



Journal of Consumer Psychology, Volume 29, Issue 2

In this Issue of JCP

- **Research Articles** on identity in survivors of domestic violence, and the importance of possessions to help cope with self-threats and destabilisation; how positive mood and an outcome or implemental mindset influences goal motivation; female use of counterfeit products in a social context: developing an anticounterfeit advertising strategy; increase in variety seeking from people experiencing a salient romantic state - a 'crush', and sense of power as a factor influencing effectiveness of top-dog versus underdog advertising appeals.
- **Research Reports** on the impact of processing fluency, or 'readability' on social media commenting and sharing actions, and how the appearance products recommended to a customer will tend to be matched to their physical body shape.
- **Research Reviews** on how financial constraints influence consumer behavior - this integrated framework highlights four key perspectives alongside temporal stages of responding to financial constraints.
- Research Dialogue on children and persuasion.

Updates from SCP

June 19-20th Boutique Conference in Montreal: Consumers and Technology

Conference website: <http://scpboutique2019.hec.ca>

Register to the conference: <https://myscp.org/conferences/boutique/scp2019/>

Due to the recent introduction of several new technologies, consumers are facing a multitude of technical innovations in the marketplace, such as smart devices, automated cars, robots, intelligent assistants, the sharing economy and the Internet of Things. This SCP boutique conference will offer a unique opportunity to better understand consumers' response to these innovations and to engage in a conversation to delineate further

research directions related to consumers and technology. Some examples of questions include (but are not limited to): What are the determinants leading to the trial, adoption or avoidance of these innovations? How do consumers manage the uncertainty attached to these experiences? What is their perception of solutions powered by Artificial Intelligence and how should they be presented to facilitate learning and the adoption process? What is the impact of technology on consumer self-perception, goals, motivation, and well-being? What are the ethical dilemmas raised by the growing role of intelligent algorithms in different domains such as health, finance, insurance or banking?

The conference is co-chaired by Sandra Laporte (HEC Montreal), Andrew Stephen (University of Oxford) and Keith Wilcox (Columbia University). It will take place at HEC Montreal, starting on June 19th in the early afternoon and ending with a dinner in downtown Montreal on June 20th 2019. The schedule will include presentations of individual research projects as well as posters, both selected through a formal submission and review process. A special session will gather a panel of experts in AI and data sciences as well as thought leaders in the field of research on consumer and radical innovations. The conference will have a limit of 60 attendees in order to keep with the boutique nature of the event.

Registration is currently restricted to the presenters and their co-authors but will be open to everyone from April 15th.

August 23-24th Boutique Conference in Seattle: The Psychology of Consumer Addiction

Addiction, including all types of sustained and maladaptive consumption (relating to alcohol, drugs, gambling, shopping, smoking, internet, technology, food, pornography), is a pressing problem that imposes considerable physical, social, and financial costs on consumers and society. This boutique conference hopes to showcase the latest research on the psychology underlying consumer addiction. The key objective is to bring leading experts in the field together towards building an overarching theory of addiction. By providing this forum, we hope to shed more light on the factors that underlie maladaptive/addictive consumption and the associated psychological processes. Two unique highlights of the conference will be a) a keynote speech by a leading practitioner who is working with addicts, and b) a discussion oriented Q&A with actual consumers who are currently dealing, or have in the past dealt with, maladaptive consumption/addictions.

The conference will be held in Seattle, hosted by University of Washington, USA from August 23rd – 24th 2019. It is co-chaired by Shailendra Pratap Jain (University of Washington), Martin Reimann (University of Arizona) and Anika Stuppy (Tilburg University).

SCP Annual Conference: Confronting both Good and Evil with Consumer Psychology

The Annual SCP Main Conference took place February 28 - March 2 in Savannah, Georgia. The theme was "Confronting Both Good and Evil with Consumer Psychology" and over 500 researchers from around the world attended, many of whom also presented outstanding research. The conference began with doctoral students gathering to network with one another and learn from some of the field's best scholars during the doctoral symposium. The conference also featured an excellent and inspiring keynote session with two prominent scholars who have made a significant positive impact on the world through their work: Kelly Brownell (Duke) and Sendhil Mullainathan (Chicago). Andrea Morales delivered the Presidential Address, and reminded everyone what an amazing job that we have as consumer behavior scholars. Many scholars were honored for their award-winning work. Next year's conference will take place in Huntington Beach, California.

