

# **SCP 2005 Winter Conference**

**February 24 – 26, 2005**

**Tradewinds Resort**

**St. Pete Beach, FL**

## **FINAL PROGRAM**

### **Conference Chairs**

Anne M Brumbaugh, Wake Forest University

Geraldine R. Henderson, University of Texas at Austin

### **Sponsored by**

Lawrence Erlbaum Associates



## SCP Schedule At a Glance

### Thursday, February 24

5:00 pm – 8:00 pm	Registration
6:30 pm – 8:00 pm	Opening Reception

### Friday, February 25

7:00 am – 8:15 am	Continental Breakfast
8:00 am – 5:00 pm	Registration
8:15 am – 9:30 am	Session 1
	1.1 CS*: <i>Preferences and Endowment</i>
	1.2 SS*: <i>New Perspectives on Context Effects: The Role of Intuition and ...</i>
	1.3 CS: <i>New Research on the Hierarchy of Effects</i>
9:30 am – 9:45 am	Break
9:45 am – 11:00 am	Session 2
	2.1 CS: <i>Perceptions of Affect and Decision Making</i>
	2.2 CS: <i>Cross-National Influences on Consumption</i>
	2.3 CS: <i>Emotion-Based Behavior</i>
	2.4 SS: <i>Persuasion Knowledge and Its Effects on Marketing Communications</i>
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Distinguished Speaker: Janet Helms
12:30 pm – 2:00 pm	Lunch ~ Business Meeting, Awards, and <i>Let's Do Lunch...and Research!</i>
2:15 pm – 3:30 pm	Session 3
	3.1 CS: <i>Subcultural Influences on Consumer Responses</i>
	3.2 CS: <i>Perspectives in Service Marketing</i>
	3.3 SS: <i>SCP-Sheth Dissertation Award Winners</i>
	3.4 SS: <i>How Do I Interfere with Thee? Let Me Count the Ways...</i>
3:30 pm – 3:45 pm	Break
3:45 pm – 5:00 pm	Session 4
	4.1 CS: <i>New Topics in Brand Research</i>
	4.2 CS: <i>I Think Therefore I Redeem: Cognition and Coupons</i>
	4.3 CS: <i>Cross-Cultural Influences on Cognition and Behavior</i>
	4.4 SS: <i>Predicting, Encouraging, and Improving Consumer Decisions through ...</i>
5:00 pm – 6:00 pm	JCP Editorial Board Meeting
6:30 pm – 8:00 pm	Reception and Poster Session

\*CS denotes Competitive Paper Session; SS denotes Special Session

**Saturday, February 26**

7:00 am – 8:15 am	Continental Breakfast
7:00 am – 8:15 am	SCP Executive Board Meeting
8:00 am – 5:00 pm	Registration
8:15 am – 9:30 am	Session 5
	5.1 <i>CS: Variety Seeking Plus</i>
	5.2 <i>CS: Antecedents and Consequences of Attitudes</i>
	5.3 <i>CS: Latest Lifestyle Research</i>
	5.4 <i>SS: How and When Hedonic Beliefs Trump Actual Experiences</i>
9:30 am – 9:45 am	Break
9:45 am – 11:00 am	Session 6
	6.1 <i>CS: Experiencing Consumption</i>
	6.2 <i>SS: Subjective Experiences for Remembering</i>
	6.3 <i>CS: New Ideas in Word of Mouth Influence</i>
	6.4 <i>SS: Time, Materialism and (Self) Love: Consumer Social Perception...</i>
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Distinguished Speaker: Hazel Markus
12:30 pm – 2:00 pm	Lunch ~ Presidential Address: Dawn Iacobucci
2:15 pm – 3:30 pm	Session 7
	7.1 <i>CS: Methodological Issues in Consumer Research</i>
	7.2 <i>CS: Vested Consumer Behavior</i>
	7.3 <i>CS: Moderators of Risk's Influence on Behavior</i>
	7.4 <i>SS: Temporal Effects in Judgment and Choice...</i>
3:30 pm – 3:45 pm	Break
3:45 pm – 5:00 pm	Session 8
	8.1 <i>CS: Ethical Consumption Behaviors</i>
	8.2 <i>CS: Advances in Message Framing Research</i>
	8.3 <i>SS: Consumers' Evaluations of Time</i>
	8.4 <i>SS: Oil and Water or Peas and Carrots: Mixed Emotions...</i>

