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## Journal of Consumer Psychology, Volume 24, Issue 4

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### Consumer psychology in the media

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- Why it takes two to make a decision ([Impact Magazine, Oct.](#))
- How to avoid mindless overeating - interview with Pierre Chandon and Brian Wansink ([Impact Magazine, Oct 10th](#))

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### Research articles

#### Evidence for two facets of pride in consumption: Findings from luxury brands

*Brent McFerran, Karl Aquino, Jessica L. Tracy*

This paper documents the multifaceted nature of pride in consumer behavior. Drawing on recent psychological research on pride, we provide evidence for two separate facets of pride in consumption. In a series of studies, we propose a model wherein luxury brand consumption and pride are systematically interrelated. Whereas authentic (but not hubristic) pride leads to a heightened desire for luxury brands, hubristic (but not authentic) pride is the outcome of these purchases, and is the form of pride signaled to observers by these purchases. Further, we show that these effects are generally exacerbated for those low in narcissism. These findings shed new light on why consumers purchase luxury brands, highlighting a paradox: these purchases may be sought out of heightened feelings of accomplishment (and not arrogance), but they instead signal arrogance to others (rather than accomplishment).

<http://dx.doi.org/10.1016/j.jcps.2014.03.004>

#### Effects of product type and contextual cues on eliciting naive theories of popularity and exclusivity

*Yael Steinhart, Michael Kamins, David Mazursky, Avraham Noy*

This research shows in a series of studies that exposing consumers to functional products evokes the naive theory of popularity, whereas exposing them to self-expressive products induces belief in the naive theory of exclusivity. The research further demonstrates that when the naive theory elicited by product type is matched by the appropriate contextual purchasing cues regarding the interest of others, it results in greater purchase intentions than when those cues are mismatched. The research specifies that the matching effect for functional products is mediated by consumers' perceptions of product quality, whereas mediation for self-expressive products occurs through consumers' self-perceptions regarding the extent to which the product conveys uniqueness. Finally, the research illustrates that an explicit signal of product quality (e.g., a favorable rating in Consumer Reports) attenuates the effect associated with the contextual cues regarding the interest of others.

<http://dx.doi.org/10.1016/j.jcps.2014.04.004>

### **The effects of goal progress cues: An implicit theory perspective**

*Pragya Mathur, Lauren Block, Ozge Yucel-Aybat*

Consumers often encounter goods and services that provide cues to mark their progress. We define the term "goal progress cues" to reflect the diverse category of cues that highlight progress towards a goal. Across a series of three studies, we show that entity theorists, who rely on cues that highlight completion in order to signal their abilities to others, evaluate tasks that include these cues more favorably than those that lack these features. In contrast, incremental theorists, who focus on improving competence, are impacted only by progress cues that highlight learning. We demonstrate these findings across a variety of goal pursuit contexts that represent a mix of customer-centric (retail queues), service-oriented managerial (sales calls), and personal achievement consumer product (mazes) domains using both behavioral and self-reported measures. We conclude with a discussion about the theoretical and substantive implications of our findings.

<http://dx.doi.org/10.1016/j.jcps.2014.03.003>

### **Attenuating depletion using goal priming**

*Darlene Walsh*

This research examines how goal priming can attenuate the depletion effect. Using different self-control goals (i.e., savings and healthy eating) and different measures of self-control ability (i.e., willingness to buy and actual consumption), this study reveals that when people were primed with cues related to a self-control goal and then depleted, the effect of depletion on a subsequent self-control task (related to the primed goal) became attenuated. Also, depleted people, relative to nondepleted people, reported a lower level of commitment to a self-control goal; however, when cues related to a self-control goal were primed, their level of goal commitment increased, weakening the depletion effect. This research clarifies questions related to the process underlying depletion, while highlighting the importance of goal commitment (a measure of motivation) in understanding depletion.