Conference Awards

Best Individual Paper Award

I Deserve Better: Income Inequality and Consumer Preference for Private Labels versus National Brands

Didem Kurt, Boston University

Francesca Gino, Harvard University

Best Working Paper Award

Affective Debriefing in Experimental Consumer Psychology Research Employing Deception

Claudiu Dimofte, San Diego State University

SCP Fellow

Donna L. Hoffman, George Washington University School of Business

SCP Early Career Award

Nailya Ordabayeva, Boston College

SCP Dissertation Proposal Competition Winner

Blurring the Lines Between Human and Machine: Marketing Human-Like Machines and Machine-Like Humans

Noah Castelo, Columbia University Graduate School of Business

Advisors: Bernd Schmitt & Donald Lehman

SCP Dissertation Proposal Competition Honorable Mention

A Prototype Theory of Expense Prediction Bias

Chuck Howard, University of British Columbia Sauder School of Business

Advisors: Dale Griffin & David Hardisty

JCP Park Best Paper by Early Career Contributor

Discounting Humanity: When Consumers are Price Conscious, Employees Appear Less Human

Johannes Boegershausen, University of British Columbia

Alexander P. Henkel, Open University

Coauthored with J. Hoegg, K. Aquino, and J. Lemmink

JCP Park Best Paper Award Winner

Fernandes, Daniel, Stefano Puntoni, Stijn MJ van Osselaer, and Elizabeth Cowley (2016) "When and why we forget to buy," *Journal of Consumer Psychology* Vol 26 (3)

JCP Park Best Paper Award Honorable Mention

Campbell, Margaret C., Kenneth C. Manning, Bridget Leonard, and Hannah M. Manning

(2016) "Kids, cartoons, and cookies: Stereotype priming effects on children's food consumption," *Journal of Consumer Psychology* Vol 26 (2)

JCP Outstanding Reviewers 2018

Andrea Morales, Nailya Ordabayeva, Sankar Sen, Andrew Stephen and Kate White

Media Mentions

- Consumers Are Spending More Per Visit In-Store than Online. What Does This Mean for Retailers? ([Forbes](#))
- This perspective trick may hinder your health goals ([Futurity](#))
- Study shows there is no 'average' consumer ([The Cambridge Network](#))
- Text or Email? Study Shows Users Infer Different Information from Different Forms of Communication ([Marketing Technology Insights](#))

If your research has been featured in the media, don't forget to [email us](#) and we'll post it in the Media Mentions section of the newsletter and promote it through [Twitter](#).

JCP Editors Picks

From the April 2019 Issue

Possessions and Self in the Identity Work of Survivors of Domestic Violence

Mary FitzPatrick, Bronwyn Elphingston-Jolly, Lorraine Friend and Penny Payne

Domestic violence has serious consequences for survivors, including severe effects on psychological well-being and identity. This article reveals the previously hidden possession experiences and identity work of domestic violence survivors. Using a novel visual research method that features material objects as visual stimuli to elicit data, we found possessions were critical in the complex identity work undertaken by survivors. Emergent themes detailing the role of possessions in coping with ongoing self-threats by an intimate partner provide empirical support for the conceptualization of diametrically opposed selves, the Prescribed Self and Agentic Self. These opposite and compartmentalized selves enabled survivors to cope with extreme disintegration and destabilization of self by the abuser. As well as the conceptual and methodological contributions we make to the possessions-self literature in consumer research and psychology, this research is valuable for designing social service programs to help survivors cope with the effects of domestic violence on identity.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1080>

How Readability Shapes Social Media Engagement

Ethan Pancer, Vincent Chandler, Maxwell Poole and Theodore J. Noseworthy

We suggest that text readability plays an important role in driving consumer engagement on social media. Consistent with a processing fluency account, we find that easy-to-read posts are more liked, commented on, and shared on social media. We analyze over 4,000 Facebook posts from Humans of New York, a popular photography blog on social media, over a 3-year period to see how readability shapes social media engagement. The results hold when controlling for photo features, story valence, and other content-related characteristics. Experimental findings further demonstrate the causal impact of readability and the processing fluency mechanism in the context of a fictitious brand community. This research articulates the impact of processing fluency on brief word-of-mouth transmissions in the real world while empirically demonstrating that readability as a message feature matters. It also extends the impact of processing fluency to a novel behavioral outcome: commenting and sharing actions.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1073>

