

Happy New Year from SCP

New year, new design for newsletter! From January 2014, you'll receive a newsletter from SCP every month: four focusing on the current issue and four on forthcoming articles, with the rest showcasing highlights from the annual conference, articles published two years ago as well as top-performing articles.

In order to provide more channels of communication for its membership, SCP is launching a moderated mailing list where members can post questions and announcements directly. To join the list, please send an email to listserv@lists.apa.org with the following line in the BODY of the email (not the subject line): **SUB scp-apadiv23 Your Name**. The more members join, the more useful it will be for everyone!

The annual conference in Miami is also fast approaching so don't forget to [register](#) and [book your accommodation](#)! Keynote speakers include Paul Rozin (University of Pennsylvania) and Hazel Markus (Stanford University). In addition to a packed conference schedule, there will be plenty of time for fun and frolics with a Zumba class and the closing party 50 floors up at the [FIFTY Miami Ultra Lounge at Viceroy](#).

Finally, there's still time to submit to the SCP Advertising and Consumer Psychology conference focusing on the psychology of design with keynote speakers such as Don Norman, Aradhna Krishna and Bernd Schmitt. [Call for papers](#) now extended to January 25!

In this issue

- Editorial from Connie Pechmann on new editorial guidelines for JCP
- Research reviews on accents in business communication, content and process priming as well as consumer conviction and commitment, with proposed integrative models and frameworks
- Research articles on the link between package size and quality perceptions, consumer response to parodic ads, impact of progress framing on motivation to pursue goals, and how consumers correct for the influence of recommendations on their judgment
- Research reports on the impact of calorie estimation, vanity sizing and automatic colour preferences on consumer behaviour as well as the surprising effect of political ideology on variety seeking

Consumer psychology in the media

- Why you're more likely to spend more on warm days ([Pacific Standard, 21st November](#))
- Why you're more likely to buy something when shopping on your iPad ([Fast Company, 21st November](#))
- Eating popcorn in the cinema makes people immune to advertising ([The Guardian, 13th October](#))
- Instagram will ruin your meal ([Time Newsfeed, 6th October](#) and [Good Morning America, October 14th](#))
- Two round-ups of recent consumer psychology research in global marketing

research practitioner publications ([Research World Connect, 9th January](#); [Impact, 10th January](#) - article PDF [here](#))

Has your research been covered in the media? Let us know by emailing elina@myscp.org and we'll post it on the [CP Buzz section](#) of the SCP website.

Editorial

Editorial Regarding the New Submission Guidelines at the Journal of Consumer Psychology

Cornelia (Connie) Pechmann

In an effort to promote the quality, transparency, and reproducibility of the research conducted in the field of consumer psychology, the *Journal of Consumer Psychology* (JCP) has changed its submission guidelines as of January 1, 2014.

<http://www.sciencedirect.com/science/article/pii/S1057740813000624>

Research articles

Package size and perceived quality: The intervening role of unit price perceptions

Dengfeng Yan, Jaideep Sengupta, Robert S. Wyer Jr.

This research examines how package size can influence quality judgments for packaged goods, and also identifies a price-based mechanism for the observed size-quality relationship. Results from several studies show that a product in a smaller package is rated more favorably than the equivalent product in a larger package. Further, this effect is due to the smaller package being associated with a higher unit price (despite having a lower overall price), which suggests that unit price information is more diagnostic than overall price information when forming judgments of product quality. We also find a theoretically-derived reversal of this effect under conditions in which the greater diagnosticity of unit price is overwhelmed by its lower ease of use. Namely, when overall price is the only explicitly-provided price cue and consumers are too distracted to estimate unit price, a larger package is now rated as being better. Finally, two concluding studies examine the downstream consequences of changes in package size, building off our basic conceptualization to document effects on product choice as well as consumption experience.

<http://www.sciencedirect.com/science/article/pii/S1057740813000636>

Consumer responses to parodic ads

Michelle L. Roehm, Harper A. Roehm Jr.

