



HITCHHIKER'S
GUIDE
TO SCP

PROCEEDINGS
SECOND INTERNATIONAL CONFERENCE FOR
CONSUMER PSYCHOLOGY

VIENNA, AUSTRIA

JUNE 25 - JUNE 27, 2015





WELCOME TO SCP VIENNA

The guiding theme of SCP Vienna is “Creative Destruction”, using the term borrowed from the seminal Austrian Economist Joseph A. Schumpeter. Schumpeter used the term to describe how radical innovations, often introduced by entrepreneurs, are the disruptive force that brings the sustainable economic growth central to the functioning of capitalism.

For SCP Vienna, we use the term Creative Destruction as a metaphor for the types of papers we want: “innovative” papers which challenge the status-quo, depart from the known paradigms, and thus potentially “disrupt” our current thinking. The research papers ideally contain really new, important, and meaningful insights with implications for both theory and practice.

We look very much forward to some Creative Destruction with you at WU Vienna. Get your parachutes, teleporters, Fiakers and DeLoreans ready and let the journey begin.

The conference co-chairs



A handwritten signature in blue ink that reads "Darren Dahl".

Darren Dahl
University of British Columbia



A handwritten signature in blue ink.

Bernadette Kamleitner
WU Vienna



A handwritten signature in blue ink that reads "Page Moreau".

Page Moreau
University of Wisconsin - Madison



A handwritten signature in blue ink.

Martin Schreier
WU Vienna



TABLE OF CONTENTS

THANK YOU	4
Conference Sponsors.....	4
Volunteers and Staff.....	4
SCIENTIFIC COMMITTEE & REVIEWERS.....	5
WHAT TO FIND HOW AND WHERE.....	11
WU Vienna Campus.....	11
TRANSPORTATION FROM THE AIRPORT	12
GETTING AROUND IN VIENNA.....	12
Registration and information desk.....	12
How to get to the social events.....	13
USEFUL THINGS TO KNOW	14
Dresscode	14
Internet	14
Meeting Spaces	14
Guests?	14
Prater Woods Run	14
Useful Things to know about Vienna	145
Help	145
SCHEDULE OVERVIEW	16
DAY 1	
Plenary Symposium	188
Thursday, Session 2 01:45- 03:45 PM	200
Thursday, Session 3 03:45 – 05:15 PM.....	244
DAY 2	
Friday, Session 4 9:00-10:30 AM	29
Friday, Session 5 11:00-12:30 AM	33
Friday, Session 6 2:15-3:45 PM	38
DAY 3	
Saturday, Session 7 9:00-10:30 AM.....	44
Saturday, Session 8 11:00-12:30 AM.....	48
Saturday, Session 9 2:15-3:45 PM	522
Saturday, Session 10 4:15-5:45 PM.....	56
AUTHORS	600



THANK YOU

Your generous contributions make this conference possible!

Conference Sponsors



Volunteers and Staff

SANDRA HOLUB, JANET KLEBER, CHRISTIAN SPADT, EVA MARCKHGOTT – thanks to our absolute lifelines!

ULRIKE KAISER, KONSTANTIN KREMSLEHNER, CARINA THÜRRIDL, PATRICK WINDBÜCHLER, JUDITH PFEFFER, CHRISTIAN QUAAS, MONIKA KOLLER, RUTA RUZEVICIUTE, ROSALIA PAMPALK, SANDRA TICHY, TILL MENGAY, SOPHIE SÜSSENBAACH, ISABEL EICHINGER, STEPHAN DICKERT, SILKE HIEKE – thanks for your excellent support where and whenever we needed you the most.

HELGA KARL, CHRISTINE BÖSENKOPF, BIRGIT MÜLLER, GERLINDE SPICKO, FRANZISKA METZ, SIMONE HÖGLINGER, JULIA PERNT, JINGYU LIU – thanks for getting us safely through 3 days devoted to Creative Destruction.



SCIENTIFIC COMMITTEE & REVIEWERS

SCIENTIFIC COMMITTEE

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Zachary Estes	Bocconi University	Israel

WHAT TO FIND HOW AND WHERE

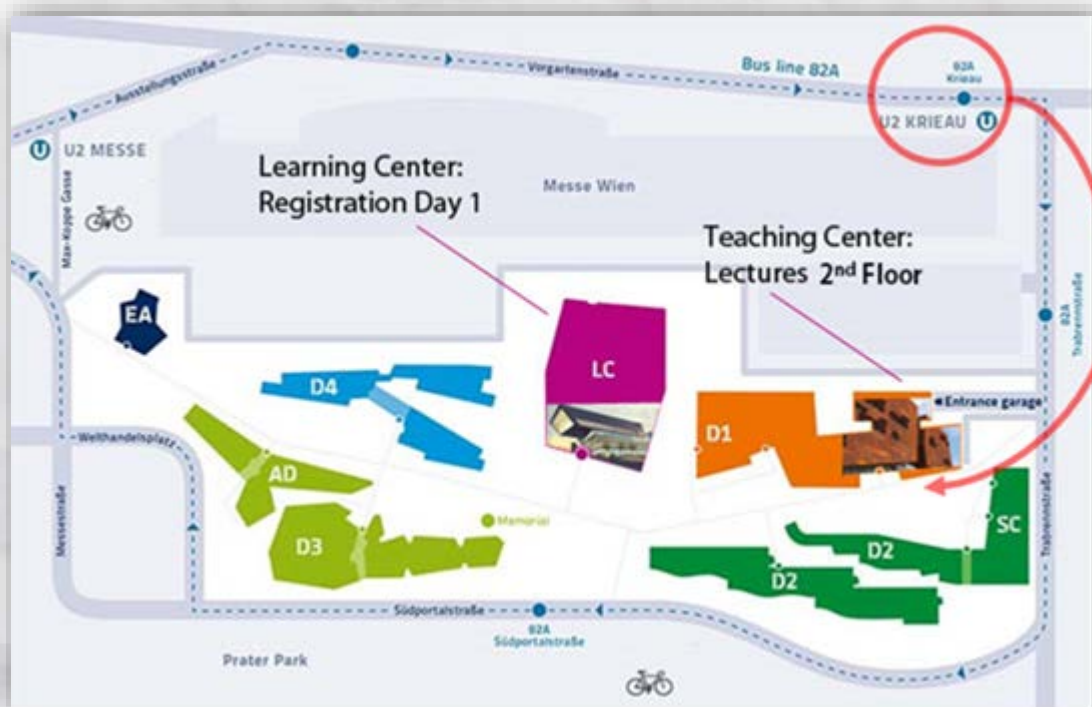
WU Vienna Campus

The conference venue is the new university campus of WU Vienna. Its architecture reflects WU's vision for a modern university – diversity, open-mindedness, social responsibility, and innovation. The resulting architecture is a stunning mix of styles that has gained the campus a place in most architectural and tourist guides within a mere year of its creation. Photographers and painters are a frequent sight on a campus that comprises 5 restaurants, a bakery, and a supermarket.

With about 23,000 students WU Vienna is the EU's largest educational institution for studies devoted to business and economics and related areas such as business law. The faculty is organized in 11 Departments, 4 Competence Centers and 15 Research Institutes.

WU's marketing department is one of the biggest in Europe comprising 6 institutes devoted to researching the range of marketing topics. More information: www.wu.ac.at/marketing

Address Vienna University of Economics and Business (WU Vienna)
Welthandelsplatz 1, 1020 Vienna, Austria



The easiest way to reach the venue **by public transport** is to take underground line U2 (purple line). WU Vienna is located 5 min walking distance from the stations "Messe" or "Krieau". Also bus line 82A ("Krieau") and tram line 1 ("Prater Hauptallee") stop close to campus. To plan your travel to campus, visit: www.anachb.at or www.vor.at.

If you choose to get around **by bike**, check out www.citybike.at. There are two stations on campus.



TRANSPORTATION FROM THE AIRPORT

From Vienna International Airport

Vienna International Airport is located about 16km east of Vienna. The city center can be reached quickly and comfortably by public transport. The most convenient way to reach the city is by train ([City Airport Train](#) or OEBB Express train S7) or with the [Vienna airport bus](#). A taxi ride to the inner city costs ca. 35-50 Euros.

In order to make your arrival in Vienna as smooth as possible, we have arranged a **special service for SCP participants**: Transportation from the airport to your hotel for a fixed price of 33 Euros in a black Mercedes. When you leave the baggage claim just go to the left and find the "Transfer To City"-counter, which is our cooperation-partner in the arrival area. There you will already see our SCP-logo. As a little extra just for SCP, you will also receive a free water bottle to refresh yourself after a long flight. For the transportation back to the airport we have also arranged a fixed price of 33 Euros for participants – please arrange with the driver.

From Bratislava Milan Rastislav Štefánik Airport

Bratislava is located 65km from the center of Vienna. The bus Connection Bratislava – Vienna takes approximately 90 minutes. For further information, please visit the website of Bratislava Airport.

GETTING AROUND IN VIENNA

Vienna has one of Europe's best public transportation networks. The public transport includes underground trains (U-Bahn), trams, and busses. If you need to plan your travel in the city, visit one of the following websites: [anachb](#) or [www.vor.at](#).

The '[Vienna card](#)' could be another attractive option, if you are planning to extend your stay in Vienna.

Vienna has also a cycle track network of over 700km. If you want to rent a bicycle for short periods of time, visit: [www.citybikewien.at](#). The bicycles are located at blue and yellow bike racks across the city.

Registration and information desk

From 8- 12 AM on Thursday registration will take place at the Library & Learning Center (LC), the heart of the new campus, designed by star architect Zaha Hadid.

After that the registration takes moves to the the Teaching Center (TC)—the same place at which the sessions will take place. From 12 AM on Thursday you will find the registration and information desk on the right directly in the entry hall of the TC.

How to get to the social events

Rustic Dinner in the Wine Yards – The “Heurigen” Experience”

We have organized busses which will bring us directly from the conference venue to the wine yards. Buses will bring us back (to the city center, and the Campus) at the end of the night. For those tiring a little earlier, there will be shuttle busses that will take you to the closest tube station.

Bus departure at campus: 5:30 PM

The venue can also be reached by public transport but it is tedious and time consuming.