How Financial Constraints Influence Consumer Behavior: An Integrative Framework *Rebecca W. Hamilton, Chiraag Mittal, Anuj Shah, Debora V. Thompson and Vidas Griskevicius*

Financial constraints are economic limitations on behavior. Given that millions of people experience chronic or episodic financial constraints, we sought to review research that provides insight into how they affect consumer behavior. We propose an integrative framework that draws insights from multiple literatures that have examined financial constraints from different perspectives. The framework distinguishes between four perspectives, which are rooted in literatures on resource scarcity, choice restriction, social comparison, and environmental uncertainty and highlights different temporal stages of responding to financial constraints, distinguishing between reacting, coping, and adapting. Beyond the obvious negative effects of financial constraints, our framework emphasizes consumer resilience, highlighting that consumers often successfully cope with and devise adaptive strategies to deal with financial constraints. By broadening the behavioral and temporal scope of financial constraints considered within consumer psychology, this framework helps us to understand the often strong and sometimes counterintuitive effects of financial constraints on consumer behavior.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1074>

Research Dialogue

Children, Object Value, and Persuasion

Susan A. Gelman and Margaret E. Echelbarger

We argue that, contrary to standard views of development, children understand the world in terms of hidden, nonobvious structure. We review research showing that early in childhood, items are not understood strictly in terms of the features that present themselves in the immediate “here-and-now,” but rather are thought to have a hidden reality. We illustrate with two related but distinct examples: category essentialism, and attention to object history. We discuss the implications of each of these capacities for how children determine object value. Across a broad range of object types (natural and artificial, real and virtual, durable and consumable), an item is evaluated very differently, depending on inferred qualities and context. In this way, children's early-emerging conceptual frameworks influence how objects attain both psychological and monetary value, and may have important implications for which messages children find most persuasive.

<https://onlinelibrary.wiley.com/doi/10.1002/jcpy.1097>

Children's Understanding of the Instrumental Value of Products and Brands

Deborah Roedder John and Lan Nguyen Chaplin

Gelman and Echelbarger (2019—this issue) provide a valuable discussion about children's understanding of the inferred or nonobvious features of objects, which has implications for how children value products. We further this conversation by examining how children value products and brands as a means for meeting important goals, which we refer to as instrumental valuation. Specifically, we examine developmental trends in instrumental valuation for three goals—self-concept development, self-presentation, and happiness. Across these areas, we find that children place greater value on products and brands for meeting these goals as they grow older, particularly during late childhood and early adolescence. We conclude with a discussion of how age differences in instrumental valuation add to the general conversation about how children of different ages value objects.

<https://onlinelibrary.wiley.com/doi/full/10.1002/jcpy.1094>

The Essentialized Self: Implications for Motivation and Self-Regulation

Daphna Oyserman

Persuasion attempts are more likely to stick and less likely to be counterargued if they fit the

ways people naturally make sense of themselves and their world. One way to do that is to yoke persuasion to the social categories people experience as “true” and “natural.” Gelman and Echelbarger's (2019) integrative review of essentialism outlines the emergence of essentialism in children's reasoning. Connecting their discussion with identity-based motivation theory (D. Oyserman, 2015) and a culture-as-situated cognition (D. Oyserman, 2017) perspective, this commentary addresses how an essentialized self can facilitate or impair motivation and self-regulation and potentiate or undermine persuasive efforts.

<https://onlinelibrary.wiley.com/doi/full/10.1002/jcpy.1093>

Children and Consumer Behavior: Insights, Questions, and New Frontiers

Susan A. Gelman and Margaret Echelbarger

We thank Deborah John, Lan Chaplin, and Daphna Oyserman for their insightful and generous responses. Each commentary seriously takes up the challenge we set forth at the end of our target article—how to link the research on children's concepts of object value to broader issues involving persuasion, including social influences on choices, behaviors, and values. In doing so, they build on our original paper in rich and exciting ways.

<https://onlinelibrary.wiley.com/doi/full/10.1002/jcpy.1096>

CPR Editors Picks

From the January 2018 Issue

[Health decision making](#) (Janet Schwartz)

[Three sources of motivation](#) (Maferima Touré-Tillery and Ayelet Fishbach)

From the January 2019 Issue

[Creativity: Past, Present, and Future](#) (Ravi Mehta and Darren W. Dahl)

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