We analyze parodic ads, which are humorous commercial messages that parody extant advertising. The effects of three dimensions are examined: mockery, perceived truth and playful humor. Consequences are considered for attitudes toward the parodic ad, its sponsor brand, the parodied advertising (which the parodic ad mimics) and the parodied advertising's sponsor brand. Results of three studies indicate that parodic ads can produce positive as well as negative outcomes across these attitudinal variables. These results suggest caution in the use of parody as a messaging device.

<http://www.sciencedirect.com/science/article/pii/S1057740813000600>

Confidence via correction: The effect of judgment correction on consumer confidence

Francine Espinoza Petersen, Rebecca W. Hamilton

At times, consumers are motivated to reduce the influence of a product recommendation on their judgments. Based on previous research, it is unclear whether this correction process will increase or decrease consumers' confidence in their judgments. We find that source credibility moderates the effect of correction on confidence: correction decreases confidence when a product recommendation comes from a high credibility source but increases confidence when the same message comes from a low credibility source. As a result, correction increases the effectiveness of recommendations from low credibility sources on purchase intentions. Notably, this "confidence via correction" effect is further moderated by elaboration, such that the effect is attenuated for high elaboration consumers. Our results have implications for understanding consumers' reactions to persuasive

messages and for both marketing practitioners and consumer protection agencies using correction cues to influence message persuasiveness.

<http://www.sciencedirect.com/science/article/pii/S1057740813000569>

The road traveled, the road ahead, or simply on the road? When progress framing affects motivation in goal pursuit

Jacob H. Wiebenga, Bob M. Fennis

The present research examined the dynamic interplay between the framing of one's progress from an initial state toward an end state (i.e., framed as the distance traveled from the initial state to the current state -'to-date' versus framed as the distance left from the current state to the end state -'to-go') and construal level in influencing motivation in goal pursuit. In three experiments we found that both state and chronic differences in experienced construal level modulate the impact of progress framing on motivation at a specific stage in goal pursuit, i.e., when consumers are halfway between the initial and end state, but is less consequential at the initial or end stages. This modulation shows that type of framing only affected motivation of people with an abstract, but not a concrete mindset. Under these conditions, progress framed in terms of to-date produced increased motivation compared to a to-go frame. Moreover, perceived goal distance was found to mediate the impact of progress framing on motivation for individuals with an abstract, but not a concrete mindset.

<http://www.sciencedirect.com/science/article/pii/S1057740813000570>.

Research reports

The effect of food toppings on calorie estimation and consumption

Ying Jiang, Jing Lei

In this research we examine the effect of adding a food topping to the base food on consumers' calorie estimation and consumption of the augmented food (base food plus topping). We show that consumers underestimate the calorie content of augmented food with an unhealthy base, especially when the topping is healthy. However, consumers are less likely to underestimate the calorie content of augmented food with a healthy base, regardless of whether the topping is healthy or unhealthy. Further, we show that adding a healthy topping to an unhealthy base makes consumers not only underestimate the calorie content but also eat more of the augmented food.

<http://www.sciencedirect.com/science/article/pii/S1057740813000582>

The flip side of vanity sizing: How consumers respond to and compensate for larger than expected clothing sizes

JoAndrea Hoegg, Maura L. Scott, Andrea C. Morales, Darren W. Dahl

Vanity sizing has become a popular retail trend and recent work shows it has a favorable impact on consumers. However, as the current research demonstrates, significant variations in sizing standards across retailers mean that consumers are as likely to encounter larger sizes as they are smaller, "vanity" sizes when shopping, highlighting the importance of understanding how consumers react to this potential threat in the marketplace. Across five studies we demonstrate that larger sizes result in negative evaluations of clothing and show that these effects are driven by consumers' appearance self-esteem. Importantly, we also find that instead of unilaterally lowering purchase intent as one might assume, larger sizes can actually increase spending, as consumers engage in compensatory consumption to help repair their damaged self-esteem. In so doing, this research reveals a dynamic and complex relationship between consumers and sizing labels, where shopping can serve to build, strengthen, threaten, and/or repair appearance self-esteem.