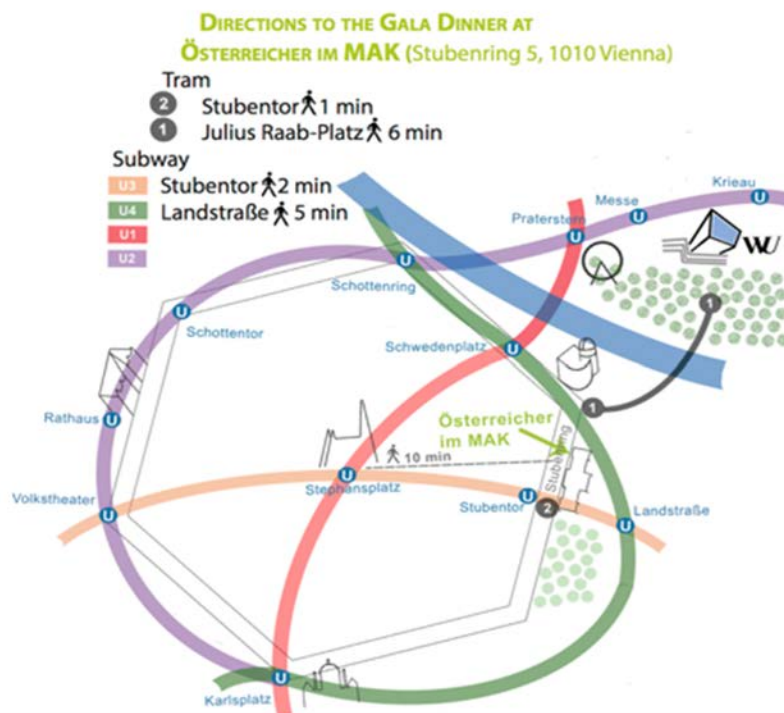
Address Weinhof Zimmermann, Mitterwurzergasse 20, 1190 Vienna

Sweet Viennese Afternoon

The Sweet Viennese Afternoon will take place at the Library Coffee which is situated insight LC directly on campus. Wheather permitting we will be served outside (to the left of LC).

Gala Dinner

The Gala Dinner will take place at “The MAK” (Stubenring 5). Please find your way yourselves. Multiple means of public transportation are open to you – for an overview see the map below.





USEFUL THINGS TO KNOW

Dresscode

We will never have a dresscode. Come as you like. Creatively destroyed attire would of course be the most perfect match.

Internet

WU-CONFERENCE LOGIN

Wi-Fi-SSID: **wu-conference** – Please connect to the network 'wu-conference'.

Username: **wu0077**

Password: **EsyhO8c7**

Valid from **June, 23rd, 08:00 AM – June, 30th 06:00 PM**

Meeting Spaces

We are at a big campus with (mostly) open door policies. There are chairs and tables nearly everywhere. Feel free to get yourselves comfortable wherever you like. For any specific needs ask at the information desk (TC).

Guests?

Please inform us when registering, if you are planning to bring guests to any events. We try to accommodate all wishes where possible but do face space restrictions.

Prater Woods Run

You want to destroy yourself before you are creative in the sessions? Come run with Sally in the royal hunting grounds! Meeting point is on Friday and Saturday at 7am in front of the LC. For those staying at a hotel further away there are shower possibilities at campus. Please sign up at the registration desk or send an email to Sally (rosalia.pampalk@wu.ac.at).



Useful facts about Vienna

- The city is **safe** (except for pickpockets)!
Going alone through streets at night – no problem.
- You can **drink** the tap **water** – it is of excellent quality.
- Waiters always expect a **tip** – we just **round things up** but 10% are a good benchmark. Don't expect too much kindness or service for that though. Viennese **waiters** (in particular at coffee houses) are famous for being **grumpy**.
- Most people will be able to understand and speak at least some **English**.
- **Cash only**. Card payments are on the rise but not universally possible. Prepare your wallet.
- Austrian's appreciate their work-live balance. Nearly all shops are **closed on Sundays**. They mostly close at 7 during the week and at 5 or 6 on Saturdays.

Anything else?

EMERGENCY NUMBER: +43 1 31336 4184

Active from Thursday morning

& +43 1 40100 is always getting you a cab



SCHEDULE OVERVIEW

DAY 1 - THURSDAY 25TH

08:00 – 09:30 am Registration

Registration will take place at the Library & Learning Center (LC).

09:30 – 10:00 am Welcome by WU's vice principal Michael Meyer and the Co-Chairs

10:00 – 12:00 am Plenary Symposium

12:00 – 01:45 pm Lunch at Mensa

01:45 – 03:15 pm Session 2 and move to TC

03:15 – 03:45 pm Break

03:45 – 05:15 pm Session 3

Start 05:30 pm The "Heurigen" Experience

DAY 2 - FRIDAY 26TH

09:00 – 10:30 am Session 4

10:30 – 11:00 am Break

11:00 – 12:30 pm Session 5

12:30 – 02:15 pm Lunch at Mensa

02:15 – 03:45 pm Session 6

Start 04:00 pm Sweet Viennese Afternoon

DAY 3 - SATURDAY 27TH

09:00 – 10:30 am Session 7

10:30 – 11:00 am Break

11:00 – 12:30 pm Session 8

12:30 – 02:15 pm Brown Bag Lunch

02:15 – 03:45 pm Session 9

03:45 – 04:15 pm Break

04:15 – 05:45 pm Session 10

Start 07:30 pm Gala Dinner



DAY 1 - THURSDAY 25TH

WELCOME 09:30 – 10:00 AM

by WU's vice principal Michael Meyer and the Co-Chairs

PLENARY SYMPOSIUM

10:00 – 12:00 AM

LC Forum FUTURE CONSUMER WORLDS: HOW THE INTERNET OF THINGS, AVATARS, ROBOTS, CYBORGS, AND HUMAN ENHANCEMENT TECHNOLOGIES MAY CHANGE THE FACE OF CONSUMER PSYCHOLOGY- AND OUR CONCEPT OF WHAT IT MEANS TO BE "HUMAN". (Chair: B. Schmitt)

THURSDAY, SESSION 2

01:45 – 03:15 PM

- TC 2.01 THREATS AND CONSUMPTION: CAUSES, CURES, AND COSTS (Chair: P. Williams)
 - TC 2.02 CONSUMER NEUROSCIENCE APPLYING NEUROSCIENTIFIC METHODS TO DESTRUCT THE OLD, CHALLENGE THE PRESENT AND CREATE THE NEW IN CONSUMER PSYCHOLOGY (Chair: M. Koller)
 - TC 2.03 THINKING UNDER SCARCITY (Chair: C. Roux, M. Zhu)
-

THURSDAY, SESSION 3

03:45 – 05:15 PM

- TC 2.01 EGO DEPLETION V2.0? NEW PERSPECTIVES ON THE WHAT, WHEN, AND WHY OF EGO DEPLETION (Chair: N. Mead)
 - TC 2.02 USING NEUROIMAGING TO PREDICT POPULATION-LEVEL CONSUMER BEHAVIOR (Chair: M. Boksem, V. Venkatraman)
 - TC 2.03 EXPERIENTIAL OR MATERIAL THAT IS THE QUESTION: ANTECEDENTS TO PREFERENCES FOR EXPERIENTIAL CONSUMPTION (Chair: S. Roche)
-

THE "HEURIGEN" EXPERIENCE - DINNER IN THE WINE YARDS

Departure 05:30 PM – Meeting point at the bus stop

Dinner in the middle of the wine yards at „Weinhof Zimmermann“. We will enjoy a fabulous view of Vienna woods and over the valley of Neustift am Walde. We will be served handcrafted wine and grape juice and traditional Austrian "Heurigen" fare. (Dinner will start at approximately 06:30 PM.) Bring the Button!

Address Weinhof Zimmermann, Mitterwurzgasse 20, 1190 Vienna

Web www.weinhof-zimmermann.at

Transport see page 19



ABSTRACTS DAY 1

PLENARY SYMPOSIUM: LC FORUM

FUTURE CONSUMER WORLDS:

HOW THE INTERNET OF THINGS, AVATARS, ROBOTS, CYBORGS, AND HUMAN ENHANCEMENT TECHNOLOGIES MAY CHANGE THE FACE OF CONSUMER PSYCHOLOGY—AND OUR CONCEPT OF WHAT IT MEANS TO BE “HUMAN”

(Chair: Bernd Schmitt)

Ultimately, the symposium will attempt to address the question of what makes us human, and whether things and machines, at a future point of technological singularity, might be viewed as engaging in consumption behavior.

CONSUMER EXPERIENCE IN THE INTERNET OF THINGS: CONCEPTUAL FOUNDATIONS

Donna L. Hoffman, The Center for the Connected Consumer, George Washington University

Thomas P. Novak, The Center for the Connected Consumer, George Washington University

Assemblage theory is used to develop a conceptual framework for understanding how consumer experience in the smart home emerges from the complex interactions inherent to the Internet of Things. Our framework provides both testable propositions as well as guidance for the operational definition and measurement of constructs.

CONSUMING AVATARS, ROBOTS, AND CYBORGS

Russ Belk, York University

Despite the technological sophistication of the digital age, in consuming its humanoid creations we enter a world not unlike that of a child playing with a doll. We variously anthropomorphize, animate, and fetishize these enhancements, electronic servants, and digital representations of our selves. In the process we increasingly blur distinctions such as human/animal/machine, male/female, and able-bodied/disabled. This raises ethical and behavioral issues that we have just begun to consider. In this presentation I outline a partial agenda of research questions and some of the limited relevant research to date.



EXPLORING CONSUMERS' ATTITUDES TOWARDS HUMAN ENHANCEMENT TECHNOLOGIES



Noah Castelo, Columbia Business School

Miklos Sarvary, Columbia Business School

Bernd Schmitt, Columbia Business School and ACI Singapore

Using technology to enhance the human body and mind is quickly shifting from science fiction to reality. We explore the impact that such enhancements have on consumers' perceptions of the technologically enhanced person. Consumers read vignettes describing either a person or themselves who had used technology to enhance either their immune system, their memory, or their mood. The enhancement was either permanent or temporary. We found that enhancements impacted consumers' perceptions of the enhanced person's humanity, authenticity, and free will.



THURSDAY, SESSION 2

01:45- 03:45 PM

SYMPOSIUM: TC 2.01

THREATS AND CONSUMPTION: CAUSES, CURES, AND COSTS
(Chair: Patti Williams)

**THAT'S NOW HOW I SHOULD FEEL: EMOTION PROFILE-INCONSISTENT
EMOTIONS AND IDENTITY THREATS**

Nicole Verrochi Coleman, University of Pittsburgh
Patti Williams, University of Pennsylvania

Recent research has shown that specific emotions can be part of a social identity's knowledge structure, known as an "emotion profile". The present work demonstrates that experiencing an emotion profile-inconsistent emotion serves as an identity threat, making the identity verification process salient, and increasing preference for and consumption of, identity-consistent products.

DISGUST AND THE CONSTRUCTION OF GROUP IDENTITIES

Eugenia Wu, University of Pittsburgh
Andrea C. Morales, Arizona State University
Gavan J. Fitzsimons, Duke University
Tanya Chartrand, Duke University

In the present research, we examine how emotional reactions to a disgust-inducing threat affect the extent to which individuals construct a group identity. Across four studies, we find that shared feelings of disgust can lead consumers to identify with and feel connected to one another. Importantly we show that although disgusted consumers do not like others more or seek out connections with them, experiencing disgust together nevertheless leads to increased feelings of similarity and closeness.

