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## SCP and JCP Quarterly Newsletter

### Updates from SCP

- **CALL FOR OFFICER NOMINATIONS**

SCP is now soliciting nominations for the office of President. The office of SCP President is a three-year term (President-Elect, President, and Past-President). Please submit all nominations or questions to President-Elect, Andrea Morales at [acmorales@asu.edu](mailto:acmorales@asu.edu). Self-nominations are welcome. Nominations will be reviewed by the SCP Board and 2-3 candidates will be chosen to run for election by the SCP membership in October.

The deadline for nominations is Friday, September 29, 2017.

- **TWO SCP AWARDS (EARLY CAREER, DISTINGUISHED SCIENTIFIC CONTRIBUTION): CALL FOR NOMINATIONS**

The **Early Career Award** recognizes distinguished scientific contribution to consumer psychology by a researcher who received her/his PhD after June 1, 2009. Nominees must also show evidence of current or past engagement with SCP and/or JCP.

The **Distinguished Scientific Contribution Award** recognizes outstanding and lasting research contributions to consumer psychology. Nominees must also show evidence of current or past engagement with SCP and/or JCP.

Please send a letter of nomination for either award, including the Candidate's curriculum vitae if possible and two additional letters of reference, to Joel Huber, Chair of the SCP Scientific Affairs Committee, at [joel.huber@duke.edu](mailto:joel.huber@duke.edu) by September 15, 2017. Previous award winners are [shown here](#).

- The SCP Annual Winter Conference will take place from February 15-17, 2018 at the [Fairmont Hotel](#) in Dallas, Texas. The conference website is available for submissions until August 25. See the [Call for Papers here](#).
- Preparations are well underway for the boutique conference in Sydney (4-5th of January, 2018). Reviews are in and decisions will be announced early August. In addition to the fantastic research discussions during the day, we have two evening events planned. One evening will be spent having drinks and dinner at the Museum of Contemporary Art at Circular Quay with a amazing view of the Opera House. The second evening we will have beverages and canapes at Harbour 220 with uninterrupted views of the Harbour and Royal Botanical Gardens. For more information please visit the [Conference Website](#).
- The New York Boutique Conference took place on June 8th and was a huge success. The conference, attended by 60 people, featured over 20

presentations on the topics of motivation and emotion. The presentations featured high quality research from faculty at universities from all over the world, including North America, Asia, and Europe. Participants were particularly happy with the small setting of the conference.

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## Updates from JCP

- SCP is delighted to report that the 2016 JCP Impact Factor is **3.39**, up from **2.01** last year. This is an amazing increase and one of which we owe a great deal of gratitude to Connie Pechman and Amna Kirmani for their excellent editorship.
- There have been changes to the JCP author guidelines [found here](#).
- **JCP's New Editorial Team** takes over from January 1st 2018. Anirban Mukhopadhyay and Christian Wheeler will process Research Articles and Priya Raghurir will process Research Reports.

**Anirban Mukhopadhyay (Editor-in-Chief)** is Professor of Marketing and Associate Dean of Undergraduate Studies at the School of Business and Management, Hong Kong University of Science and Technology. He holds a PhD in Marketing from Columbia University, an MBA from the Indian Institute of Management Bangalore, and a B.Sc. (Hons.) from St. Stephen's College, Delhi. His research examines the interplay between consumers' lay beliefs, emotions, and self-regulatory decisions.

**Priya Raghurir (Co-Editor)** is Professor of Marketing at the New York University Stern School of Business. She holds a Ph.D. in Marketing from New York University, an M.B.A from the Indian Institute of Management, Ahmedabad and received her undergraduate degree in Economics from St. Stephen's College, Delhi University. Priya's research interests are in the areas of consumer psychology, including cognitive aspects of survey methodology, psychological aspects of prices and money; health risk perceptions; and visual information processing.

**Christian Wheeler (Co-Editor)** is StrataCom Professor of Management and Professor of Marketing at Stanford University where he teaches courses on Marketing Management and Research Methodology. He received his BA from the University of Northern Iowa before moving to Ohio State, where he completed his MA and PhD. His research focuses on attitudes and persuasion and the self-concept.

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## Media Mentions

- The Danger of Assertive Advertising ([Wall Street Journal](#))
- Knowing Energy Drinks are in your Cocktail will make you Think you are more Drunk ([Independent](#))
- Bored by your Fitbit? How motivations change over time ([CBC news](#))
- Gift Giving and Gift Wrapping ([Science Daily](#), [The National](#))

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

## In this Issue of JCP

- **Research articles** on how consumers' regulatory focus shifts as they approach completing their goals; consumer reactions to assertive advertising, such as *Just do it!*; and how, after consumers are faced with a choice, the act of consuming their chosen option moderates how they value the other, not chosen, option.
  - **Research reports** on how consumption is affected by misidentification, the misuse of consumer's names; how the availability of price information affects enjoyment of that product over time; links between consumer desire for control and acceptance of new products.
  - **Research review** on the ways consumers humanize brands; perceiving them as like, part of, or in a relationship with themselves.
  - **Research dialogue** and an **Editorial** on the tightness-looseness framework for understanding consumer behaviour including implications and new research directions.
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## JCP Editor's picks