<http://www.sciencedirect.com/science/article/pii/S1057740813000612>

Political conservatism and variety-seeking

Daniel Fernandes, Naomi Mandel

In this research, we document and explain a counterintuitive effect of political ideology on variety-seeking. Although political conservatives have a higher desire for control, which exerts a negative effect on variety-seeking, they also have a stronger motivation to follow social norms, which exerts a positive effect on variety-seeking. Three studies demonstrate that conservatism is positively related to variety-seeking due to social normative concerns and rule out an alternative explanation of heightened self-expressive motives among conservatives. This research provides preliminary evidence of how political ideology may explain differences in product choices.

<http://www.sciencedirect.com/science/article/pii/S1057740813000478>

Judgment is not color blind: The impact of automatic color preference on product and advertising preferences

Ioannis Kareklas, Frédéric F. Brunel, Robin A. Coulter

This research examines the colors white and black and highlights the importance of automatic preference for the color white over black in product choice and advertising contexts. Across three studies, we incorporate multiple Implicit Association Tests to assess automatic preferences for colors, products, races, and advertisements. In Study 1, we demonstrate an automatic color preference for white over black, show that this preference holds for Caucasian-Americans and African-Americans, and find that automatic color preference predicts automatic product preference of white over black-colored products. Study 2 extends these findings by showing that actual behavioral product choice is best predicted by a combination of automatic and explicit color preferences. In the advertising domain, Study 3 demonstrates how automatic color preference influences advertising responses and how it explains the lack of in-group preference by African-Americans in previous implicit studies of racial preference. Collectively, our research draws attention to the need to disentangle white and black as designation of colors versus racial groups, and offers significant and novel contributions to the work on color and race in consumer psychology.

<http://www.sciencedirect.com/science/article/pii/S1057740813000843>

Research reviews

Content and process priming: A review

Chris Janiszewski, Robert S. Wyer Jr.

The last forty years of social science research have produced over 12,000 articles on priming. The range, complexity, and novelty of priming effects are hard to comprehend, let alone explain, using a single model or perspective. In this review, we discuss content priming and process priming effects. We then propose an integrative model that can account for the combined results.

<http://www.sciencedirect.com/science/article/pii/S105774081300082X>

Consumer conviction and commitment: An appraisal-based framework for attitude certainty

Derek D. Rucker, Zakary L. Tormala, Richard E. Petty, Pablo Briñol

This paper explores consumers' commitment to and conviction about their beliefs in the form of attitude certainty. Based on a review of past research, we present a new framework for understanding attitude certainty and how consumers' attitude certainty is shaped by their resisting or yielding to persuasive messages, or even by their reflections on the evidence supporting their attitudes. We propose that attitude certainty is formed and changed largely through an attribution-based reasoning process linked to a finite set of distinct appraisals. Our framework is used to both organize past research and offer guidance for future research endeavors. In addition, we distinguish our framework of appraisal-based attitude certainty from past models in attitudes and persuasion research that have referenced or taken note of the attitude certainty construct. Implications and future directions for the study of consumer behavior are discussed.

<http://www.sciencedirect.com/science/article/pii/S1057740813000594>

Accents in Business Communication: An integrative model and propositions for future research

Robert Mai, Stefan Hoffmann

Today's business interactions are characterized by encounters between people with diverse language backgrounds. This article examines how, why and under what circumstances regional or foreign speech patterns affect consumer judgments and reactions. Building on a synthesis of accent research and theories, including the work of related disciplines such as linguistics and social psychology, this article suggests an integrative model that helps to understand accent effects in business contexts. The model disentangles the effects of social categorization, stereotype activation, and speech processing that jointly influence different business-related outcomes. The model highlights three categories of factors that moderate these accent effects, namely sender, receiver, and communication variables. The paper

further identifies several issues which remain unresolved and which require continued research. An agenda for future research sets out several propositions to help researchers approach regional and foreign accents in business environments.

<http://www.sciencedirect.com/science/article/pii/S1057740813000831>