**CONNECTING WITH CELEBRITIES: CONSUMER USE OF CELEBRITY MEANING IN
IDENTITY CONSTRUCTION**

Jennifer Edson Escalas, Vanderbilt University
James R. Bettman, Duke University

We explore how consumers appropriate symbolic brand meanings created by celebrity endorsements to construct and communicate their self-concepts. Celebrity endorsement effects are thus stronger when self-identity construction needs are high, e.g., in response to an identity threat. Furthermore, para-social relationships with celebrities mediate endorsement effects for consumers with compromised identities.



SYMPOSIUM: TC 2.02

CONSUMER NEUROSCIENCE APPLYING NEUROSCIENTIFIC METHODS TO DESTRUCT THE OLD CHALLENGE THE PRESENT AND CREATE THE NEW IN CONSUMER PSYCHOLOGY

(Chair: Monika Koller)

THE ORIGIN OF THE PAIN OF PAYING: EVIDENCE FROM FMRI AND BEHAVIORAL EXPERIMENTS

Nina Mazar, University of Toronto

Hilke Plassmann, INSEAD

Nicole Robitaille, University of Toronto

Axel Lindern, University of Tübingen

The current research extends our understanding of the concept of “pain of paying” by providing a better understanding of its drivers and how it is experienced during purchasing. Across three studies we examined whether the pain of paying is experienced as a somatosensory pain, affective pain, or whether it is not experienced as a pain at all. Our results support the idea that the pain of paying is literally a pain, albeit an affective one.

THE “BOOMERANG EFFECT” AND ITS RELATIONSHIP TO TRAIT ANXIETY IN A CHARITABLE GIVING CONTEXT

Gideon Nave, California Institute of Technology, Pasadena

Charlotte Prevost, University of Geneva

Julie Cousin, University of Geneva

Dean Mobbs, Columbia University

Patrik Vuilleumier, University of Geneva

We study the “boomerang effect”- unintended attitude change caused by persuasion attempts, in a charitable giving context. We recorded subjects’ decisions and brain activity (using fMRI) as they made decisions to donate to charity based on a message intended at persuading them. We find that participants were less willing to donate when they felt that the message was strongly intended at persuading them and that the neural activation of the inferior frontal gyrus, a brain region linked to inhibitory control, increased with the message’s persuasion level. Subjects’ trait anxiety scores moderated both the behavioral and neural effects.



COMMON SENSE IN CHOICES: EFFECTS OF MODALITY ON VALUE

Zafrit Lewin, Tel-Aviv University

Anastasia Shuster, Tel-Aviv University

Dino J Levy, Tel-Aviv University

We examined whether the sensory modality in which the information of choices is perceived affects neural value representation. Subjects either saw or heard a binary choice situation while they were inside a functional magnetic resonance imaging (fMRI). We did not find behavioral differences in subjects' risk preferences between auditory and visual presentations. Auditory and visual cortices' activation correlated with subjective value in a modality-specific manner. Importantly, activity in the vmPFC was correlated with subjective value, irrespective of sensory modality, strengthening the notion of a common neural value network.



SYMPOSIUM: TC 2.03

THINKING UNDER SCARCITY: HOW RESOURCE SCARCITY IMPACTS CONSUMERS' COGNITIVE PROCESSES

(Chair: Caroline Roux, Meng Zhu)

THINKING ABOUT SCARCITY

Anuj K. Shah, University of Chicago

Eldar Shafir, Princeton University

Sendhil Mullainathan, Harvard University

Recent research on scarcity has focused on how it shifts cognitive capacities (i.e., limiting bandwidth, constraining attention). Here, we describe how scarcity shifts the content of cognition. We show that scarcity changes semantic networks, makes it more difficult to suppress certain thoughts, and naturally draws attention to the scarce resource.

REMINDERS OF RESOURCE SCARCITY PROMOTE ABSTRACT THINKING

Caroline Roux, Concordia University

Kelly Goldsmith, Northwestern University

Resource scarcity is a fundamental phenomenon yet, to date, our understanding of the psychological processes that scarcity activates has remained limited. We posit that because scarcity presents an obstacle to pursuing one's needs and desires in the most straightforward manner, scarcity-related cues will prompt people to think more abstractly and broaden their categorizations. In support of this, we find that people who are primed with scarcity are more likely to construe behaviors at a higher-level, to classify objects into broader, more inclusive categories, and to include atypical exemplars into a given category than those exposed to a control condition.

THE URGENCY BIAS

Meng Zhu, Johns Hopkins University

Yang Yang, Carnegie Mellon University

Christopher K. Hsee, University of Chicago

Employing simplified games and real-life consequential choices, we provide evidence for "urgency bias", showing that people prefer working on urgent (vs. important) tasks characterized by scarce completion window yet smaller outcomes, even when task difficulty, task interdependence, supply/demand, reward immediacy and goal progress are held constant. We show that the urgency bias is driven by attention: when deciding which task to work on, people pay more attention to scarce completion windows than outcome magnitudes.



THURSDAY, SESSION 3

03:45 – 05:15 PM

SYMPOSIUM: TC 2.01

EGO DEPLETION V2.0? NEW PERSPECTIVES ON THE WHAT, WHEN, AND WHY OF EGO DEPLETION

(Chair: Nicole Mead)

EGO DEPLETION: A FEELING-AS-INFORMATION PERSPECTIVE

Keith Wilcox, Columbia University

Charlene Chen, Columbia University

Research on ego depletion demonstrates that exerting self-control in an initial task reduces the ability to exert self-control in subsequent tasks. The present research proposes that when resources are depleted, the feeling of depletion serves as a source of information that resources are low, causing the self-control system to curb subsequent self-control. In a series of experiments, we demonstrate that the influence of prior self-control on subsequent self-control depends on how intensely people experience the feeling of depletion and how informative the feeling of depletion is perceived to be for judgment.

DERIVING VITALITY FROM INTRINSICALLY AND EXTRINSICALLY MOTIVATED TASKS

Wonseok (Eric) Jang, University of Florida

Chris Janiszewski, University of Florida

Juliano Laran, University of Miami

Vitality is the counterforce to depletion. As vitality increases, people become better at regulating their behavior. We show that both intrinsically and extrinsically motivated tasks can generate vitality, but that vitality is a consequence of different aspects of each type of task. Whereas engagement with the task itself results in vitality for intrinsically motivated tasks, completion of the task results in vitality for extrinsically motivated tasks. Experimental evidence is used to show antecedents that influence the vitality accrued from engaging in intrinsically motivated tasks or completing extrinsically motivated tasks.



A CHANGE IS AS GOOD AS REST: CHANGING CONTEXTS OFFSETS EGO DEPLETION

Nicole Mead, Erasmus University

Jonathan Levav, Stanford University

Drawing from learning theories, we theorized that exerting self-control imbues one's immediate context with fatigue-related cues, thereby impairing subsequent self-control. If correct, then changing contexts between self-control tasks may restore self-control. A series of experiments supported this hypothesis. Completing both self-control tasks in the same room resulted in ego-depletion effects. However, moving participants to a new room for the second self-control task restored self-control (i.e., eliminated the ego-depletion effect). Supporting the context theory, disruption and physical movement were not sufficient to restore self-control. Implications for theory and practice will be discussed.

SYMPOSIUM: TC 2.02

USING NEUROIMAGING TO PREDICT BOPULATION-LEVEL CONSUMER BEHAVIOR

(Chair: Maarten Boksem, Vinod Venkatraman)

BRAIN RESPONSES TO MOVIE-TRAILERS PREDICT INDIVIDUAL PREFERENCES FOR MOVIES AND THEIR POPULATION-WIDE COMMERCIAL SUCCESS

Vincent Schoots, Erasmus University

Alan Sanfey, Radboud University Nijmegen

Ale Smidts, Erasmus University

Maarten Boksem, Erasmus University

Although much progress has been made in relating brain activations to choice behaviour, evidence that neural measures could actually be useful for predicting the success of marketing actions remains limited. We obtained both stated preference and neural measures (fMRI) in response to advertisements for movies (i.e., movie-trailers), to probe their potential to predict individual preferences of our subjects, as well as movie sales for the population at large. Results show that fMRI measures are significant predictors of individual and population-wide preference, above and beyond stated preference measures, and can thus be used as a neural marker for commercial success.



PREDICTING ADVERTISING SUCCESS: NEW INSIGHTS FROM NEUROSCIENCE AND MARKET RESPONSE MODELING

Vinod Venkatraman, Temple University

Khoi Vo, Temple University

Angelika Dimoka, Temple University

Russell Winer, New York University

Using a unique experimental protocol to assess subjects' responses to 30-second TV ads, we capture many measures of advertising effectiveness across six commonly used methods (traditional self-reports, implicit, eye-tracking, biometrics, EEG, and fMRI). Using time-series data on sales and Gross Ratings Points for the same TV ads, we then attempt to relate individual-level response neurophysiological measures when participants viewed the ads to their aggregate, market-level elasticities. We show that fMRI measures explain the most variance in advertising elasticities beyond the baseline traditional measures. Notably, activity in the ventral striatum is the strongest predictor of real-world, market-level response to advertising.

NEURAL ACTIVITY PREDICTS CROWDFUNDING DECISIONS

Alexander Genevsky, Stanford University

Carolyn Yoon, University of Michigan

Brian Knutson, University of Michigan

Crowdfunding websites offer a unique opportunity for individuals to engage with products as both financial supporters and consumers. The neural and psychological mechanisms responsible for decisions to fund projects, however, have not been explored. Here we present a real-world analysis of a neuroimaging approach to predicting project funding decisions. Participants were presented with a number of real project proposals and asked whether they would like to contribute their own money. We find that neural activation in a subset of regions associated with positive affect and valuation (i.e. the nucleus accumbens, caudate, and medial prefrontal cortex) predict participant decisions to fund.



SYMPOSIUM: TC 2.03

EXPERIENTIAL OR MATERIAL THAT IS THE QUESTION: ANTECEDENTS TO PREFERENCES FOR EXPERIENTIAL CONSUMPTION (Chair: Sarah Roche)

A NEW LOOK AT COMPENSATORY CONSUMPTION: POWER-INDUCED PREFERENCES FOR EXPERIENTIAL VS. MATERIAL LUXURY David Dubois, INSEAD; Ayalla Ruvio, Michigan State University

Individuals lacking power tend to compensate by expressing a greater willingness to pay for luxury products. However, luxury offerings can take the form of experiences (e.g., a vacation) or objects (e.g., a status car), and little is known about how the compensatory needs of powerless individuals might affect their preference for the former or the latter. Three studies demonstrate power (powerlessness) trigger preference for experiential (material) luxury offerings over material luxury offerings and the moderating role of the stability of consumers' power position is further explored.

