



SOCIETY FOR
CONSUMER
PSYCHOLOGY

2023 ANNUAL CONFERENCE

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

Abbreviated Program





SCP 2023 TEAM



Conference Co-Chairs

Silvia Bellezza
Columbia Business School

Lisa A. Cavanaugh
University of British Columbia

Nailya Ordabayeva
Dartmouth College

Doctoral Symposium Co-Chairs

Kate Barasz
ESADE

Nina Mažar
Boston University

David Wooten
University of Michigan

Working Paper Co-Chairs

Kirk Kristofferson
University of Western Ontario

Edith Shalev
Open University of Israel

Caleb Warren
University of Arizona

Social Co-Chairs

Jose A. Flecha
Universidad Ana G. Mendez

Sandra Laporte
Toulouse School of Management

Erick M. Mas
Indiana University



SCP 2023 TEAM



Associate Editors

Jonathan Z. Berman, London Business School

Simon J. Blanchard, Georgetown University

Andrea Bonezzi, New York University

Tonya Williams Bradford, University of California Irvine

Yann Cornil, University of British Columbia

Keisha M. Cutright, Duke University

Kristin Diehl, University of Southern California

Rosellina Ferraro, University of Maryland

Joseph K. Goodman, Ohio State University

Peggy J. Liu, University of Pittsburgh

Monika Lisjak, Arizona State University

Christopher Y. Olivola, Carnegie Mellon University

Neeru Paharia, Arizona State University

Hilke Plassmann, INSEAD

Matthew Thompson, University of Massachusetts Amherst

Yajin Wang, CEIBS



MAP





Thursday, 2 March

7am

Conference Registration
San Geronimo Foyer

8am

SCP / Sheth Foundation Doctoral Symposium
Flamingo A-C

The Climate Change Challenge Pre-Conference (by Invitation)
Conference 8-10 & Foyer

3pm

Executive Board Meeting (by Invitation)
Salon del Mar

4pm

Executive Committee Meeting (by Invitation)
Salon del Mar

5pm

PhD Project / SCP Community Building Reception (by Invitation)
San Cristobal F

5:15pm

SCP Your Heart Out: EXPRESS Cardio Blast
Hammock Garden

6pm

Welcome Reception
Las Olas and Terrace

Friday, 3 March

6:45am

Yoga on the Beach
Hammock Garden

7am

Conference Registration
San Geronimo Foyer

7:15am

Continental Breakfast
San Cristobal Foyer

8am

Co-Authors Lounge
Salon del Mar

Session 1.1: How Content Shapes Word of Mouth
Tropical

Session 1.2: Consumption Experiences
Flamingo A-C

Session 1.3: Celebrating Gender: From Gender Bias to Gender Reconstruction
Las Olas

Session 1.4: Pricing and Valuation
Conference 3-6

Session 1.5: The Past, Present, and Future of Money: Cutting-Edge Replications, Scale Development, and Effects
San Geronimo A

Session 1.6: Status and Conspicuous Consumption
San Geronimo C

Roundtable: Meta-Analyses and Systematic Literature Reviews (SLRs): Past, Present, and Future
Flamboyant

9:15am

Coffee Break
San Cristobal Foyer

9:30am

Session 2.1: Consumer Response to Algorithms
Tropical

Session 2.2: What NFTs Offer Marketing: Implications of NFTs for Consumers and Firms
Flamingo A-C

Session 2.3: Consumer Wellbeing
Las Olas

Session 2.4: How to Impress Others: The Antecedents and Consequences of Sharing Personal Strengths and Weaknesses
Conference 3-6

Session 2.5: Diversity and Representation
San Geronimo A

Session 2.6: The Social Costs and Benefits of Time and Money Management Decisions
San Geronimo C

Roundtable: Voice Technology: Implications of Oral versus Manual Communication for Consumer Research
Flamboyant

