

SCP Website
Publications
Conferences
Contact
About

JCP Website
Online issues

SCP and JCP Quarterly Newsletter

Updates from SCP

- **New Editorial Team**

SCP would like to extend a thank you to Amna Kirmani for the outstanding job she did as Editor of JCP. The journal has thrived under her amazing leadership and many authors benefitted tremendously from her guidance. Amna completed her term Dec 31, 2017.

Our new Editorial team: Anirban Mukhopadhyay, Priya Raghubir, and S. Christian Wheeler took over Jan 1. [Here is the link](#) to their introductory editorial: Judgments of Taste and Judgments of Quality.

- **Wiley Publisher Transition**

The transition to our new publisher, Wiley, is now complete. With the publisher transition JCP has also been migrated to a new editorial system. Your user account has been migrated from the old EES site to our new ScholarOne Manuscripts user database. In case you have not done so already, we request you to please log on to the new ScholarOne system as soon as possible to update your account and ensure that your information is accurate. Please pay special attention to the expertise keywords because we have modified some of the old classifications and have added new ones.

- **Launch of Consumer Psychology Review, Vol. 1, Jan. 2018**

Look out for the first issue of Consumer Psychology Review, which has just been released.

- **Upcoming conference in Dallas**

SCP Dallas is in just a few weeks! We're looking forward to seeing you there. A few notes:

- If you haven't already, please [be sure to register.](#)
- Check out all the great content in the *draft program* on the same site - final program coming soon.
- Doctoral students, make sure to sign up for this year's symposium, which includes attendance to: *SCP's incredibly useful first-ever preconference* data collection and analysis workshops. open to both doctoral students and faculty.
- Make room on your calendar to attend *three great events*: the Opening Reception and Poster Session (Thursday - come vote for the best poster!), the Society for Neuroeconomics mixer (Friday) and our closing event at the Nasher Sculpture Gallery.

And in the interest of saving many, many trees, this year we'll have an SCP app - so if you prefer a paper program, remember to print a copy to bring along.

- **Upcoming Boutique Conference in Montreal: Consumers and Technology**

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. While companies have invested massive financial and human resources to overcome the technical challenges behind these innovations, insights into consumer responses to these radical changes are critically needed. 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.

The conference will take place in Montreal, Canada from *June 19-20th 2019*. It is co-chaired by Sandra Laporte (HEC Montreal), Andrew Stephen (University of Oxford) and Keith Wilcox (Columbia University).

- **Upcoming 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 (Host: 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).

- **Sydney Boutique Conference: Vice and Virtue**

The Sydney Boutique Conference featuring research on Vice and Virtue consumption took place on January 4th and 5th at the University of Sydney's downtown campus. The conference, attended over 60 people, featured over 35 terrific presentations and 3 fantastic methodological workshops. The cutting edge research was presented from faculty at universities from all over the world, including North America, Asia, Australia, and Europe. Given the cohesiveness of the papers and keynote presentation by Baba Shiv, there was a great deal of discussion within and between sessions. Participants enjoyed the intimate setting, the city, the social events, and the incredible quality of the work presented at the conference. Photos are available [on the conference site](#).

Media Mentions

- The Factor That Could Affect How You Feel About Bitcoin? Your Office. ([Fortune](#))
- Can You Be Friends With Your Coffee Maker? ([The Atlantic](#))
- 8 Ways Marketers Try to Target Your Inner Narcissist ([Huffington Post](#))
- Disagreements can be a healthy antidote for biases ([Science Daily](#))

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 Twitter.

In this Issue of JCP

- **Research articles** on the links between visual symmetry and inferred brand personality; the benefits of microblogging; projecting lower competence as a way to avoid prosocial requests; nuances in how people judge others' personalities based on what brands they use; using choice freedom needs to understand differing responses to game deals; mitigating confirmatory information processing and 'brand flirting.'
 - **Research reports** on how naming products impacts subsequent consumer evaluations; how localised levels of income inequality impact they types of brand most likely to feature in social media; parental spending on children of the same gender as the parent and understanding gift giving behaviour at Israeli weddings through the lens of kin selection and genetic relatedness.
 - **Editorial** titled 'Judgements of Taste and Judgements of Quality.'
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JCP Editor's picks

January Edition

- **Promotional Games: Trick or Treat?**

Donnel A. Briley, Shai Danziger and En Li

Some marketers use game settings to offer deals. Though research has studied the conditions under which consumers engage in such games, we know little about how they respond to deal offers won through the gaming process. We hypothesize that when faced with deal offers from games, such as scratch cards or trivia quizzes, consumers who are high (vs. low) in choice freedom needs often feel reactance and reject the offer. We find converging evidence for this prediction in both controlled experiments (studies 1 and 3) and in a field study (study 2), when using ethnic backgrounds as a proxy for participants' choice freedom needs

ethnic backgrounds as a proxy for participants' choice freedom needs (study 1), when directly measuring these needs (study 2), and when manipulating beliefs about the importance of free choice (study 3).