BEYOND THE COUCH: RECIPROCITIES AND PROCESSES OF VALUE CREATION IN SHARED EXPERIENCES IN COUCH SURFING Katharina Hellwig, & Felicitas Morhart, HEC Lausanne

By means of a multi-sited multi-method ethnography of CouchSurfing.org, this study explores how value is created in a non-commercial sharing context. Our findings suggest that participation is best understood by focusing on experience sharing. An analysis of underlying value-creation processes shows how sharing simultaneously produced and consumed experiences is different from sharing tangible or at least divisible objects. We integrate these findings within recent discussions of the social system of the sharing economy and the emerging discussion on sharing as a distinct concept of consumption.

EXPERIENTIAL OR MATERIAL? A LIFE HISTORY THEORY PERSPECTIVE ON PURCHASE TYPE PREFERENCES Sarah Roche, University of Texas at San Antonio Jill Sundie, Virginia Tech University

Prior research has greatly improved our understanding of why experiences make us happier, but the current research makes a significant contribution by offering insights into how life history strategy can lead some consumers to follow (defy) the experiential recommendation (the idea that experiences are more effective in bringing consumers happiness than material purchases). It is proposed and demonstrated in 5 studies that consumers with faster (vs. slower) life history strategies—harsher, more unpredictable childhoods—are less (more) apt to comprehend the future value of experiences, and, therefore, less (more) likely to choose to spend money on experiences versus material purchases.



DAY 2 – FRIDAY 26TH

FRIDAY SESSION 4

09:00 – 10:30 AM

- TC 2.01 **MAKING SENSE OF IT ALL: CONSUMER RESPONSES TO MULTISENSORY INPUTS** (Chair: N. Puccinelli)
TC 2.02 **POSSESSIONS, EXPERIENCES, AND CONTEXT EFFECTS** (Chair: B. Kamleitner)
TC 2.03 **SELF-CONTROL** (Chair: S. Broniarczyk)
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FRIDAY SESSION 5

11:00 – 12:30 AM

- TC 2.01 **SOCIOECONOMIC INFLUENCES ON PROSOCIAL BEHAVIOR** (Chair: D. Gal)
TC 2.02 **AESTHETICS** (Chair: P. Moreau)
TC 2.03 **AFFECT AND EMOTION** (Chair: S. Puntoni)
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FRIDAY SESSION 6

02:15 – .03:45 PM

- TC 2.01 **TICKING AWAY THE MOMENT** (Chair: J. Goodman)
TC 2.02 **CHALLENGING EXISTING METHODS** (Chair: P. Raghbir)
TC 2.03 **ENHANCING AND SUPPRESSING PROSOCIAL BEHAVIOR** (Chair: M. Wänke)
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SWEET VIENNESE AFTERNOON

03:45 – 04:45 PM

Learning Center/ Library Cafe

Viennese cuisine is famous and much loved for its variety of sweets. Desserts mostly work their magic using chocolate, cream and sweetened air. It's an all-inclusive experience. Enjoy the sweeter side of Vienna!



ABSTRACTS DAY 2

FRIDAY, SESSION 4

9:00-10:30AM

SYMPOSIUM: TC 2.01

MAKING SENSE OF IT ALL. CONSUMER RESPONSES TO MULTISENSORY INPUTS

(Chair: Nancy Puccinelli)

SENSE AND SENSIBILITY: MULTI-SENSORY INPUT AND THE MORAL JUDGMENT PROCESS

Maureen Morrin, Temple University

Virginie Maille, Skema Business School

Gergana Y. Nenkov, Boston College

May O. Lwin, Nanyang Technological University

We find that multisensory input received during product evaluation (seeing a product or hearing the sound it makes) triggers more concrete thinking, which subsequently leads to moral judgment leniency and immoral behavior. We find these effects are stronger for consumers possessing a more flexible (vs. rigid) ethical mindset and for pleasant sensory input.

VIRTUAL TOUCH: HOW COMPUTER INTERFACES IMPACT CONSUMER CHOICE

Hao Shen and Meng Zhang,, Chinese University of Hong Kong

Aradhna Krishna, University of Michigan

Nowadays consumer decisions are made on different computer devices. We show that a touch interface (i.e., when users touch the screen using their fingers, like an iPad) facilitates the choice of an affect-laden alternative over a cognitively-superior one, as compared to a non-touch interface (e.g., a desktop with a mouse).

BOOST THE BRIGHTNESS, BUT TURN DOWN THE VOLUME: CROSS-MODAL COMPENSATION FOR META-SENSORY HOMEOSTASIS

Rhonda Hadi, Oxford University

Lauren G. Block, City University of New York

Suresh Ramanathan, Texas A&M University

We demonstrate that individuals exposed to sensory stimuli sufficiently above their optimal homeostatic level in one sensory mode (e.g., audition) seek under-stimulation in other sensory modes (e.g., vision, olfaction) in order to achieve meta-sensory balance, and this has meaningful behavioral consequences on consumer choices and evaluations.



COMPETITIVE PAPER SESSION: TC 2.02

POSSESSIONS, EXPERIENCES, AND CONTEXT EFFECTS

(Chair: Bernadette Kamleitner)

WHEN CHILDREN DERIVE HAPPINESS FROM EXPERIENCES: A DEVELOPMENTAL INVESTIGATION OF THE ROLE OF MEMORY AND THEORY OF MIND

Lan Nguyen Chaplin, University of Illinois at Chicago

Tina M. Lowrey, HEC Paris

Ayalla A. Ruvio, Michigan State University

L. J. Shrum, HEC Paris

Across five studies with 410 children/adolescents ages 3-17 (one cross-sectional, three experiments, one longitudinal), using multiple methods (interviews, collages, experiments, rating scales, reaction time task), we show that children derive more happiness from objects than from experiences, but as children age, the happiness they derive from experiences increases, to the point that older adolescents derive more happiness from experiences than from objects, consistent with adult findings. These effects are mediated by increases in memory and theory of mind, which we posit are necessary for a sufficient comprehension of experiences and their implications, which in turn facilitates their enjoyment.

THE TREE IS MINE, THE FORREST ISN'T:

THE CONSTRUAL LEVEL OF POSSESSIONS

Bart Claus, Iéseg School of Management

Wouter Vanhouche, Lessius University College

Siegfried Dewitte, KU Leuven

Luk Warlop, KU Leuven/ BI Oslo

Ownership is a key concept to set consumer behavior apart from related disciplines. Nevertheless, the psychological nature of this construct as a state has been understudied. We apply CLT to show that possessions are processed at low levels of construal, and conversely, that processing objects at low construal levels leads to ownership effects. Four studies support this, additionally indicating that possessions are perceived by their owners as dissimilar from reference objects, effectively a uniqueness effect of endowment. A fifth study relates our findings to literature explaining the endowment effect based on differences in the focus of buyers and sellers.



THE PROMINENCE DETRACTION HYPOTHESIS

Ioannis Evangelidis, Rotterdam School of Management

Jonathan Levav, Stanford University

Itamar Simonson, Stanford University

When extending a product line, how will the addition of the new product influence the purchase pattern of the existing products in the line? The behavioral literature offers two hypotheses—similarity and extremeness aversion—that make conflicting predictions about how the addition of a new extreme option should affect the choice shares of the original options in the set. In this paper, we articulate a theoretical account, prominence detraction, that invokes attribute prominence to predict when each hypothesis is satisfied. We find support for the prominence detraction hypothesis in nine studies and in two meta-analyses.

COMPETITIVE PAPER SESSION: TC 2.03

SELF-CONTROL

(Chair: Susan Broniarczyk)

FINANCIAL DISINCENTIVES AND EVALUATIVE LABELS INFLUENCE DEMAND FOR UNHEALTHY PRODUCTS: EVIDENCE FROM THE LAB AND FIELD

Avni M. Shah, Duke University

James R. Bettman, Duke University

Peter A. Ubel, Duke University

Julie A. Edell, Duke University

Punam Anand Keller, Dartmouth College

Three laboratory experiments and a restaurant field experiment demonstrate that neither a price surcharge nor an unhealthy label are enough on their own to curtail the demand for unhealthy food. When combined as an unhealthy label surcharge, they reduce demand for unhealthy food. An unhealthy label alone is effective for women, but backfires for men, who order more unhealthy food when there is an unhealthy label alone. An unhealthy surcharge, highlighting both the financial disincentive and potential health costs, drives healthier choices. To reduce demand for unhealthy food, indicating the health rationale for any financial disincentive is necessary.



DEFEATING DEPLETION

Uzma Khan, Stanford University

It is widely accepted that exerting self-control in one instance impairs the ability to control one's self later – a phenomenon commonly known as self-regulatory depletion. In contrast, the current research proposes a model of self-regulatory replenishment and explains when initial self-control may increase, rather than decrease, self-control subsequently. The findings question the fixed-resource view of self-control and argue that the experience a consumer has while self-regulating may play a greater role in determining subsequent depletion versus replenishment than the absolute amount of control exerted.

FEELING LIKE A MACHINE:

THE EFFECT OF MECHANISTIC DEHUMANIZATION ON SELF-CONTROL GOALS

Andrea Weihrauch, KU Leuven

Szu-Chi Huang, Stanford University



The phenomena of anthropomorphism (attribution of humanlike characteristics to nonhuman objects) has gained considerable attention. On the other hand humans are often denied humanlike characteristics and are referred to as machines. In this research we run six studies to: 1) introduce the concept of dehumanization, 2) show that “being a machine” is considered favorable for health-decisions, 3) show that exposure to mechanistic dehumanization activates the goal of being a machine, and 4) that people with a high health self-control (who consider the goal of being a machine achievable) respond favorably to such stimuli, while individuals with low health self-control contrast by making unhealthy choices.



FRIDAY, SESSION 5
SYMPOSIUM: TC 2.01

11:00-12:30AM

SOCIOECONOMIC INFLUENCES ON PROSOCIAL BEHAVIOR
(Chair: David Gal)

DIVERSITY AND ITS DISCONTENTS: THE EFFECT OF PERCEIVED DEMOGRAPHIC DIVERSITY ON PROSOCIAL BEHAVIOR

David Gal, University of Illinois at Chicago

Derek Rucker, Northwestern University

Modern societies are increasingly racially, ethnically, and culturally diverse. In the present research, we propose that perceptions of demographic diversity can reduce the perception that one belongs to a community with shared values and beliefs, and therefore to one with shared social responsibility among its members. As a result, perceived diversity can lead individuals to act in a more atomized and less communal fashion. In three experiments we find support for the proposition that increased perceptions of demographic diversity can induce people to behave less communally not only towards members of the outgroup, but also towards members of the ingroup.

ON THE CONSEQUENCES OF A SCARCITY MINDSET: WHY THOUGHTS OF HAVING LESS CAN LEAD TO TAKING (AND GIVING) MORE

Caroline Roux, Concordia University

Kelly Goldsmith, Northwestern University

Andrea Bonezzi, New York University

We posit that reminders of resource scarcity activate a scarcity mindset, which induces an underlying shift towards a competitive orientation. We demonstrate that this competitive orientation guides consumers' decision making towards advancing their own welfare. Further, we reveal that this tendency can manifest in behaviors that appear selfish, but also in behaviors that appear generous, in conditions where generosity allows for personal gains. The current research thus offers a more nuanced understanding of why resource scarcity may promote behaviors that appear either selfish or generous in different contexts, and provides one way to reconcile seemingly conflicting prior findings.