**THURSDAY, FEBRUARY 24****REGISTRATION**

5:00 – 8:00 pm

**OPENING RECEPTION**

6:30 – 8:00 pm

Sponsored by Lawrence Erlbaum Associates

**FRIDAY, FEBRUARY 25****REGISTRATION**

8:00 am – 5:00 pm

**CONTINENTAL BREAKFAST**

7:00 am – 8:15 am

**SESSION 1**

8:15 am – 9:30 am

**1.1 Competitive Session: Preferences and Endowment**

Chair: Shane Frederick, Massachusetts Institute of Technology

*Price-Sensitive Preferences*

Nina Mazar, Massachusetts Institute of Technology

Botond Koszegi, University of California, Berkeley

Dan Ariely, Massachusetts Institute of Technology

*Inside the Minds of Buyers and Sellers: Mental Construals and the Endowment Effect*

Dhananjay Nayakankuppam, University of Iowa

Himanshu Mishra, University of Iowa

*Determinants of E-Commerce Brand Preference*

Susan Lloyd, American University

Olivier Furrer, University of Nijmegen

Jelena Spanjol, Texas A&amp;M University

Wesley Demory, American University

**1.2 Special Session: New Perspectives on Context Effects: The Role of Intuition and Resource Depletion in Consumer Choice**

Chair: Alexander Chernev, Northwestern University

*Visual Reasoning in Consumer Choice*

Alexander Chernev, Northwestern University

Ryan Hamilton, Northwestern University

Jiewen Hong, Northwestern University

*The Effects of Ego-Depletion on Choice*

On Amir, Yale University  
 Roy Baumeister, Florida State University  
 Ravi Dhar, Yale University  
 Anastasiya Pocheptsova, Yale University

*Resource Allocation Effects in Choice: The Role of Self-Control*

Nathan Novemsky, Yale University  
 Ravi Dhar, Yale University  
 Jing Wang, Yale University  
 Roy Baumeister, Florida State University

**1.3 Competitive Session: New Research on the Hierarchy of Effects**

Chair: Timothy C. Brock, Ohio State University

*Relative Strength of Affective versus Cognitive Attitudes Throughout the Consumer Decision-Making Process*

Justin W. Gressel, Purdue University  
 James L. Oakley, Purdue University

*Was it Long Ago or Unimportant: Diverging Inferences From Difficulty of Recall*

Jing Xu, University of Michigan  
 Norbert Schwarz, University of Michigan

*The Psychology of Roster Size Effects in Consumer Response to Sponsorship*

Julie A. Ruth, Rutgers University, Camden  
 Bernard L. Simonin, Tufts University

**BREAK**

9:30 am – 9:45 am

**SESSION 2**

9:45 am – 11:00 am

**2.1 Competitive Session: Perceptions of Affect and Decision Making**

Chair: Meg Meloy, Pennsylvania State University

*How Come Good Things Always Happen to Bad People: Likelihood Assessments in Social Domains*

Arul Mishra, University of Iowa  
 Himanshu Mishra, University of Iowa  
 Dhananjay Nayakankuppam, University of Iowa

*The Effect of Feedback and Decision Frequency on Performance*

Nicholas H. Lurie, University of North Carolina  
 Jayashankar M. Swaminathan, University of North Carolina

*Skenness and Happiness*

Jiao Zhang, University of Chicago  
 Christopher K. Hsee, University of Chicago

**2.2 Competitive Session: Cross-National Influences on Consumption**

Chairs: Karen Finlay, University of Guelph  
Jane Londerville, University of Guelph

*A Taxonomy of Desired Brand Personalities: Empirical Evidence for 11 Countries*

Nele Geeroms, Ghent University  
Patrick Van Kenhove, Ghent University  
Hendrik Hendrickx, Ghent University

*When Authority Appeals Backfire: A Study of Reverse Authority Effects Among Young Adults in Three Countries*

Jae Min Jung, North Dakota State University  
James J. Kellaris, University of Cincinnati  
Kawpong Polyorat, Khonkaen University, Thailand