<http://dx.doi.org/10.1016/j.jcps.2014.05.001>

### **Show me the product, show me the model: Effect of picture type on attitudes toward advertising**

*Nilüfer Z. Aydınoglu, Luca Cian*

We suggest that a consideration of consumer self-evaluations is fundamental to understanding the conditions under which it is more advantageous to present person or product pictures in print advertisements. We build on the basic human motives of self-enhancement and self-verification to propose that the specific self-esteem level of consumers, in the domain relevant for the category, differentially affects their responses to picture type. Specifically, for consumers with low (high) domain-specific self-esteem, depicting a product (person) in the advertisement enhances attitudes toward the advertisement more than depicting a person (product). In two studies, we demonstrate the proposed matching relationships using two different domains of consumer self-evaluation: appearance self-esteem and academic self-esteem. We also show that increased and more fluent generation of self-related mental imagery drives the observed improvement in attitudes toward the advertisement. Our findings suggest direct implications for advertising design.

<http://dx.doi.org/10.1016/j.jcps.2014.04.002>

### **A meaningful embrace: Contingent effects of embodied cues of affection**

*Rhonda Hadi, Ana Valenzuela*

Can a mere gesture lead to intimate product bonding? In this research, we find that affectionate gestures (e.g. hugging, stroking) can serve as routes to object attachment. We suggest that the mere execution of an affectionate gesture can generate emotional attachment, which translates into enhanced product attitudes. However, this effect is contingent on the existence of facilitating conditions via the presence of humanlike characteristics in the target object of the affectionate gesture.

<http://dx.doi.org/10.1016/j.jcps.2014.02.001>

## **Research reports**

### **"I'd like to be that attractive, but at least I'm smart": How exposure to ideal advertising models motivates improved decision-making**

*Kamila Sobol, Peter R. Darke*

The use of idealized advertising models has been heavily criticized in recent years. Existing research typically adopts a social comparison framework and shows that upward comparisons with models can lower self-esteem and affect, as well as produce maladaptive behavior. However, the alternative possibility that consumers can cope with threatening advertising models by excelling in other behavioral domains has not been examined. The present research draws on fluid compensation theory (Tesser, 2000) and shows that idealized models motivate improved performance in consumer domains that fall outside that of the original comparison. These more positive coping effects operate through self-discrepancies induced by idealized models, rather than self-esteem or negative affect. Specifically, self-discrepancies motivate consumers to improve decision-making by: 1) making more

optimal choices from well-specified consideration sets, and 2) better self-regulating indulgent choices. More broadly, the current research integrates and extends theories of fluid compensation and self-discrepancy, as well as provides a more complete picture of the ways in which consumers cope with idealized advertising models.

<http://dx.doi.org/10.1016/j.jcps.2014.03.005>

### **Yes, we have no bananas: Consumer responses to restoration of freedom**

*Sarah G. Moore, Gavan J. Fitzsimons*

When stockouts restrict consumers' freedoms, two independent responses can occur: product desirability, or a reactance-based increase in the desire for the unavailable option, and source negativity, or general frustration with the source of the restriction. In four studies, we provide a novel investigation of consumer responses to stockout-restoration and examine how these two forces combine to affect consumer responses after freedoms are restored. To do so, we investigate two moderators that influence the activation and strength of product desirability and source negativity, respectively: trait reactance and attributions. While all consumers experience source negativity in response to stockouts, only consumers high in reactance experience product desirability, leading to differential responses to stockout-restoration. Compared to an in-stock condition, high reactance consumers respond positively to stockout-restoration, while low reactance consumers respond negatively to stockout-restoration, in terms of store and product evaluations and store choice. However, when high reactants attribute a stockout to the store, thereby increasing source negativity relative to product desirability, they respond negatively to stockout-restoration.