MENTAL IMAGERY, IMPACT, AND AFFECT:

A MEDIATION MODEL FOR CHARITABLE GIVING

Stephan Dickert, WU Vienna

Janet Kleber, WU Vienna

Daniel Västfjäll, Linköping University

Paul Slovic, Decisin Research & University of Oregon

One of the puzzling phenomena in philanthropy is that people can show strong compassion for identified individual victims but remain unmoved by catastrophes that affect large numbers of people. Two prominent findings in research on charitable giving reflect this idiosyncrasy: The (1) identified victim and (2) victim number effects. The first of these suggests that identifying victims increases donations and the second refers to the finding that people's willingness to donate often decreases as the number of victims increases. While these effects have been documented in the literature, their underlying psychological processes are still rather unclear. We propose a model in which identified victim and victim number effects operate through different cognitive and affective mechanisms. In two experiments we present empirical evidence for such a model and show that different affective motivations (donor-focused vs. victim-focused) are related to the cognitive processes of impact judgments and mental imagery. Moreover, we argue that different mediation pathways exist for identifiability and victim number effects.

COMPETITIVE PAPER SESSION: TC 2.02

AESTHETICS

(Chair: Page Moreau)

THE EFFECT OF STYLISTIC PRODUCT INFORMATION ON CONSUMERS' AESTHETIC RESPONSES

Benedikt Schnurr, University of Innsbruck

Nicola E. Stokburger-Sauer, University of Innsbruck

This research examines the effect of stylistic product information, defined as verbal product information aimed at helping consumers in interpreting the meaning of a product's visual appearance, on consumers' aesthetic responses. The results of three experimental studies show that stylistic product information positively affects consumers' aesthetic responses through perceived meaningfulness of product design, which, in turn, leads to higher purchase intentions. Further, this effect is positively moderated by consumers' interest and involvement in visual product aesthetics. This study adds to literature on aesthetic processing and provides managers with insights into how to communicate the visual appeal of their products more effectively.



**CHROMA LOOMS LARGE:
COLOR SATURATION INCREASES ATTENTION AND SIZE PERCEPTIONS**

Henrik Hagtvedt, Boston College

Adam Brasel, Boston College

This research demonstrates that saturated colors can increase the perceived size of consumer products by encouraging attention toward them. High (vs. low) saturation has a positive influence on perceived size, for consumer products as well as geometric shapes, and this influence is mediated by attention. These effects are demonstrated with self-reported attention (study 1) and visual attention captured via eyetracking (study 2). Additionally, when given the size of a high-saturation (vs. low-saturation) object, consumers perceive the object's surroundings to be smaller (vs. larger; study 3). This work presents contrasting findings to early research on saturation.

**SEEING IS BELIEVING:
THE EFFECT OF PACKAGING TRANSPARENCY ON PRODUCT PREFERENCE**

Darron M. Billeter, Brigham Young University

Meng Zhu, Johns Hopkins University

Jeffrey Inman, University of Pittsburgh

Consumers prefer a product in transparent packaging over an identical product in non-transparent packaging, a preference that persists even when the product information revealed is held constant, and when selecting non-transparent packaging is objectively more beneficial. This preference occurs because transparent packaging induces vivid thoughts about the consumption experience, leading consumers to perceive the inner product as more trustworthy in delivering the consumption outcomes. Results from eight lab and field studies provide support for the proposed vividness-based trust account, demonstrating the sequential mediating roles of vividness and product trust, and the moderating roles of experimentally heightened vividness and trust cue-strength.



COMPETITIVE PAPER SESSION TC 2.03

AFFECT AND EMOTION

(Chair: Stefano Puntoni)

MENTAL THERMOREGULATION:

AFFECTIVE AND COGNITIVE PATHWAYS FOR TEMPERATURE REGULATION

Rhonda Hadi, Oxford University

Dan King, National University of Singapore Business School

Lauren G. Block, City University of New York

We examine the effect of experienced physical temperature on an individual's decision-making process. In five lab experiments, we show that reliance on emotions can function as a psychologically-warming process while reliance on cognitions can function as a psychologically-cooling process, and thus individuals may alter their decision-making style according to their thermoregulatory objectives. In addition to experiments using psychological and behavioral measures, we also used actual, physiological measures (physical thermometers with high temporal resolution) showing that using a cognitive decision making process cooled down the participant's body, and using an emotional decision making process warmed up the participant's body.

AFFECTIVE EXPERIENCE OVER TIME:

THE ROLE OF SEGREGATION AND COUNTING DIRECTION

Claire Tsai & Min Zhao, University of Toronto

Both prospect theory and lay belief predict that positive events become more enjoyable when they are segregated into separate activities, compared with when they are kept as integrated events. This research demonstrates that counting direction moderates the effect of segregation on actual enjoyment. Specifically, segregation increases enjoyment when the constituent activities are counted downward, but decreases enjoyment when the counting direction is upward. We postulate that downward counting increases scarcity, causing people to savor the end experience. Upward counting, however, reduces enjoyment by triggering a cognitive belief about satiation and reducing savoring.



AFFECT AS AN ORDINAL SYSTEM OF UTILITY ASSESSMENT

Michel Tuan Pham, Columbia University

Ali Faraji-Rad, Nanyang Technological University

Olivier Toubia, Columbia University

Leonard Lee, National University of Singapore

We propose that the affective system of judgment is inherently more ordinal (less cardinal) than the cognitive system. That is, the affective system is designed to perform evaluations in a manner that is inherently more comparative than the cognitive system, focusing more on the relative ranking of various alternatives rather than their assessment in absolute terms. The inherent ordinality of the affective system may be linked to its distant evolutionary roots. Results from several studies provide converging support for this general proposition, which helps explain a variety of findings in the judgment and decision-making literature.



FRIDAY, SESSION 6

2:15-3:45PM

SYMPOSIUM: TC 2.01

TICKING AWAY THE MOMENT: NEW EFFECTS OF TIME IN CONSUMER PSYCHOLOGY

(Chair: Joseph K. Goodman)

CELEBRATE OR COMMEMORATE? WHEN MATERIAL PURCHASES LEAD TO STRONGER MEMORIES AND MORE HAPPINESS

Brittney Dalton, Washington University in St. Louis

Joseph K. Goodman, Washington University in St. Louis

Selin A. Malkoc, Washington University in St. Louis

Consumers often want to honor special life occasions (e.g., graduations, promotions) and are faced with a choice: Celebrate with an experience (e.g., a party, vacation) or commemorate with a material purchase (e.g., watch, ring)? This research challenges the prevailing experiential advantage, providing evidence that commemorating (vs. celebrating) increases consumer happiness over time. Compared to celebrating a special event, commemorating reinforces memories over time, leading to stronger memories, and greater positive affect and happiness. Results show consumers do not intuit this commemorative advantage over time, but making the durable nature of material purchases salient increases consumer intuition of a commemorative advantage.

WILL I BUY WHAT I CHOSE RECENTLY? THE EFFECT OF A PRODUCT CHOICE-PURCHASE DECISION DELAY ON LIKELIHOOD OF PURCHASE

Gabriela Tonietto, Washington University in St. Louis

Selin A. Malkoc, Washington University in St. Louis

Stephen M. Nowlis, Washington University in St. Louis

Consumers regularly experience a delay between product choice and the actual purchase. For example, a consumer might choose an item, place it in a cart, but be interrupted, leading to a delayed purchase. Exploring such instances, we argue that a delay serve as a “cooling down” mechanism, allowing the consumers to approach the purchase decision from a less affective perspective and leading to lower purchase incidence. In line with this theorizing, we demonstrate, among other findings, that a delay decreases purchase incidence for hedonic but not utilitarian products, regardless of the delay length and durability (vs. perishability) of purchases.



STARTING YOUR DIET TOMORROW: PEOPLE BELIEVE THEY WILL HAVE MORE CONTROL OVER THE FUTURE THAN THEY DID OVER THE PAST

Elanor F. Williams, University of California, San Diego

Robyn A. LeBoeuf, Washington University in St. Louis

We propose that people believe the future is more controllable than the past, and that this may explain why they fail to learn from past mistakes. Across several real and hypothetical situations, participants believed that, despite the future's inherent uncertainty, future outcomes, both good and bad, would be more controllable than identical past outcomes. The difference does not arise due to future optimism, but instead is related to the fact that people perceive the future to be open and malleable and the past to be fixed and unchangeable, despite the future's inherent uncertainty.



COMPETITIVE PAPER SESSION: TC 2.02

CHALLENGING EXISTING METHODS

(Chair: Priya Raghurir)

LEVERAGING PROJECTION TO INCREASE THE PREDICTIVE VALIDITY OF SELF-REPORTS

Isabelle Engeler, University of St. Gallen

Priya Raghurir, New York University

Four experiments demonstrate that, for socially desirable consumption motives, preceding the question about one's own motives with a question about other people's motives (vs. asking own motives prior to others' motives) i) leverages projection of own motives in other-reports, ii) which reduces biased responding in subsequent self-reports. Thus, self-judgments elicited after other-judgments are a better predictor than i) either self-judgments elicited first and, more importantly, ii) other-judgments that projection techniques has encouraged using. Overall, the article leverages context effects to attenuate self-other biases, improve response reliability, and provides a superior alternative to projection techniques regarding predictive validity.

BLINDING US TO THE OBVIOUS:

THE EFFECT OF STATISTICAL TRAINING ON THE EVALUATION OF EVIDENCE

Blakeley B. McShane, Northwestern University

David Gal, University of Illinois at Chicago

The emphasis placed on null hypothesis significance testing in academic training and reporting may lead researchers to interpret evidence dichotomously (i.e., evidence exists or does not exist) rather than continuously (i.e., evidence varies in strength). Consequently, researchers might disregard evidence that fails to attain statistical significance. Surveys of researchers across various fields show that a substantial majority indeed does so. This phenomenon is manifest in both how researchers describe evidence and in their likelihood judgments. Dichotomization of evidence is reduced when researchers are asked to make decisions based on the evidence, particularly when the decision outcome is personally consequential.



PATHWAYS OR SERENDIPITY:

HOW CONSUMERS SHOP AND BUY IN AN INTERACTIVE MARKETPLACE

Don E. Schultz, Martin P. Block & Vijay Viswanathan, Northwestern University



Marketers have historically assumed consumers planned and executed shopping journeys in a linear and purposeful fashion. Marketing's focus, therefore, has been on identification of those shopping pathways with the intent of interruption or reinforcement of those pathways. Multi-channel shopping alternatives and consumer access to unlimited amounts of information have radically changed how consumer shopping occurs today. Using longitudinal, consumer-reported big data, a new shopping/consideration framework is proposed. Examples from apparel and health/beauty aid shopping illustrate the concept.

