

Updates from SCP

- The [call for papers for SCP 2015 Winter Conference 2015](#) in Phoenix, Arizona is now open! Submit your research or sign up as a reviewer - the deadline for submissions is 29 August (midnight PST)
- The [call for papers for the 2nd International SCP Conference](#) in Vienna in June 2015 is also now open. Deadline for symposium and competitive paper submissions is December 1st, 2014. (Full call for papers [here](#))
- It's not old news yet: as you plan your courses for the next academic year, be sure to check out the [SCP/JCP Consumer Psychology PhD syllabus](#) compiled by Joe Goodman and Cait Lambertson

In this issue...

- Research articles on unleashing consumer imagination, impact of mood on food choice, how regulatory focus influences pricing attitudes, money and moral behavior, green consumption and metacognitive judgments
- Research dialogue on using consumer psychology to fight obesity
- Research reports on how touching sexually laden stimuli makes women seek rewards, impact of moral violations on oral consumption and the benefits of retail therapy, and a research review on regulatory fit

Consumer psychology in the media

- Why you would recommend a brand face-to-face but not on Facebook ([Business News Daily, June 30th](#), [Science 2.0 June 27th](#), [The Times of India June 30th](#), and [FOX Business, July 1st](#))
- Interview with professor Hazel Rose Markus on her keynote at SCP Annual Conference ([Impact Magazine, July](#))

If your research has been featured in the media, don't forget to email us at elina@myscp.org and we'll post it on the [CP Buzz section](#) of the SCP website and promote it through Facebook and Twitter.

You can now find [all of SCP's social media in one place](#) - bookmark it to stay up to date with consumer psychology news!

If you haven't already, join the **SCP mailing list**: it is open for members to post announcements and questions in. To join, 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!

Research articles

Revealing Obstacles to the Consumer Imagination

Nancy Spears, Atefeh Yazdanparast

The research proposes that the consumer imagination combines information about a current sensory stimulus (product) with triggered episodic memories to use as inputs in making product evaluations. Two studies reveal that the consumer imagination can be suppressed when preferred haptic sensory information is missing and when a

situation is unambiguous, reducing the need for relying on episodic memory. The research findings support the general notion that the consumer imagination enhances purchase intentions compared to considering product attributes because the imagination enables consumers to integrate the information in a more efficient way. In both studies, perceived ownership mediates the effect. Contributions to theory and practical implications are provided.

<http://dx.doi.org/10.1016/j.jcps.2014.01.003>

Better moods for better eating?: How mood influences food choice

Meryl P. Gardner, Brian Wansink, Junyong Kim, Se-Bum Park

How do moods influence one's preference for foods? By introducing the role of enjoyment- versus health-oriented benefits of foods in the mood and food consumption relationship, this research informs both temporal construal theory and mood management framework by positing that mood influences the choice between healthy versus indulgent foods through its impact on temporal construal, which alters the weights people put on long-term health benefits versus short-term mood management benefits when making choices. The results from four experiments show that a positive mood cues distal, abstract construal and increases the salience of long-term goals such as health, leading to greater preference for healthy foods over indulgent foods. The results also show that a negative mood cues proximal construal and increases the salience of immediate, concrete goals such as mood management, leading to greater preference for indulgent foods over healthy foods.

<http://dx.doi.org/10.1016/j.jcps.2014.01.002>

Regulatory focus as a predictor of attitudes toward partitioned and combined pricing

Kiljae Lee, Jungsil Choi, Yexin Jessica Li

Partitioned pricing is a widely used pricing strategy, but little is known about the buyer characteristics that influence its effectiveness. The current research contributes to the pricing literature by investigating the impact of regulatory focus on the perceived attractiveness of partitioned and combined pricing. In four studies, we hypothesized and found support for the idea that promotion focused individuals perceive partitioned prices to be more attractive than combined prices, while prevention focused individuals do not differentiate between the two pricing types. Our results also show that regulatory focus influences consumers' information processing style, which in turn leads to important differences in attitudes towards partitioned and combined pricing. Specifically, promotion focused consumers are more likely to engage in global processing and global processing is linked to preferences for partitioned (versus combined) prices.