*Impact of Self-Construals on Consumer Desires for Unique Product in Two Countries*

Jae Min Jung, North Dakota State University  
Kawpong Polyorat, Khonkaen University, Thailand

**2.3 Competitive Session: Emotion-Based Behavior**

Chair: Vanessa Patrick, University of Southern California

*Does the Past Matter? Emotional and Behavioral Response to Missing Part of a Promotion*

Lisa J. Abendroth, Boston University  
Richard C. Hanna, Boston College  
Scott D. Swain, Boston University

*You Can't Throw That Away! The Influence of Emotional Attachment on Product Disposal Choices*

Rebecca E. Walker, University of Texas at Austin  
Julie R. Irwin, University of Texas at Austin

*Why Talk About It: Goals for Word-of-Mouth Communication*

Inge M. Wetzer, Tilburg University  
Marcel Zeelenberg, Tilburg University  
Rik Peeters, Tilburg University

**2.4 Special Session: Persuasion Knowledge and Its Effects on Marketing Communications**

Discussant: Marian Friestad, University of Oregon

*Regulatory Focus, Advertising Skepticism, and Persuasion Knowledge*

Amna Kirmani, Southern Methodist University  
Rui Zhu, Rice University

*Benefit of Doubt or Betrayal? The Effect of Priors and Reasons on Response to Price Increase Announcements*

Priya Raghubir, University of California, Berkeley  
Margaret C. Campbell, University of Colorado

*Does it Pay to Beat Around the Bush? Persuasion Knowledge and Obfuscation versus Honesty in Salesperson Communications*

Barbara Bickart, Rutgers University, Camden  
Maureen Morrin, Rutgers University, Camden  
S. Ratneshwar, University of Missouri

**BREAK**

11:00 am – 11:15 am

**DISTINGUISHED SPEAKER**

11:15 am – 12:15 pm

**Dr. Janet E. Helms, PhD**

Director, Institute for the Study and Promotion of Race and Culture  
Boston College

**LUNCHEON****“LET’S DO LUNCH... AND RESEARCH!”**

12:30 pm – 2:00 pm

**BUSINESS MEETING****AWARD PRESENTATIONS**

SCP/Sheth Dissertation Award and Runners Up  
SCP/Sheth Award for Early Contribution in Consumer Psychology  
JCP Young Contributor Award and Runners Up  
2005 SCP Fellow Award  
SCP/Sheth Award for Scientific Achievement in Consumer Psychology

**LET’S DO LUNCH...AND RESEARCH!**

Each table will have a sign with a research topic of interest to SCP attendees. Topics are included in your registration packet. Find a table with a topic that interests you and have a seat. Following a brief business meeting and awards presentations, you’ll have plenty of time for lunch, introductions, and research discussions. Who knows? You might find the perfect collaborator, a great research idea, or a new friend.

**SESSION 3**

2:15 pm – 3:30 pm

**3.1 Competitive Session: Subcultural Influences on Consumer Responses**

Chair: Jerome Williams, University of Texas at Austin

*The Effects of Ethnicity and Ethnic Identification on Consumers’ Evaluations of Targeted and Non-Targeted Advertising*

Xiaoyuan Chen, Ohio State University  
Osei Appiah, Ohio State University

*God Found Me that Car: Marketplace Synchronicity in the Life-World of the Evangelical Christian American Consumer*

A. Dwayne Ball, University of Nebraska – Lincoln  
Ronald Hampton, University of Nebraska – Lincoln  
Matthew Bunker, University of Northern Iowa  
Athinodoros Chronis, California State University, Stanislaus

*Language as a Trigger of Frame-Switching: A Multidisciplinary Approach*

David Luna, Baruch College  
 Torsten Ringberg, University of Wisconsin, Milwaukee  
 Laura A. Peracchio, University of Wisconsin, Milwaukee

**3.2 Competitive Session: Perspectives in Service Marketing**

Chair: Susan Hogan, Emory University

*Forgotten Favors: Biased Account Keeping in Information-Driven-Consumer-Seller Relationships*

Tiffany Barnett White, University of Illinois  
 Tom Novak, Vanderbilt University  
 Donna Hoffman, Vanderbilt University