COMPETITIVE PAPER SESSION: TC 2.03

ENHANCING AND SUPPRESSING PROSOCIAL BEHAVIOR

(Chair: Michaela Wänke)

DOING WELL BY DOING GOOD: THE BENEVOLENT HALO OF SOCIAL GOODWILL

Alexander Chernev, Northwestern University

Sean Blair, Northwestern University



Corporate social responsibility is commonly viewed solely as a tool for enhancing company reputations and engendering goodwill among customers. In contrast, this research shows that the impact of corporate social responsibility can extend beyond public relations and customer goodwill to influence the way consumers evaluate a company's products. Specifically, this research documents that acts of social goodwill—even when they are unrelated to the company's core business, as in the case of charitable giving—can alter product perceptions, such that products of companies engaged in prosocial activities are perceived as performing better. More important, the data show that inferences drawn from a company's prosocial actions are strong enough to alter the product evaluations even when consumers can directly observe and experience the product. The data further show that this effect is a function of the moral undertone of the company's motivation for engaging in socially responsible behavior, and is attenuated when consumers believe that the company's behavior is driven by self-interest rather than by benevolence.



VOTING FOR MONEY:

HOW REMINDERS OF MONEY LEAD TO RIGHT-WING PARTY PREFERENCES

Johannes Schuler, University of Mannheim

Igor Ivanov, University of Mannheim

Michaela Wänke, University of Mannheim

Can priming affect voting decisions? We found that a ubiquitous cue in a consumer's world can influence one's voting preferences: money. Money reminds people of free markets. Hence, reminders of money should subtly influence consumers to prefer politicians and parties, which support this notion. In our experiments, participants reminded of money, favored right-wing parties (study 1) and indicated their voting preferences on an implicit measure (study 2 & 3). Here, participants were more likely to vote for politicians who were perceived as (a) being on the right side of the political spectrum and (b) as economically liberal.

AVOIDING OVERHEAD AVERSION IN CHARITY

Uri Gneezy, University of California, San Diego

Elizabeth A. Keenan, University of California, San Diego

Ayelet Gneezy, University of California, San Diego

Donors tend to avoid charities that dedicate a high percentage of expenses to administrative and fundraising costs, limiting the ability of nonprofits to be effective. We propose a solution to this problem—use donations from major philanthropists to cover overhead expenses and offer potential donors an “overhead-free” donation opportunity. First, a laboratory experiment confirms that donations decrease when overhead increases, but only when donors pay for overhead themselves. Next, a large field experiment shows that informing potential donors that initial donations have been used to cover overhead costs significantly increases giving compared to traditional fundraising techniques.



DAY 3 – SATURDAY 27TH

SATURDAY SESSION 7

09:00 – 10:30 AM

- TC 2.01 KEEPING GRIP: CONSUMER DECISION-MAKING IN AN UNCERTAIN AND UNPREDICTABLE WORLD (Chair: F. van Horen, K. Millet)
TC 2.02 PARADOXICAL CHOICE AND PREFERENCES (Chair: S. Botti)
TC 2.03 CREATIVITY (Chair: M. Schreier)
-

SATURDAY SESSION 8

11:00 – 12:30 AM

- TC 2.01 CONSUMPTION AND EVALUATION OF HEALTHY AND UNHEALTHY FOODS (Chair: M. Poor)
TC 2.02 PROCESSING FLUENCY AND EXPLORATION (Chair: Y. Gu)
TC 2.03 INTERPERSONAL INFLUENCE (Chair: C. Fuchs)
-

SATURDAY SESSION 9

02:15 – 03:45 PM

- TC 2.01 THE BEHAVIORAL SCIENCE OF EATING (Chair: D. Biswas)
TC 2.02 BODY PERCEPTION: SHORT, CURVY & BEAUTIFUL (Chair: D. Dahl)
TC 2.03 SOCIAL INFLUENCE (Chair: S. van Osselaer)
-

SATURDAY SESSION 10

04:15 – 05:45 PM

- TC 2.01 BIASES IN PREDICTIONS (Chair: S. Puntoni)
TC 2.02 MOTIVATIONS AND GOALS (Chair: J. Nunes)
TC 2.03 COPING STRATEGIES (Chair: L.J. Shrum)
-

GALA DINER at ÖSTERREICHER IM MAK

Start 07:00 PM

The MAK is a museum and space of experimentation for applied arts at the interface of design, architecture, and contemporary art. It also houses a restaurant. At the ÖSTERREICHER IM MAK culinary delights are enriched with contemporary ideas by star cook Bernie Rieder who has designed a menu including wine accompaniment just for us. It will be a set dinner with several courses. Prepare your tongue to be spoiled for a while.

Address The MAK, Stubenring 5, 1010 Vienna

Web www.mak.at

Please find your way yourselves: Map see page 19



ABSTRACTS DAY 3

SATURDAY, SESSION 7
SYMPOSIUM: TC 2.01

9:00-10:30AM

**KEEPING GRIP: CONSUMER-DECISION-MAKING IN AN
UNCERTAIN AND UNPREDICTABLE WORLD**
(Chair: Femke van Horen, Kobe Millet)

**UNPREDICTABLE CHILDHOOD ENVIRONMENTS PROMOTE EATING IN THE
ABSENCE OF ENERGY NEED** 

Sarah E. Hill, Texas Christian University
Marjorie L. Prokosch, Texas Christian University
Danielle J. DelPriore, University of Arizona
Vladas Griskevicius, University of Minnesota
Andrew Kramer, Texas Christian University

We hypothesized that growing up in unpredictable, low SES environments would promote the development of energy regulation mechanisms that promote eating in the absence of hunger. Results of three studies found support for this hypothesis. People from more predictable childhood environments regulated food intake based on immediate energy needs; they ate more when needs were high than low. This relationship was not observed among those from unpredictable childhood environments, however. These individuals consumed comparably high amounts regardless of current energy needs. One's childhood environment might play a key role in eating behavior in adulthood.

WASHING AWAY YOUR THREATS 

Kobe Millet, VU University Amsterdam
Arianne J. van der Wal, Ben-Gurion University of the Negev
Amir Grinstein, Northeastern University

We posit that consumers cope with threats related to unpredictability and uncertainty through increased interest in cleaning. Preliminary evidence demonstrates how sales of cleaning products increases following the threat of an economic crisis. Experiment 1 replicates this in a controlled setting, also showing that the effect disappears when people can self-affirm. Experiment 2 shows that the threat and unpredictability of a dangerous place leads to an enhanced inclination to clean especially for people with a high perceived infectability to disease. These results suggest that the increased interest in cleaning under threat may be explained by activating a disease avoidance motive.



THE APPEAL OF CONCRETENESS UNDER UNCERTAINTY

Femke van Horen, VU University Amsterdam

Michaela Wänke, University of Mannheim

Thomas Mussweiler, University of Cologne

Uncertainty due to unpredictable events is highly prevalent in life. We show that when uncertainty prevails consumers try to restore their sense of predictability through searching for linguistic concreteness. Across a wide variety of uncertainty evoking events (e.g., radical innovations, unpredictable world events, and outcome of a sports match) we demonstrate in two experiments and one field study that consumers prefer concrete as compared to abstract language in product descriptions when feeling uncertain, whereas the effect is mitigated under certainty.

COMPETITIVE PAPERS SESSION: TC 2.02

PARADOXICAL CHOICE AND PREFERENCES

(Chair: Simona Botti)

GIVE ME YOURSELF:

GIFTS ARE LIKED MORE WHEN THEY MATCH THE GIVER'S CHARACTERISTICS

Gabriele Paolacci, Erasmus University Rotterdam

Laura Straeter, Erasmus University Rotterdam

Ilona de Hooge, Wageningen University

Research on gift giving has devoted considerable attention to understanding how givers succeed in choosing gifts that match recipients' tastes. Contrarily, our research investigates how recipients' appreciation for a gift depends on the match between the gift and the giver. Four studies demonstrate that recipients are particularly appreciative of gifts that figuratively match the giver, i.e., that contain references to the giver's core characteristics, because they perceive such gifts as more congruent with the giver's identity. This effect is not conditional on inferences recipients make about the giver's motivations or on the good relationship recipients have with the giver.



THE POWER OF UNCERTAINTY



Luxi Shen, Chinese University of Hong Kong
Christopher K. Hsee, University of Chicago

We propose a counter-normative and counter-intuitive effect of uncertainty—people are more likely to repeat an activity if its outcome is uncertain than if it is certain. In a series of studies involving real consequences, we find that participants repeat a task (e.g., a purchase) more times if its incentive (e.g., discount) is uncertain than if it is certain, even if the uncertain incentive is objectively worse than the certain alternative. We explain the findings in terms of the joy of uncertainty resolution and report evidence for the explanation. Our research enriches the consumer behavior literature on choice under uncertainty.

MAKING SENSE OF PARADOXICAL CONSUMPTION CHOICES:



THE CASE OF AKRATIC SPENDING BEHAVIOR

Meriam Belkhir, University of Sfax
Joel Jallais, University of Rennes I. France
Fathi Akrouf, University of Sfax

In consumer behavior research, previous conceptualizations of departures from rationality have been approached either as errors, impulsive or compulsive behaviors. We propose, in this paper that, in some circumstances, consumers may freely and deliberately decide to act against their own best judgment when spending money. This behavior refers to akrasia, a concept introduced by Aristotle. The aim of this paper is to explore the akratic spending behavior by revealing its manifestations and the way consumers make sense of these paradoxical behaviors. This study employs a qualitative methodology based on Kelly repertory grid approach and extensive individual interviews.



COMPETITIVE PAPER SESSION: TC 2.03

CREATIVITY

(Chair: Martin Schreier)

USING THE PAST TO CONSTRUCT THE FUTURE: HOW EPISODIC FUTURE SIMULATION INFLUENCES PREFERENCES OVER TIME

Sean Hingston & Theodore J. Noseworthy, York University

Consistent with the theme of this conference, this paper attempts to challenge the status quo around temporally inconsistent preference. We introduce the Episodic Simulation Hypothesis (ESH) to marketing and draw on its key proposition that simulations of the future are comprised of details from past experiences. In three studies we pit this prediction against one of the most widely accepted explanations for temporally inconsistent preference: goal-dependent construals. Our findings suggest that temporally inconsistent preference may have more to do with a shift in how consumers imagine interacting with a product than with how consumers construe features in accordance with their goals.

THINKING CREATIVELY THROUGH HANDS

Jeong Eun Lee, Hongik University

Nara Youn, Hongik University

Through three studies, this research empirically demonstrates that physical hand movement enhances creativity. The relationship between using hands and creativity is mediated by eliciting embodied metaphor of hands and experience of flow.