<http://dx.doi.org/10.1016/j.jcps.2014.04.001>

### **Strategy compatibility: The time versus money effect on product evaluation strategies**

*Lei Su, Lilei Gao*

We show that time priming leads consumers to adopt an alternative-based evaluation strategy, whereas money priming elicits the use of an attribute-based evaluation strategy. In Experiment 1, we used process tracing in Mouselab to test this proposition, and the results suggested that the effect of time versus money priming on the choice of product-evaluation strategy was mediated by a holistic versus piecemeal information-processing. The results of Experiments 2A and 2B showed that the use of time versus money priming to trigger the choice of an alternative-based versus attribute-based evaluation strategy may result in systematic preference reversals. Specifically, when time (versus money) was primed, the participants were found to be more likely to choose a product dominating on a verbally described (versus numerically described) attribute (Experiment 2A), and one dominating on a non-alignable (versus alignable) attribute (Experiment 2B).

<http://dx.doi.org/10.1016/j.jcps.2014.04.006>

## **Research reviews**

### **A dynamic view of cultural influence: A review**

*Donnel Briley, Robert S. Wyer Jr., En Li*

Static models of culture's influence have given way to a dynamic view, which identifies not only differences across cultures in people's judgments and decisions, but also the situations and conditions in which these differences do or do not appear. Theory and evidence developed from a cognitive psychological perspective underlie this dynamic approach, including research emerging from the "dynamic constructivist" and "situated cognition" models. In the present review, we focus on findings that confirm the utility of this cognitively oriented approach, and briefly discuss the advantages and complementary nature of the "social collective" and neuroscience approaches to understanding culture.

<http://dx.doi.org/10.1016/j.jcps.2014.02.003>

### **Insights from the animal kingdom**

*Vicki G. Morwitz*

Just as we have learned a great deal in consumer psychology by focusing on understanding how different sub-groups of humans think, this paper suggests that we can also learn from examining how different types of animals think. To that end, this manuscript offers a review of literature on topics in animal cognition that have also been investigated by consumer researchers. It first reviews research that has identified ways in which animals and humans are similar and then reviews research that has identified ways in which animals differ from humans, with a focus on ways in which some animals have been shown to outperform humans. The manuscript concludes with a discussion of opportunities for future research.

<http://dx.doi.org/10.1016/j.jcps.2014.01.004>

### **Word of mouth and interpersonal communication: A review and directions for future research**

*Jonah Berger*

People often share opinions and information with their social ties, and word of mouth has an important impact on consumer behavior. But what drives interpersonal communication and why do people talk about certain things rather than others? This article argues that word of mouth is goal driven and serves five key functions (i.e., impression management, emotion regulation, information acquisition, social bonding, and persuasion). Importantly, I suggest these motivations are predominantly self- (rather than other) serving and drive what people talk about even without their

awareness. Further, these drivers make predictions about the types of news and information people are most likely to discuss. This article reviews the five proposed functions and well as how contextual factors (i.e., audience and communication channel) may moderate which functions play a larger role. Taken together, the paper provides insight into the psychological factors that shape word of mouth and outlines additional questions that deserve further study.

<http://dx.doi.org/10.1016/j.jcps.2014.05.002>

### **Decision Difficulty in the Age of Consumer Empowerment**

*Susan M. Broniarczyk, Jill G. Griffin*

In this review, we examine the impact of two key factors of consumer empowerment—choice freedom and expansion of information—on the choice difficulty consumers experience in today's decision environment. We posit that though these two consumer empowerment factors offer numerous potential benefits, they also can magnify such sources of decision difficulty as task complexity, tradeoff difficulty, and preference uncertainty. Next we review several key moderators, including consumer knowledge, mental representation, and maximization tendencies as well as information type and organization, that can exacerbate or mitigate the effect of these consumer empowerment factors on decision difficulty outcomes. Lastly, we examine the effectiveness of decision aids in assisting consumers navigate the complexity of today's decision environment, and we identify areas for future investigation.

<http://dx.doi.org/10.1016/j.jcps.2014.05.003>



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