<http://dx.doi.org/10.1016/j.jcps.2014.01.001>

Money, moral transgressions, and blame

Wenwen Xie, Boya Yu, Xinyue Zhou, Constantine Sedikides, Kathleen D. Vohs

Two experiments tested participants' attributions for others' immoral behaviors when conducted for more versus less money. We hypothesized and found that observers would blame wrongdoers more when seeing a transgression enacted for little rather than a lot of money, and that this would be evident in observers' hand-washing behavior. Experiment 1 used a cognitive dissonance paradigm. Participants (N = 160) observed a confederate lie in exchange for either a relatively large or a small monetary payment. Participants blamed the liar more in the small (versus large) money condition. Participants (N = 184) in Experiment 2 saw images of someone knocking over another to obtain a small, medium, or large monetary sum. In the small (versus large) money condition, participants blamed the perpetrator (money) more. Hence, participants assigned less blame to moral wrong-doers, if the latter enacted their deed to obtain relatively large sums of money. Small amounts of money accentuate the immorality of others' transgressions.

<http://dx.doi.org/10.1016/j.jcps.2013.12.002>

Seeing the world through GREEN-tinted glasses: Green consumption values and responses to environmentally friendly products

Kelly L. Haws, Karen Page Winterich, Rebecca Walker Naylor

The primary goal of this research is to conceptualize and develop a scale of green consumption values, which we define as the tendency to express the value of environmental protection through one's purchases and consumption behaviors. Across six studies, we demonstrate that the six-item measure we develop (i.e., the

GREEN scale) can be used to capture green consumption values in a reliable, valid, and parsimonious manner. We further theorize and empirically demonstrate that green consumption values are part of a larger nomological network associated with conservation of not just environmental resources but also personal financial and physical resources. Finally, we demonstrate that the GREEN scale predicts consumer preference for environmentally friendly products. In doing so, we demonstrate that stronger green consumption values increase preference for environmentally friendly products through more favorable evaluations of the non-environmental attributes of these products. These results have important implications for consumer responses to the growing number of environmentally friendly products.

<http://dx.doi.org/10.1016/j.jcps.2013.11.002>

Different routes to metacognitive judgments: The role of accuracy motivation

Se-Bum Park, Sung Joo Bae

The current research proposes that metacognitive difficulty affects product evaluation through two different routes—the feelings of ease-of-retrieval heuristic and the self-validation process. The findings across four laboratory experiments show that metacognitive difficulty can undermine product evaluation through the feelings of ease-of-retrieval heuristic among low-accuracy individuals, regardless of a perceived fit between expected and experienced difficulty. In contrast, the findings indicate that metacognitive difficulty can enhance (vs. undermine) product evaluation among high-accuracy individuals through the self-validation process when there is a perceived fit (vs. misfit) between expected and experienced difficulty. We suggest that individuals under high accuracy motivation are more likely than those under low accuracy motivation to draw less determined and more flexible interpretation of metacognitive difficulty in making their product evaluation.

<http://dx.doi.org/10.1016/j.jcps.2013.09.002>

Research dialogue

Editorial note: Using consumer psychology to fight obesity

Michel Tuan Pham

As I have noted recently (Pham, 2013), as a field consumer psychology needs to do a better job at addressing problems that are of genuine substantive or managerial significance. One of them is the massive epidemic of obesity that is affecting the United States and is threatening a growing number of other industrialized nations an epidemic that is largely due to poor and excessive food consumption. Brian Wansink's extensive program of research on the psychological and situational determinants of food consumption is a great example of consumer psychology research that addresses genuine substantive problems while remaining theoretically interesting and methodologically sound. In the past 20 years, Wansink and his co-authors, including Pierre Chandon, have documented numerous ways in which various psychological factors (e.g., health halos), and situational factors (e.g., food plate size) influence the quality and quantity of what consumers eat and drink. This research has had an enormous impact, both academically, in terms of scholarly awards and journal citations, and substantively, in terms of media attention, policy recommendations, and consumer interventions. Consumer psychology, as a field, would benefit from more research like Wansink and Chandon's.