OLFACTION INDUCED EPISODIC MEMORIES, CONSUMER CREATIVITY, AND EVALUATION OF HIGHLY INNOVATIVE PRODUCTS

Nahid Ibrahim, University of Guelph

Theodore J. Noseworthy, York University

Towhidul Islam, University of Guelph

Literature has strong evidence that, playful activities in childhood hold the key to imagination and creative thinking process. However, as humans grow into adults their engagement in such playful activities slowly decline, and they eventually give in to the normative behaviors precluding creative thinking and imagination. In this paper, we aim to examine the "episodic memories" that are triggered by the olfactory cues encountered during our childhood and playful activities. We also aim to examine whether these memories activate an imaginative focus through creative thinking process that subsequently affect our evaluation of highly innovative products.



SATURDAY, SESSION 8

11:00-12:30AM

SYMPOSIUM: TC 2.01

CONSUMPTION AND EVALUATION OF HEALTHY AND UNHEALTHY FOODS: INFLUENCES OF IMAGES, TEXT, AND AMBIENT SCENT

(Chair: Morgan Poor)

FOODSTAGRAM FOR THOUGHT: HOW CONSUMER GENERATED IMAGES IN THE FOOD DOMAIN INFLUENCE POST CONSUMPTION ATTITUDES AND EVALUATIONS

Sean Coary, Saint Joseph's University

Morgan Poor, University of San Diego

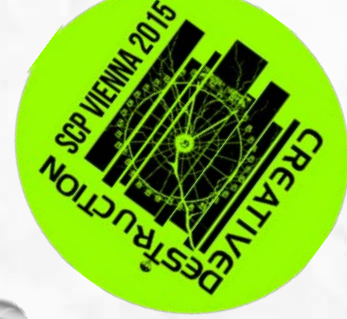
The present research investigates what we refer to as consumer-generated images (CGI), or images of products and experiences that are produced and controlled by consumers, particularly in the food domain, and the influence that creating such images has on the consumer. We show that CGI cause a momentary active delay in consumption, which increases the savoring associated with indulgent consumption, and in effect, increases attitudes and taste evaluations of the consumption experience. When descriptive social norms regarding healthy eating are made salient, CGI can also lead to more favorable outcomes when healthy foods are consumed.

THE INFLUENCE OF PICTURES AND TEXT ON FOOD CONSUMPTION: A CONSTRUAL LEVEL PERSPECTIVE

Denise Buhray, Stony Brook University

Amy Chen, Stony Brook University

Previous research has demonstrated that presentation format of food stimuli (i.e., pictures versus text) influences how individuals construe those stimuli. Two studies show that the effect of presentation format on construal, evaluation and consumption intentions depends on the type of food product (healthy versus unhealthy) and an individual's level of health consciousness (HC). Whereas a more abstract presentation (text) of unhealthy foods decreases evaluation and consumption intentions among high-HC individuals, a more concrete presentation (picture) of healthy foods increased evaluation and consumption intentions among low-HC individuals. The present research suggests that both high- and low-level construals can facilitate health behaviors.



NUDGING HEALTHFUL EATING AND PRO-ENVIRONMENTAL ENERGY

Sarah Lefebvre, University of Central Florida

Dipayan Biswas, University of South Florida

This research demonstrates how ambient scent can influence perceived ambient temperature, which in turn can influence food and beverage consumption volume. Specifically, when an ambient scent (e.g., eucalyptus vs. cedarwood) leads to cooler (vs. warmer) perceived temperature, overall consumption volume of food items (such as chocolates) is higher. However, this effect reverses for beverages (such as flavored water) and gets attenuated when consumers focus on the presence of the ambient scent. The findings of this research have implications for crossmodal sensory influences and its effects on food/beverage consumption behavior.

COMPETITIVE PAPER SESSION: TC 2.02

PROCESSING FLUENCY AND EXPLORATION

(Chair: Yangjie Gu)

SPATIAL ATTENTION AFFECTS EVALUATION AND MEMORY OF BRANDS

Zachary Estes, Bocconi University

Duncan Guest, Nottingham Trent University

Michael Gibbert, University of Lugano; David Mazursky, Hebrew University

Many brand names and slogans have upward associations (e.g., Dove, Sky) or downward associations (e.g., Dropbox, Shell). We report a series of experiments demonstrating a spatial congruence effect, whereby brands are liked more and remembered better when the logo appears in the location implied by the brand name or slogan. This effect occurred with both slogans and brand names, with single or multiple logos, and with immediate or delayed judgment. Moreover, this spatial congruence effect was reliably mediated by processing fluency. This research demonstrates, for the first time, the importance of spatial attention in brand evaluation and memory.



THE POWER OF REPETITION:

REPETITIVE LYRICS IN A SONG INCREASE PROCESSING FLUENCY

Joseph C. Nunes, University of South Carolina

Andrea Ordanini, Bocconi University;

Francesca Valsesia, University of South Carolina

This research documents how more repetitive songs lyrically are processed more fluently and thus adopted more broadly and quickly in the marketplace. Studies 1 and 2 are controlled experiments demonstrating how lexical repetition, a feature of the stimulus, results in greater fluency. Study 3 documents how more repetitive songs stand a greater chance of reaching #1 as opposed to lingering at the bottom of the chart. Utilizing data from Billboard's Hot 100 chart from 1958-2012, analyses of #1 hits reveal increased repetition decreases the time it takes to reach #1 and increases the odds of debuting in the Top 40.

THE LURE OF LARGE ASSORTMENTS IN FEELING-BASED DECISIONS

Aylin Aydinli, VU University Amsterdam

Yangjie Gu, Tilburg University

Michel Tuan Pham, Columbia University

It is well accepted that consumers generally prefer larger product assortments over smaller assortments. This paper suggests that this intrinsic preference for larger assortments depends on the decision process that consumers are likely to follow. Results from four studies show that consumers' relative preference for larger assortments is more pronounced when the purchase decision is likely to be based on feelings. This effect, which transpires in both explicit and implicit measures of assortment evaluations, appears to be due to consumers adopting a more expansive exploratory mindset in decisions guided by feelings. The effect dissipates when the product is aversive.



COMPETITIVE PAPER SESSION: TC 2.03

INTERPERSONAL INFLUENCE

(Chair: Christoph Fuchs)

RECRUITING REGULATORY SUPPORT: EXAMINING WHEN AND HOW INDIVIDUALS SEEK OR DISCOURAGE THE INVOLVEMENT OF OTHERS IN AFFECT REGULATION

Christina I. Anthony, University of Sydney

Alexander Fedorikhin, Indiana University

Previous research has focused on consumers' motivations to regulate their own negative emotions. However, little is currently known about when and how individuals might involve others in the emotion regulation process. We demonstrate that consumers tend to exaggerate or downplay their emotions in social interactions to garner or discourage the listeners' support with emotional regulation. The effect is moderated by individuals' perceived coping ability, nature of relationship with the listener, and opportunity to use external factors for emotional self-regulation. These findings advance our understanding of interpersonal emotion regulation pursuits.

DELIVER WARMTH WITH YOUR HAND:

CUSTOMERS' RESPONSES TO HANDWRITING VERSUS PRINT MESSAGES

Xingyao Ren, Nankai University; Lan Xia, Bentley University

Jiangang Du, Nankai University

Effective communication is crucial in relationship-building. The effectiveness does not only depend on the message delivered, but also varies by different inferences consumers made based on various cues associated with how the message is delivered. In this research, we investigate the effect of handwriting in written communication. We show that handwriting delivers higher feeling of warmth than print (either script or print font) messages, and subsequently enhances behavioral intentions. The effect is due to both perceived effort and psychological closeness. Theoretical contributions and managerial implications are discussed.

ABSINTH + BRANDY = CHAMPAGNE: HOW DYADS OVERCOME CHOICE OVERLOAD

Nuno Jose Lopes, Elena Reutskaja & Mario Capizzani, University of Navarra

Choosing from a large set of alternatives can negatively affect individual's purchase motivation and her overall satisfaction with the chosen product, a phenomenon referred to as choice overload. Our paper is the first to investigate this phenomenon in a group setting. In three empirical studies we demonstrate that the negative effect of large number of options (measured in difficulty and enjoyment of the decision process and buying rate as well), considerably diminishes when decisions are made collectively. Group members forego their own favorite alternative and converge to a smaller set of items liked by both dyad members, moderating choice overload.



SATURDAY, SESSION 9

2:15-3:45PM

SYMPOSIUM: TC 2.01

**THE BEHAVIORAL SCIENCE OF EATING: USING COLORS,
APPROACH/AVOIDANCE, AND SAMPLING, TO NUDGE
CONSUMERS TOWARDS HEALTHFUL CONSUMPTION**

(Chair: Dipayan Biswas)

**THE HALO EFFECT OF PRODUCT COLOR BRIGHTNESS ON HEDONIC FOOD
CONSUMPTION**

Adriana V. Madzharov, Stevens Institute of Technology

Suresh Ramanathan, Texas A&M University

Lauren G. Block, City University of New York

We present an in-depth exploration of consumers' evaluative and behavioral responses to foods that vary in color brightness, defined as the degree of lightness and darkness of the color. We present evidence that the color brightness of a food serves as an automatic evaluative cue about its taste and healthiness that ultimately biases the volume of food consumed. We identify food type (hedonic vs. healthy) as a boundary condition for this effect and we find that light colored hedonic but not healthy foods are seen as healthier and tastier, and are consumed more than dark colored foods.

SAYING "NO" TO CAKE OR "YES" TO KALE:

APPROACH AND AVOIDANCE STRATEGIES IN PURSUIT OF HEALTH GOALS

Meredith E. David, Baylor University

Kelly L. Haws, Vanderbilt University

To reach your health goals, would you be better off saying "yes" to kale and other healthy foods or saying "no" to cakes and other indulgences? Although generally speaking approach strategies seem to be better, we find that one's level of self-control determines the effectiveness. Specifically we reveal that the manner in which such strategies are implemented in terms of differences in liking of the focal items and in turn, commitment to the goal, impact behavior. We examine these fundamentally oppositional approaches to food consumption in five studies, illuminating their differential implementation and effectiveness based upon one's self-control.



EFFECTS OF SAMPLING HEALTHY VERSUS UNHEALTHY FOODS ON SUBSEQUENT FOOD CHOICES

Dipayan Biswas, University of South Florida

Johanna Held, Bayreuth University

This research demonstrates how sampling a food that is healthy versus unhealthy influences subsequent food choices and calorie consumption. Priming effects predict that sampling healthy (unhealthy) items would lead to greater subsequent choices of healthy (unhealthy) options while the moral licensing model predicts that sampling healthy (unhealthy) items would lead to greater subsequent choices of unhealthy (healthy) options. The results of four experiments show that the default outcome favors a moral licensing based model. That is, sampling a healthy (an unhealthy) item led to greater subsequent choices of unhealthy (healthy) items and also greater (lesser) amount of calorie consumption.