<http://dx.doi.org/10.1002/jcpy.1007>

- **Positional Goods and the Social Rank Hypothesis: Income Inequality Affects Online Chatter about High- and Low-Status Brands on Twitter**

Lukasz Walasek, Sudeep Bhatia and Gordon D. A. Brown

According to a social rank hypothesis, consumers who live in regions with higher income inequality will show greater interest in, and attention toward, positional goods and high-status brands that serve a social signaling role. We analyze millions of posts on the microblogging platform Twitter for mentions of high- and low-status brands. We find that luxury brands such as "Louis Vuitton" and "Rolex" are more frequently mentioned in tweets originating from US states, counties, and major metropolitan areas with higher levels of income inequality. In contrast, mentions of everyday brands such as "Walmart" or "Kmart" are more frequent in regions with a more equal distribution of income. Using sentiment analysis, we find higher valence (positivity) and arousal (excitement) for tweets that both mention high-status brands and originate from regions with high levels of income inequality. These results corroborate the social rank hypothesis, showing that more psychological resources are allocated to positional consumption when the income gap between the rich and the poor is larger.

<http://dx.doi.org/10.1002/jcpy.1012>

April Edition (Special issue on Marketplace Morality)

- **Social Norms and the Price of Zero**

Dan Ariely, Uri Gneezy and Ernan Haruvy

The standard economic model assumes that demand is weakly decreasing in price. While empirical evidence shows that this is true for most price levels, it might not hold for the price of zero, where social norms are not entirely compatible with the self-maximizing economic agent. A set of experiments shows that switching from a low price to a price of zero has two effects on behavior: First, in accordance with the economic theory, more people demand the product. Second, whereas in the low price case some individuals demand high quantities of the product, in the zero price case most people take only one unit of the product. As a result, lowering the price to zero may lead to a net decrease in the total amount demanded in the market. We further show that polite priming results in higher demand than ethical priming in both zero price and 1¢ conditions.

<http://dx.doi.org/10.1002/jcpy.1018>.

- **From Slum Tourism to Smiley Selfies: The Role of Social Identity Strength in the Consumption of Morally Ambiguous Experiences**

Julia Von Schuckmann, Lucia S. G. Barros, Rodrigo S. Dias and Eduardo B. Andrade

Why do some consumers find a consumption activity appealing while others see it as morally appalling? A series of five experiments in two different morally ambiguous contexts shows that differences in social identity strength can in part explain discrepant reactions to the very same

identity strength can in part explain discrepant reactions to the very same consumption experience. Consumers who identify weakly (vs. strongly) with the people most related to the consumption environment are less likely to question the experience on moral grounds. As a result, they are more likely to choose a morally ambiguous consumption experience or to act in a morally ambiguous manner. The impact of social identity strength on consumer preference vanishes when the consumption experience is morally neutral or when all consumers are prompted to judge the experience on moral grounds. Statistical analyses based on post hoc justifications provide further evidence for the mediating role of moral considerations.

<http://dx.doi.org/10.1002/jcpy.1016>.

JCP Table of contents

Research Articles

[Brand \(in\)fidelity: When Flirting with the Competition Strengthens Brand Relationships](#) (Irene Consiglio, Daniella M. Kupor, Francesca Gino, and Michael I. Norton)

[Projecting Lower Competence to Maintain Moral Warmth in the Avoidance of Prosocial Requests](#) (Peggy J. Liu and Stephanie C. Lin)

[Microblogging and the Value of Undirected Communication](#) (Eva C. Buechel and Jonah Berger)

[Judging a Book by its Cover: The Influence of Implicit Self-Theories on Brand User Perceptions](#) (Ji Kyung Park and Deborah Roedder John)

[Beyond Beauty: Design Symmetry and Brand Personality](#) (Aditi Bajaj and Samuel D. Bond)

[Promotional Games: Trick or Treat?](#) (Donnel. A. Briley, Shai Danziger and En Li)

[Benefiting From Disagreement: Counterarguing Reduces Prechoice Bias in Information Evaluation](#) (Anne-Sophie Chaxel and Yegyu Han)

Research Reports

[The Name Game: How Naming Products Increases Psychological Ownership and Subsequent Consumer Evaluations](#) (Lukasz Walasek, Sudeep Bhatia and Gordon D. A. Brown)

[Do Mothers Spend More on Daughters While Fathers Spend More on Sons?](#) (Lambrianos Nikiforidis, Kristina M. Durante, Joseph P. Redden and Vladas Griskevicius)

[Gift Giving at Israeli Weddings as a Function of Genetic Relatedness and Kinship Certainty](#) (Sigal Tifferet, Gad Saad, Mali Meiri and Nir

Ido)



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