Continue reading: <http://dx.doi.org/10.1016/j.jcps.2014.04.003>

Slim by design: Redirecting the accidental drivers of mindless overeating

Brian Wansink, Pierre Chandon

We first choose what to eat and then we choose how much to eat. Yet as consumer psychologists, we understand food choice much better than food consumption quantity. This review focuses on three powerful drivers of food consumption quantity: 1) Sensory cues (how your senses react), 2) emotional cues (how you feel), and 3) normative cues (how you believe you are supposed to eat). These drivers influence consumption quantities partly because they bias our consumption monitoring—how much attention we pay to how much we eat. To date, consumption quantity research has comfortably focused on the first two drivers and on using education to combat overeating. In contrast, new research on consumption norms can uncover small changes in the eating environment (such as package downsizing, smaller dinnerware, and reduced visibility and convenience) that can be easily implemented in kitchens, restaurants, schools, and public policies to improve our monitoring of how much we eat and to help solve mindless overeating. It is easier to

change our food environment than to change our mind.
<http://dx.doi.org/10.1016/j.jcps.2014.03.006>

The need for public policies to promote healthier food consumption: A comment on Wansink and Chandon (2014)

Christina A. Roberto, Jennifer L. Pomeranz, Jennifer O. Fisher

Current approaches to addressing obesity have fallen short. This is largely due to the many environmental forces that undermine people's self-regulatory capacity to be personally responsible for their food choices. Novel insights from the social sciences are needed to inform voluntary, health-promoting actions by companies, institutions, and citizens as well as the design of public health policies. Voluntary interventions that rely on nudges should complement traditional public health strategies such as taxation and restriction of child-targeted marketing in schools. In this commentary, we discuss four food policy issues that would benefit from consumer psychology research: (a) the restriction of food marketing to children, (b) provision of nutrition information through food labels, (c) improving school food environments, and (d) placing limits on portion sizes. Identifying effective solutions for obesity will require approaches that integrate psychological, public health, and legal perspectives and methods.

<http://dx.doi.org/10.1016/j.jcps.2014.03.001>

Models, monitoring, and the mind: Comments on Wansink and Chandon's "Slim by Design"

C. Peter Herman, Janet Polivy

Wansink and Chandon have examined the "mindlessness" that is often evident in everyday food intake. In this commentary, we focus on four issues raised by Wansink and Chandon's paper: (1) the distinction between food choice and food intake; (2) their model of food intake (and how it compares and contrasts with our own model of food intake); (3) the role of monitoring in the control of food intake; and (4) the meaning of "mindless" eating. In each case we find value in Wansink and Chandon's proposals but also an opportunity for further analysis and refinement.

<http://dx.doi.org/10.1016/j.jcps.2014.03.002>

Slim by Design or by willpower? Replies to Herman and Polivy and to Roberto, Pomeranz, and Fisher

Brian Wansink, Pierre Chandon

In their commentary of our "Slim by Design" article, Herman and Polivy offer a simple and powerful model of food intake which focuses on the mediating role of hunger, taste, and appropriateness. In their commentary, Roberto, Pomeranz, and Fisher review both new and classic interventions aimed at reducing obesity and raise the issue of whether they can be scalable and sustainable without regulatory oversight. In this rejoinder, we examine the few differences between the Chandon & Wansink and the Herman & Polivy frameworks to highlight critical areas for future research, including focusing on overeating vs. intake, refining the role of normative drivers, and studying lay theories of overeating. We then resolve the questions raised by Roberto, Pomeranz, and Fisher by providing concrete examples of low-cost design changes that are scalable and sustainable because they benefit both healthy eating and the overall sales and profitability of school and workplace cafeterias.