*Consumer Response to Goods Versus Services*

Lisa E. Bolton, University of Pennsylvania  
 Joseph W. Alba, University of Florida

*Client-Provider Interpersonal Behaviors and Their Impact on Service Outcomes: An Application of the Interpersonal Circumplex Model*

Laurette Dube, McGill University  
 Zhenfeng Ma, McGill University

**3.3 Special Session: SCP-Sheth Dissertation Award Winners**

Chairs: Maria Cronley, Miami University, Oxford, OH  
 Sabrina Neeley, Miami University, Oxford, OH

*Winner:* Ashok K. Lalwani, University of Illinois, Urbana-Champaign, with the proposal entitled, “Negativity and Positivity Biases in Product Evaluations: The Impact of Consumer Goals and Attitudes.” Dissertation Chair: Kent Monroe.

*Runners-Up:* Guangzhi (Terry) Zhao, University of California, Irvine, with the proposal entitled, “Self Regulatory Focus, Message Framing, and the Persuasiveness of Antismoking TV Advertising.” Dissertation Chair: Connie Pechmann.

Uzma Khan, Yale University, with the proposal entitled, “Effect of Future Options on Current Choice.” Dissertation Chair: Ravi Dhar.

**3.4 Special Session: How Do I Interfere with Thee? Let Me Count the Ways...**

Chair: Rao H. Unnava, Ohio State University

*Visual Attention, Brand Familiarity, and Competitive Interference at the Point of Purchase*

Pierre Chandon, INSEAD

*Interference Effects of To-Be-Forgotten Information on To-Be-Remembered Brand Benefits*

Sharmistha Law, University of Toronto  
 Keith Maharaj, University of Toronto  
 Pankaj Aggerwal, University of Toronto

*A Combined Test of Competitive and Contextual Interference*

Anand Kumar, Southern Illinois University, Carbondale  
 Charles Lindsey, Indiana University  
 Shanker Krishnan, Indiana University



**BREAK**

3:30 pm – 3:45 pm

**SESSION 4**

3:45 pm – 5:00 pm

**4.1 Competitive Session: New Topics in Brand Research**

Chair: Julie A. Ruth, Rutgers University, Camden

*Changing Brand Perceptions through a Brand Ally: The Role of Fit in Across Category Brand Advertising Alliances*Laura Smarandescu, University of South Carolina  
Randall Rose, University of South Carolina*An Examination of Implicit Priming as a Competitive Strategy for Challenger Brands*Barney Pacheco, University of Colorado  
Dipankar Chakravarti, University of Colorado*Phonetic Symbolism in Brand Names*Tina M. Lowrey, University of Texas, San Antonio  
L. J. Shrum, University of Texas, San Antonio  
John A. McCarty, The College of New Jersey**4.2 Competitive Session: I Think Therefore I Redeem: Cognition and Coupons**

Chair: Onur Bodur, Concordia University

*Paying for Coupons: A Sunk Cost Perspective*Vishal Lala, University of Wisconsin, Green Bay  
Goutam Chakaraborty, Oklahoma State University*Motivating Discounts: Price-Motivated Reasoning*On Amir, Yale University  
Erica Dawson, Yale University*Are Consumers Getting the Best Deal? Transaction Utility versus Spending Goals in Promotional Coupon Redemption*Leonard Lee, Massachusetts Institute of Technology  
Dan Ariely, Massachusetts Institute of Technology**4.3 Competitive Session: Cross-Cultural Influences on Cognition and Behavior**

Chair: Ana Valenzuela, San Francisco State University

*The Influence of Cultural Orientation on Categorization*Shailendra Pratap Jain, Indiana University  
Kalpesh Kaushik Desai, University of Buffalo  
Huifang Mao, Indiana University*When Gender Differences Make a Difference: The Role of Masculinity-Femininity Cultural Dimension*Jing Zhang, University of Wisconsin, Milwaukee  
Sharon Shavitt, University of Illinois

*Cross-Cultural Differences in Emotional Reactions to Unexpected Positive Events*

Ana Valenzuela, San Francisco State University  
 Judi E. Strebel, San Francisco State University  
 Barbara Mellers, University of California, Berkeley

