



SOCIETY FOR
CONSUMER
PSYCHOLOGY

2023 ANNUAL CONFERENCE

March 2-4, 2023 • San Juan, Puerto Rico

Abbreviated Program (preliminary)



OUR SPONSORS

We are grateful for your continued dedication to the field of consumer psychology, and empowering the next generation of learners and educators.





Thursday, 2 March	Friday, 3 March		
8am	6:45am	9:15am	11am
SCP / Sheth Foundation Doctoral Symposium San Cristobal A	Yoga on the Beach Hammock Garden	Coffee Break San Cristobal Foyer	Plenary Session and Presidential Address San Geronimo B
The Climate Change Challenge Pre-Conference (by Invitation) Conference 8-10 & Foyer	7:15am	9:30am	12pm
1pm	Continental Breakfast San Cristobal Foyer	Session 2.1: Consumer Response to Algorithms Tropical	Networking Luncheon San Cristobal A-G
Publications Committee (by Invitation) Salon del Mar	8am	Session 2.2: What NFTs Offer Marketing: Implications of NFTs for Consumers and Firms Flamingo A-C	1:15pm
3pm	Session 1.1: How Content Shapes Word of Mouth Tropical	Session 2.3: Consumer Wellbeing Las Olas	Session 3.1: Attention and Perception Tropical
Executive Committee Meeting (by Invitation) Salon del Mar	Session 1.2: Consumption Experiences Flamingo A-C	Session 2.4: How to Impress Others: The Antecedents and Consequences of Sharing Personal Strengths and Weaknesses Conference 3-6	Session 3.2: Communication and Influence Flamingo A-C
5pm	Session 1.3: Celebrating Gender: From Gender Bias to Gender Reconstruction Las Olas	Session 2.5: Diversity and Representation San Geronimo A	Session 3.3: Identity and Brands Las Olas
PhD Project / SCP Community Building Reception (by Invitation) San Cristobal F	Session 1.4: Pricing and Valuation Conference 3-6	Session 2.6: The Social Costs and Benefits of Time and Money Management Decisions San Geronimo C	Session 3.4: Product Aesthetics Conference 3-6
5:15pm	Session 1.5: The Past, Present, and Future of Money: Cutting-Edge Replications, Scale Development, and Effects San Geronimo A	Roundtable: Voice Technology: Implications of Oral versus Manual Communication for Consumer Research Flamboyen	Session 3.5: Attitudes and Persuasion San Geronimo A
SCP Your Heart Out: EXPRESS Cardio Blast Hammock Garden	Session 1.6: Status and Conspicuous Consumption San Geronimo C	10:45am	2pm
6pm	Roundtable: When Less is More: Enhancing Well-being by Reducing Consumption Flamboyen	Passing Break San Cristobal Foyer	SCP 2024 Meeting (by Invitation) Guayacan
Welcome Reception Las Olas and Terrace			2:15pm
			Popcorn Break San Cristobal Foyer



Continued from Friday, 3 March		Saturday, 4 March	
2:30pm	<p>Session 4.1: Behavioral Decision Theory Tropical</p> <p>Session 4.2: Perspectives on Positive Emotions and Togetherness Flamingo A-C</p> <p>Session 4.3: Sharing Behavior Las Olas</p> <p>Session 4.4: Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa) Conference 3-6</p> <p>Session 4.5: Food and Nutrition San Geronimo A</p> <p>Session 4.6: Political Ideology and Consumption San Geronimo C</p> <p>Roundtable: Meta-Analyses and Systematic Literature Reviews (SLRs): Past, Present, and Future Flamboyan</p>	<p>Section 5.1: Novel Insights about Numerical Cognition in Consumer Behavior Tropical</p> <p>Section 5.2: Consumer Persuasion and Skepticism Flamingo A-C</p> <p>Section 5.3: Multidisciplinary Insights into The Evolving Meanings of Ownership Las Olas</p> <p>Section 5.4: Financial Constraints and Budgeting Conference 3-6</p> <p>Section 5.5: Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts San Geronimo A</p> <p>Session 5.6: Word-of-Mouth and Consumer Generated Content San Geronimo C</p> <p>Roundtable: Research on Happiness and Well-Being Flamboyan</p>	<p>9:15am</p> <p>Coffee Break San Cristobal Foyer</p>
3:45pm	<p>Passing Break San Cristobal Foyer</p>	5:15pm	9:30am
4pm	<p>JCP AE Meeting (by Invitation) Guayacan</p>	6:30pm	<p>Session 7.1: Affect and Emotion Tropical</p> <p>Session 7.2: Asymmetries in Consumer Judgment Flamingo A-C</p> <p>Session 7.3: Gender Las Olas</p> <p>Session 7.4: Lackluster Luxury: When Luxury Consumption is Underappreciated by Others Conference 3-6</p> <p>Session 7.5: Health and Sustainability San Geronimo A</p> <p>Session 7.6: Beyond the Stars: Reading and Reacting to Online Reviews San Geronimo C</p> <p>Roundtable: For Real?! Strategies and Tools to Enhance the Ecological Validity of Consumer Psychology Experiments Flamboyan</p>
	<p>Working Papers Reception Grand Salon Rosales & Foyer</p>		10:45am
			<p>Passing Break San Cristobal Foyer</p>



Continued from **Saturday, 4 March**

11am

Session 8.1: Charity and Prosocial Behavior

Tropical

Session 8.2: Goal Pursuit and Valuation
Flamingo A-C

Session 8.3: Artificial Intelligence
Las Olas

Session 8.4: Advertising and Promotions
Conference 3-6

Session 8.5: Impression Management
San Geronimo A

Session 8.6: Preference and Choice
San Geronimo C

12pm

Awards & Business Luncheon
San Cristobal A-G

1:15pm

Awards Talks: Distinguished Scientific Contribution
Guayacan

Session 9.1: Time Perception and Investment
Tropical

Session 9.2: Online Consumer Behavior
Flamingo A-C

Session 9.3: Economic Inequality
Las Olas

Session 9.4: Judgment and Decision Making
Conference 3-6

Session 9.5: Brand Activism
San Geronimo A

Session 9.6: Sustainable Consumption
San Geronimo C

2:15pm

Passing Break
San Cristobal Foyer

2:30pm

Awards Talks: SCP Fellows
Guayacan

Session 10.1: Consumer Technology Interaction
Tropical

Session 10.2: Design Thinking: How Product Aesthetics Influence Consumers
Flamingo A-C

Session 10.3: Framing and Context Effects
Las Olas

Session 10.4: Mic Check: Am I Getting Any (Useful) Feedback?
Conference 3-6

Session 10.5: Vulnerable Consumers
San Geronimo A

Session 10.6: Go Green: Novel Insights into Promoting Sustainable Consumption
San Geronimo C

3:45pm

Ice Cream Break
San Cristobal Foyer

4pm

Awards Talks: Early Career Contribution and Best Paper
Guayacan

Session 11.1: Red and Blue: Political Ideology's Impact on Consumer Behavior
Tropical

Session 11.2: Donation and Helping Behavior
Flamingo A-C

Session 11.3: Considering Multiple Preferences in Decisions For The Self and Others
Las Olas

Session 11.4: Linguistics and Imagery
Conference 3-6

Session 11.5: Drivers and Consequences of Consumer Debt Decisions
San Geronimo A

Session 11.6: Social Inference and Competition
San Geronimo C

Roundtable: Good Design Is Inclusive
Flamboyen

7:30pm

SCP Gala at Museo Casa Blanca
Museo Casa Blanca - 1 Cl. San Sebastian Old San Juan, San Juan, PR, 00926