10:45am

Passing Break
San Cristobal Foyer

11am

Plenary Session and Presidential Address
San Geronimo B

12pm

Networking Luncheon
San Cristobal A-G

1:15pm

Session 3.1: Attention and Perception
Tropical

Session 3.2: Communication and Influence
Flamingo A-C

Session 3.3: Identity and Brands
Las Olas



Continued from Friday, 3 March			
Session 3.4: Product Aesthetics Conference 3-6	Session 4.6: Political Ideology and Consumption San Geronimo C	Session 5.6: Word-of-Mouth and Consumer Generated Content San Geronimo C	8am
Session 3.5: Attitudes and Persuasion San Geronimo A	Roundtable: When Less is More: Enhancing Well-being by Reducing Consumption Flamboyant	Roundtable: Research on Happiness and Well-Being Flamboyant	Co-Authors Lounge Salon del Mar
Session 3.6: Goals and Motivation San Geronimo C	3:45pm	5:15pm	Session 6.1: Receptiveness: Antecedents and Consequences Tropical
2pm	Passing Break San Cristobal Foyer	JCP ERB Meeting (by Invitation) Las Olas and Terrace	Session 6.2: Ethics and Morality Flamingo A-C
SCP 2024 Meeting (by Invitation) Guayacan	4pm	6:30pm	Session 6.3: New Insights in Sensory Marketing Las Olas
2:15pm	JCP AE Meeting (by Invitation) Guayacan	Working Papers Reception Gran Salon Rosales & Foyer	Session 6.4: Financial Decision Making Conference 3-6
Popcorn Break San Cristobal Foyer	Section 5.1: Novel Insights about Numerical Cognition in Consumer Behavior Tropical	Saturday, 4 March	
2:30pm	Section 5.2: Consumer Persuasion and Skepticism Flamingo A-C	6:45am	Session 6.5: By the Numbers: New Insights on Consumer Reactions to Numerical Information San Geronimo A
Session 4.1: Behavioral Decision Theory Tropical	Section 5.3: Multidisciplinary Insights into The Evolving Meanings of Ownership Las Olas	Yoga on the Beach Hammock Garden	Session 6.6: Culture San Geronimo C
Session 4.2: Perspectives on Positive Emotions and Togetherness Flamingo A-C	Section 5.4: Financial Constraints and Budgeting Conference 3-6	7am	Roundtable: When, Why, and How Should I Include Machine Learning Studies in My Papers? Flamboyant
Session 4.3: Sharing Behavior Las Olas	Section 5.5: Technology-Mediated Morality: Moral, Ethical and Fairness Judgments Arising from Technological Contexts San Geronimo A	Conference Registration San Geronimo Foyer	9:15am
Session 4.4: Lay Beliefs about What Machines Can Do Better than Humans (and Vice Versa) Conference 3-6		7:15am	Coffee Break San Cristobal Foyer
Session 4.5: Food and Nutrition San Geronimo A		Continental Breakfast San Cristobal Foyer	9:30am
			Session 7.1: Affect and Emotion Tropical



Continued from **Saturday, 4 March**

Session 7.2: Asymmetries in Consumer Judgment
Flamingo A-C

Session 7.3: Red and Blue: Political Ideology's Impact on Consumer Behavior
Las Olas

Session 7.4: Lackluster Luxury: When Luxury Consumption is Underappreciated by Others
Conference 3-6

Session 7.5: Health and Sustainability
San Geronimo A

Session 7.6: Beyond the Stars: Reading and Reacting to Online Reviews
San Geronimo C

Roundtable: For Real?! Strategies and Tools to Enhance the Ecological Validity of Consumer Psychology Experiments
Flamboyant

10:45am

Passing Break
San Cristobal Foyer

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: Gender
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
Flamboyant

7pm

SCP Gala at Museo Casa Blanca
Museo Casa Blanca - 1 C. de San Sebastián, Old San Juan, San Juan, PR, 00926



SPONSORS



Local Sponsors