#### 4.4 Special Session: Predicting, Encouraging, and Improving Consumer Decisions through Product Assortments

Chair: Andrea C. Morales, University of Southern California

*Great Expectations?! Assortment Size, Expectations, and Purchase Likelihood*

Kristin Diehl, University of South Carolina  
 Cait Poynor, University of South Carolina

*When Less is More: The Impact of Fund Assortment on Retirement Investing*

Maureen Morrin, Rutgers University, Camden  
 Susan Broniarczyk, University of Texas at Austin  
 Jeff Inman, University of Pittsburgh  
 John Broussard, Rutgers University, Camden

*The Impact of Attribute-Level Product Assortment on Consumer Preferences for Variety in the Buying Process*

Andrea C. Morales, University of Southern California  
 Wendy Moe, University of Maryland  
 Barbara Kahn, University of Pennsylvania

<b>JOURNAL OF CONSUMER PSYCHOLOGY EDITORIAL BOARD MEETING</b>
---

5:00 pm – 6:00 pm
-------------------

<b>RECEPTION AND POSTER SESSION</b>
-------------------------------------

6:30 pm – 8:00 pm
-------------------

### Posters

P01 *Individual Differences in the Perception of Performance: The Zone of Indifference Revisited*

Tracy Meyer, University of Cincinnati  
 Karen A. Machleit, University of Cincinnati  
 James J. Kellaris, University of Cincinnati  
 Frank R. Kardes, University of Cincinnati

P02 *Correcting for the Effects of Mental Imagery in Persuasive Messages*

Phil Mazzocco, Ohio State University  
 Timothy C. Brock, Ohio State University

P03 *What Value and Experience*

Tienan Zheng, University of Guelph

P04 *In Search of Brand Behavior in Consumer-Brand Relationships*

David L. Alexander, Duke University

- P05 *Gender Differences in Customer Loyalty*  
Valentina Melnyk, Tilburg University, The Netherlands  
Tammo H. A. Bijmolt, University of Groningen, The Netherlands  
Stijn Van Osselaer, Erasmus University, The Netherlands
- P06 *Expectations About the Future: The Measurement and Conceptualization of Consequential Thinking*  
Gergana Yordanova, University of Pittsburgh  
J. Jeffrey Inman, University of Pittsburgh  
John Hulland, University of Pittsburgh
- P07 *Perceptual and Attitudinal Consequences of Brand Mergers*  
Anil Thozur Columbia University  
Andrew Gershoff, University of Michigan  
Donald Lehmann, Columbia University
- P08 *Motivated Assimilation and Contrast in Category-Based Decision Making*  
Cait Poynor, University of South Carolina
- P09 *Inside the Price Signal: The Relationship Between Price and Perceived Innovativeness*  
Kelly Haws, University of South Carolina  
Cait Poynor, University of South Carolina
- P10 *Factors that Influence Consumers' Post-Impulse Purchase Regret and Corrective Reaction*  
Alexandra Aguirre Rodriguez, University of Illinois at Urbana-Champaign
- P11 *An Examination of the Impulsive Sensation Seeking Scale as a Valid and Reliable Alternative to the SSS-V in Optimum Stimulation Level Research*  
Joseph E. Mahan, III, University of Maryland, College Park  
Stephen R. McDaniel, University of Maryland, College Park
- P12 *The Moderating Role of Need for Cognition and Counterfactual Thinking on Product Evaluation*  
Kai-Yu Wang, University of Wisconsin, Milwaukee  
Minli Liang, University of Wisconsin, Milwaukee  
Laura A. Peracchio, University of Wisconsin, Milwaukee
- P13 *Shopping Goals as Antecedents of Store Environment's Preference: An Exploratory Analysis and Theoretical Development*  
Francesco Massara, IULM University  
Giovanni Pelloso, IULM University
- P14 *The Emotional Antecedents and Consequences of Comfort-Seeking Consumption: The Case of Food*  
Zhenfeng Ma, McGill University  
Ji Lu, McGill University  
Victoria Jane Taylor, McGill University  
Jordan Le Bel, McGill University  
Laurette Dube, McGill University
- P15 *Self-Regulation and Consumer Goal-Directed Behavior: Is What We Hope For Fulfilled Differently From What We Fear?*  
Rana Sobh, University of Auckland  
Christina K. C. Lee, University of Auckland