<http://dx.doi.org/10.1016/j.jcps.2014.04.005>

Research reports

What a feeling! Touching sexually laden stimuli makes women seek rewards

Anouk Festjens, Sabrina Bruyneel, Siegfried Dewitte

We argue that women's previously documented unresponsiveness to sexual primes when making economic decisions may be a consequence of the specific types of primes that have been used (i.e., visual primes). In three studies we show that presenting women with tactile sexual cues does influence their decisions about economic rewards. Similar to the effect found in men, the first study demonstrates that touching a pair of boxer shorts leads to a craving for monetary rewards in women. In the second study it is shown that touching a pair of boxers makes women less loss averse for both money and food. The third study explicitly focuses on the relative effectiveness of tactile versus visual sexual cues in altering women's economic decisions, and reveals that women's willingness-to-pay for economic rewards increases only when the sexual cue is tactile. We suggest that touching (vs. seeing) sexually laden stimuli prompts pre-programmed consummatory Pavlovian responses that promote approaching economic rewards.

<http://dx.doi.org/10.1016/j.jcps.2013.10.001>

Moral violations reduce oral consumption

Cindy Chan, Leaf Van Boven, Eduardo B. Andrade, Dan Ariely

Consumers frequently encounter moral violations in everyday life. They watch movies and television shows about crime and deception, hear news reports of corporate fraud and tax evasion, and hear gossip about cheaters and thieves. How does exposure to moral violations influence consumption? Because moral violations arouse disgust and because disgust is an evolutionarily important signal of contamination that should provoke a multi-modal response, we hypothesize that moral violations affect a key behavioral response to disgust: reduced oral consumption. In three experiments, compared with those in control conditions, people drank less water and chocolate milk while (a) watching a film portraying the moral violations of incest, (b) writing about moral violations of cheating or theft, and (c) listening to a report about fraud and manipulation. These findings imply that "moral disgust" influences consumption in ways similar to core disgust, and thus provide evidence for the associations between moral violations, emotions, and consumer behavior.

<http://dx.doi.org/10.1016/j.jcps.2013.12.003>

The benefits of retail therapy: Making purchase decisions reduces residual sadness

Scott I. Rick, Beatriz Pereira, Katherine A. Burson

People often shop when feeling sad, but whether and why shopping reduces residual (lingering) sadness remains an open question. Sadness is strongly associated with a sense that situational forces control the outcomes in one's life, and thus we theorized that the choices inherent in shopping may restore personal control over one's environment and reduce residual sadness. Three experiments provided support for our hypothesis. Making shopping choices helped to alleviate sadness whether they were hypothetical (Experiment 1) or real (Experiment 2). In addition, all experiments found support for the underlying mechanism of personal control restoration. Notably, the benefits of restored personal control over one's environment do not generalize to anger (Experiments 2 and 3), because anger is associated with a sense that other people (rather than situational forces) are likely to cause negative outcomes, and these appraisals are not ameliorated by restoring personal control over one's environment.

<http://dx.doi.org/10.1016/j.jcps.2013.12.004>

Research review

Regulatory fit: A meta-analytic synthesis

Scott Motyka, Dhruv Grewal, Nancy M. Puccinelli, Anne L. Roggeveen, Tamar Avnet, Ahmad Daryanto, Ko de Ruyter, Martin Wetzels

Regulatory fit, or the match between an individual's regulatory orientation and the strategy used to sustain it, offers a pervasive predictor of customer behavior. Merely reaching a decision in a certain way influences the value of a decision or an outcome. In this research, we conduct a meta-analysis to more fully articulate the role of important conceptual moderators and demonstrate their differential effects on evaluation, behavioral intention, and behavior. In particular, we look at the source of regulatory focus (self-prime, situation-prime, chronic), the orientation (prevention, promotion), how fit is created (sustaining, matching), how fit is constructed (action, observation), and the scope of fit (incidental, integral). We also shed light on the role of several contextual factors.

<http://dx.doi.org/10.1016/j.jcps.2013.11.004>