- **Conforming Conservatives: How Salient Social Identities Can Increase Donations**

*Andrew M. Kaikati, Carlos J. Torelli, Karen Page Winterich, and María A. Rodas*

This research considers how common perceptions of liberals' generosity can be harnessed for increasing donations. Given conservatives' greater tendency to conform to group norms than liberals, we theorize that conformity tendencies can increase donations by conservatives when accountable to a liberal audience who share a salient identity. Specifically, conservatives donate more when they are accountable to a liberal audience with whom they have a salient shared identity (Study 1) due to their motivation for social approval (Studies 3 and 4). However, if the donation context activates political identity (Studies 2 and 3) or if the unifying social identity is not salient (Study 4), accountability does not impact donation decisions. Notably, liberals do not alter their behavior, ruling out alternative explanations for the pattern of conformity. This research provides insight into the distinct role of accountability for conservatives and importance of audience characteristics for conformity. Though both liberals and conservatives can be generous, this research demonstrates how conformity can be used to increase charitable giving among conservatives.

<https://doi.org/10.1016/j.jcps.2017.06.001>

- **Does Red Bull Give Wings to Vodka? Placebo Effects of Marketing Labels on Perceived Intoxication and Risky Attitudes and Behaviors**

*Yann Cornil, Pierre Chandon and Aradhna Krishna*

Why sexual assaults and car accidents are associated with the consumption of alcohol mixed with energy drinks (AMED) is still unclear. In a single study, we show that the label used to describe AMED cocktails can have causal non-pharmacological effects on consumers' perceived intoxication, attitudes, and behaviors. Young men who consumed a cocktail of fruit juice, vodka, and Red Bull felt more intoxicated, took more risks, were more sexually self-confident, but intended to wait longer before driving when the cocktail's label emphasized the presence of the energy drink (a "Vodka-Red Bull cocktail") compared to when it did not (a "Vodka" or "Exotic fruits" cocktail). Speaking to the process underlying these placebo effects, we found no moderation of experience but a strong interaction with expectations: These effects were stronger for people who believe that energy drinks boost alcohol intoxication and who believe that intoxication increases impulsiveness, reduces sexual inhibition, and weakens reflexes. These findings have implications for understanding marketing placebo effects and for the pressing debate on the regulation of the marketing of energy drinks.

<https://doi.org/10.1016/j.jcps.2017.03.003>

- **Gift Giving at Israeli Weddings as a Function of Genetic Relatedness and Kinship Certainty**

*Sigal Tifferet, Gad Saad, Mali Meiri and Nir Ido*

This study examines gift giving at Israeli weddings. In accordance with kin selection theory, we hypothesized that wedding guests possessing greater genetic relatedness to the newlyweds would offer greater sums of money as wedding gifts. We also hypothesized that family members stemming from the maternal side (where the genetic lineage has higher kinship certainty), would offer the newlyweds more money than those stemming from the paternal side. Data on the monetary gift sums of the wedding guests from 30 weddings were collapsed according to two criteria: (1) genetic relatedness (0%, 6.25%, 12.5%, 25%, and 50%) and (2) kinship certainty (maternal or paternal lineage). Both hypotheses were supported. We discuss the implications of these data in understanding family dynamics, as well as practical applications associated with the marketing of gifts.

<https://doi.org/10.1016/j.jcps.2017.06.003>

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### Research Articles

[Just do it! Why committed consumers react negatively to assertive ads](#) (Yael Zemack-Rugar and Sarah G. Moore and Gavan J. Fitzsimons)

[How goal progress influences regulatory focus in goal pursuit](#) (Olya Bullard and Rajesh V. Manchanda)

[The rebound of the forgone alternative](#) (Zachary G. Arens and Rebecca W. Hamilton)

### Research Reports

[R-E-S-P-E-C-T Find out what my name means to me: The effects of marketplace misidentification on consumption](#) (Tracy Rank-

Christman and Maureen Morrin and Christine Ringler)

[The satiating effect of pricing: The influence of price on enjoyment over time](#) (Kelly L. Haws and Brent McFerran and Joseph P. Redden)

[Consumer desire for control as a barrier to new product adoption](#) (Ali Faraji-Rad and Shiri Melumad and Gita Venkataramani Johar)

#### **Research Review**

[Humanizing brands: When brands seem to be like me, part of me, and in a relationship with me](#) (Deborah J. MacInnis and Valerie S. Folkes)

#### **Research Dialogue**

[Tightness–looseness: A new framework to understand consumer behavior](#) (Ren Li and Sarah Gordon and Michele J. Gelfand)

[Refining the tightness and looseness framework with a consumer lens](#) (Lily Lin and Darren W. Dahl and Jennifer J. Argo)

[Tightness–looseness: Implications for consumer and branding research](#) (Carlos J. Torelli and María A. Rodas)

[Tightness-looseness and consumer behavior: The road ahead](#) (Michele J. Gelfand and Ren Li and Sarah Gordon)

#### **Editorial**

[Normative tightness-looseness: A research dialogue](#) (Sharon Shavitt)

