in tandem, testing two opposing accounts which argue that processing absolute/relative differences is cognitively easier than processing relative/absolute differences. Additionally, this research explores a range of moderators that differentially influence the consumers’ sensitivity to absolute and relative quantitative differences.

**Left-Right or Top-Down? The Effect of Horizontal Versus Vertical Orientation on Consumer Judgments**

*Ellie Kyung (Dartmouth College, USA); Manoj Thomas (Cornell University, USA); Aradhna Krishna (University of Michigan, USA)*

Organizations increasingly use online surveys to understand the preferences of consumers. In many instances, the orientation of the scales used are automatically altered by interface—horizontal for computer interfaces and vertical for mobile interfaces. Four experiments demonstrate that vertical scale orientations result in lower evaluations than horizontal ones and that this effect increases for higher scale values. This effect is due to the differences in how we visually perceived horizontal versus vertically oriented interfaces.

**Savannah Southern Nights Party**

*7:00 to 11:00 pm Harborside (River Street Level)*