COMPETITIVE PAPER SESSION: TC 2.02

BODY PERCEPTION: SHORT, CURVY & BEAUTIFUL

(Chair: Darren Dahl)

FEELING PHYSICALLY SHORT TRIGGERS COMPENSATORY BEHAVIORS

Gabriele Paolacci, Erasmus University Rotterdam

Nailya Ordabayeva, Boston College

Anika Stuppy, Erasmus University Rotterdam

We show that the psychological experience of physical shortness triggers compensatory behavior because it poses a threat to people's identity. Participants who felt chronically or temporarily short (vs. tall) were more likely to compensate by choosing high-status products and high-status roles. Moreover, we provide evidence that feeling physically short caused more competitive and status-oriented interpersonal behavior. Lastly, we demonstrate that self-affirmatory actions offered a remedy: Elaborating on personal values reduced preferences for status-enhancing behaviors for those feeling short. Taken together, these findings suggest that feeling physically short is an aversive psychological state that triggers status-conscious and status-elevating compensatory behaviors.



PRODUCT CURVATURE OR ANGULARITY PREFERENCES:

A THEORY OF SELF-CONCEPT

Tanuka Ghoshal, Indian School of Business

Peter Boatwright, Carnegie Mellon University

Rishtee K. Batra, Indian School of Business

We investigate whether preference for product curvature or angularity may be influenced by self-beliefs about the shape of one's own body. We find that when body shape is made salient, women who perceive their bodies to be curvy, rate curved products higher. A significant covariate is body image monitoring (concern and satisfaction with one's body image). We speculate that evaluation of one's own body caused subjects to enter into "defensive coping" mode, leading to a more favorable evaluation of objects that are perceived similar to oneself.

INSTANTANEOUSLY HOTTER:

THE DYNAMIC REVISION OF BEAUTY ASSESSMENT STANDARDS

Haiyang Yang, Johns Hopkins University

Leonard Lee, National University of Singapore

We show that beauty is an instantaneously and dynamically constructed notion. In a large-scale field study and lab experiments, we found that study participants automatically modified their beauty assessment standards when they were exposed to others' aesthetic views (even though those views differed significantly from their own). Participants' subsequent judgments of beauty converged toward the average taste, although previously they did not know others' evaluations of those targets and their judgments were anonymous and free from social pressure. These findings thus demonstrate a micro-level mechanism of how shifts in aesthetic views occur at the macro, societal level.



COMPETITIVE PAPERS: TC 2.03

SOCIAL INFLUENCE

(Chair: Stijn van Osselaer)

WHAT SHALL I CALL THEE? THE IMPACT OF BRAND WARMTH AND COMPETENCE ON CONSUMER RESPONSE TO FORMAL AND INFORMAL ADDRESS

Anne-Sophie I. Lenoir & Stefano Puntoni, Erasmus University
Stijn M.J. van Osselaer, Cornell University

In almost all major languages, marketing communication can address consumers using formal or informal pronouns (e.g., Sie or du in German). In this paper, we show that brand personality affects consumers' preference for, and response to, formal and informal address. In five studies, we establish that informal (formal) address is more likely to be preferred and elicits more positive responses when used by warmer (more competent) brands. This effect is replicated in several linguistic contexts and marketing situations. We show that this is explained by consumers' perceptions of informal address as warm and formal address as competent.

FINANCIAL DEPRIVATION, SOCIOECONOMIC STATUS AND SOCIAL INFLUENCE: RESPONSES OF FINANCIALLY DEPRIVED PEOPLE TO SOCIAL INFLUENCE DEPEND ON CHILDHOOD ENVIRONMENTS

Angelos Stamos, Sabrina Bruyneel & Siegfried Dewitte, KU Leuven

We investigate the response of people coming from different socioeconomic backgrounds to social influence when they feel financially deprived. In two experiments we find that financial deprivation increases reactance to social influence among people who grew up in low socioeconomic status environments but increases compliance among people who grew up in high socio-economic status environments.

MARKETING EXCLUSION:

WHEN LOYALTY PROGRAMS MAKE CUSTOMERS FEEL LIKE "OUTSIDERS"

Danna Tevet, Shai Danziger & Irit Nitzan, Tel Aviv University

Firms employ loyalty programs to build long-term relationships with customers. How do such programs influence customers who are not program members? We examine how preferential treatment given to privileged customers in loyalty programs affects the behavior of unprivileged customers. In a field study and three experiments, we demonstrate that exposure to preferential treatment of others causes unprivileged customers to feel meaningless and to experience un-belonging. We term this "marketing exclusion". We show that marketing exclusion decreases customers' satisfaction, decreases their motivation to invest effort in attaining a higher membership status, affects product choice and induces aggressive behavior toward uninvolved customers.



SATURDAY, SESSION 10

SYMPOSIUM: TC 2.01

4:15-5:45PM

BIASES IN PREDICTIONS

(Chair: Stefano Puntoni)

THE RELATIVITY OF PRODUCTIVITY

Stefano Puntoni, Erasmus University

Bart de Langhe, University of Colorado at Boulder

Many purchases are driven by a desire to save time. For example, consumers may subscribe to more expensive Internet services to shorten download times. Marketers emphasize output per unit of time, or productivity (e.g., megabits-per-second), but increases in productivity provide smaller and smaller time savings as productivity increases. Eight studies show that consumers fail to recognize this relativity of productivity in product choice, because people rely on absolute changes in productivity when ranking time savings. The misprediction of time savings leads consumers to systematically overvalue changes at the high-end of product performance. Product experience and time metrics reduce the bias.

PREDICTING THE ATTITUDES, INTERESTS, AND OPINIONS OF THE AVERAGE

AMERICAN CONSUMER:

HAS ANYTHING CHANGED IN THE LAST QUARTER CENTURY?

Shelle Santana, Harvard University

Vicki G. Morwitz, New York University

Daria Dzyabura, New York University

Hoch (1988) found that every day consumers performed poorly at predicting the attitudes, interests, and opinions (AIO) of average Americans. We examined whether consumers' predictive accuracy has changed substantively since then, given the increase in data available about others through specialized media sources, social media, and user generated content. We found that every day consumers now have less valid outside information and make less accurate predictions for AIO questions than in the past. Accuracy was higher for general interest questions. Undergraduate students and Turkers were as accurate in their predictions as a representative sample of consumers.



KNOWING ABOUT AN UNDESIRABLE FUTURE HURTS THE PRESENT

Simona Botti, London Business School

Ilona Friedman, Columbia University

Sheena S. Iyengar, Columbia University

Elona Gavazi, Columbia University Medical Center

Four studies including vignettes, laboratory, and field experiments show that people want to know about an undesirable and unavoidable future event (i.e., the development of an incurable genetic illness) because they predict that this knowledge would increase perceptions of personal control, enjoyment of present life, and ability to cope with future life. These predictions are however incorrect: knowing about an undesirable future reduced perceived control, current life satisfaction, and it did not improve coping with the undesirable future event.



COMPETITIVE PAPER SESSION: TC 2.02

MOTIVATIONS AND GOALS

(Chair: Joseph Nunes)

A CHANGE OF PACE: GOAL GRADIENTS IN LOCOMOTOR BEHAVIOR

Bram Van den Bergh, Erasmus University

Nico Heuvinck, Université Catholique de Lille

Gaby Schellekens, Radboud University Nijmegen

Iris Vermeir, Ghent University

A series of field and lab studies indicates that the number of markers placed along a walking path affects walking speed. Consistent with a goal gradient account, we show that people are more motivated (i.e., walk faster) to reach a goal (i.e., the end of walking path) when they perceive themselves to be close to the goal (i.e., when fewer markers are placed along the path). This effect is attenuated when people are further from the goal, diminishes when the markers are unrelated to the goal and reverses when rate of progress, rather than goal proximity, is salient.

THE NEGATIVE EFFECTS OF VISUALIZATION ON CONSUMER MOTIVATION

Kamila Sobol, Concordia University

Peter Darke, York University

Marketers often employ imagery-inducing tactics in their advertisements, where they entice consumers to visualize using the advertised product, which yields various benefits such as enhanced product evaluations and purchase intentions. Consumer research has paid much less attention to the motivational effects of goal visualizations. Yet, many advertisements use imagery-inducing tactics that stimulate visualizations of goal completion (e.g. achieving ideal body appearance) with the intention to motivate consumers to buy the advertised product that will help them achieve the ideal outcome. The results of the present study caution marketers that such a strategy may backfire and ironically demotivate consumers from buying the advertised goods.

THE UNIQUENESS HEURISTIC: A PREFERENCE FOR UNIQUE OPTIONS FOR A SINGLE GOAL

Luxi Shen, Chinese University of Hong Kong

Ayelet Fishbach, University of Chicago

A major topic for consumer behavior is preference for uniqueness. We identify the uniqueness heuristic—a stronger preference for uniqueness for one single goal than for multiple goals. This heuristic leads to a preference reversal: what people choose for each single goal differs from what they choose for all the goals together. In a series of six studies, both lab and field, we documented the basic effect, its consequence (preference reversal), and its underlying mechanism (decision-weight shift between risk and return).



COMPETITIVE PAPER SESSION: TC 2.03

COPING STRATEGIES

(Chair: L.J. Shrum)

ESCAPING ENVY: ENVY INCREASES PSYCHOLOGICAL SOCIAL DISTANCING AND PREFERENCE FOR UNIQUE PRODUCTS

Jaeyeon Chung, Columbia University

Leonard Lee, National University of Singapore

We propose that when consumers experience feelings of envy, they are motivated to “escape” from these negative feelings by psychologically distancing themselves from the envied target through redefining their self-concept. Three experiments show that envious individuals, particularly those with higher private self-consciousness feel a greater need for change in their lives (experiment 1), perceive themselves to be pursuing life values that are more different from those that their envied target is pursuing (experiment 2), and are more likely to prefer unique over typical products as a way to differentiate themselves from the envied target and enhance their self-image (experiment 3).

MEASURING MATERIALISTIC MINDSETS:

DEVELOPMENT OF AN IMPLICIT MEASURE OF MATERIALISM

Christian Martin & Pia Furchheim, University of Lausanne

L.J. Shrum, HEC Paris & Katharina Hellwig, University of Lausanne

Extant research on materialism has generally used explicit measures. This approach assumes that a) respondents are aware of their motivations and beliefs, and if so, b) they will honestly report them. Both assumptions are questionable. Accordingly, we present research designed to develop an implicit measure of materialism and present evidence supporting its validity. Our research has the potential to provide a better understanding of key consequences of materialistic mindsets, such as decreased well-being and addictive behavior, such as compulsive buying.

STRATEGIES OF COUNTERDOMINANCE:

WHEN LUXURY DOESN'T GIVE YOU POWER

Robert Kreuzbauer, Nanyang Business School

Bobby Cheon, Nanyang Technological University

Various findings from past research has demonstrated the function of luxury goods consumption to signal power or to enhance a person’s feeling of power and status. In series of experimental studies we show that luxury goods lose their ability to ward off a power or status attack once they are used as an obvious response towards the attacker. More surprisingly, we show that a most effective strategy of counterdominance is once an attacked person responds with a countersignal, which is the exact opposite from the status attack (i.e. very shabby).



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