- P16 *An Exploration of Consumption Practices of Hispanic Immigrants: Effects of Literacy and English as a Second Language*  
 Carlos Torelli, University of Illinois  
 Madhu Viswanathan, University of Illinois  
 Jose Antonio Rosa, Case Western Reserve University
- P17 *Of Great Art and Untalented Artists: Diverging Inferences from Effort Information*  
 Hyejeung Cho, University of Michigan  
 Norbert Schwarz, University of Michigan
- P18 *Advertising's Influence on Product Trial: The Effect of Experiential and Non-Experiential Product Attributes on Post-Trial Evaluations*  
 Camelia Micu, University of Connecticut
- P19 *Conflict Resolution Strategies Used in Joint Purchase Decisions by White, Indian, and African Black Husbands and Wives in Britain: A Taxonomy Approach*  
 Rina Makgosa, Manchester Business School  
 Jikyeong Kang, Manchester Business School

**SATURDAY, FEBRUARY 27**

**REGISTRATION**

8:00 am – 2:00 pm

**CONTINENTAL BREAKFAST**

7:00 am – 8:15 am

**SOCIETY FOR CONSUMER PSYCHOLOGY**

**EXECUTIVE BOARD MEETING**

7:00 am – 8:15 am

**SESSION 5**

8:15 am – 9:30 am

**5.1 Competitive Session: Variety Seeking Plus**

Chair: Maria Cronley, Miami University of Ohio

*The Role of the Variety-Seeking Trait in Gift Decisions*

Tilottama G. Chowdhury, University of Connecticut  
 S. Ratneshwar, University of Missouri, Columbia  
 Kalpesh Kaushik Desai, University of Buffalo

*The Effect of the Mere Presence of Others on Variety-Seeking*

David Faro, University of Chicago  
 Ann L. McGill, University of Chicago

*When Focus Induces Tunnel Vision in Marketing Management Decisions*

Josko Brakus, University of Rochester  
 Frank R. Kardes, University of Cincinnati  
 Steven S. Posavac, University of Rochester

**5.2 Competitive Session: Antecedents and Consequences of Attitudes**

Chair: Sandor Czellar, University of Lausanne

*The Impact of Consumers' Warranty Redemption Costs on Quality Perceptions*

Shailendra Pratap Jain, Indiana University

Rebecca J. Slotegraaf, Indiana University

*The Effect of Color Uniqueness: How Advertising Context Impacts Attitudes*

Minli Liang, University of Wisconsin, Milwaukee

Laura A. Peracchio, University of Wisconsin, Milwaukee

*The Impact of Automatic Attitudes on Product and Brand Evaluations: The Moderating Effect of Consumer Expertise*

Sandor Czellar, University of Lausanne

David Luna, Baruch College

**5.3 Competitive Session: Latest Lifestyle Research**

Chair: Selin Malkoc, University of North Carolina

*Value Consistency in Attitudes, Decision Processes, and Behaviors: An Image Theory Perspective*

Kim A. Nelson, University of Arizona

Judi E. Strebel, San Francisco State University

*Processes Underlying the Effects of Television Viewing on Materialism*

L. J. Shrum, University of Texas, San Antonio

James E. Burroughs, University of Virginia

Aric Rindfleisch, University of Wisconsin, Madison

*Making the Transition to Retirement: Appraisals and Self-Realignment Strategies*

Catherine A. Roster, University of New Mexico

Christopher D. Hopkins, Clemson University

Charles M. Wood, University of Tulsa

**5.4 Special Session: How and When Hedonic Beliefs Trump Actual Experiences**

Chair: Nathan Novemsky, Yale University

*On The Non-Impact of Real-Time Hedonic Experiences*

Joseph C. Nunes, University of Southern California

Nathan Novemsky, Yale University

*Try It, You'll Like It: Experimental and Conceptual Bases of Drink Preferences*

Dan Ariely, Massachusetts Institute of Technology

Shane Frederick, Massachusetts Institute of Technology

Leonard Lee, Massachusetts Institute of Technology

*When Breaks Breakdown: The Irrational Rationing of Remedies*

Leif Nelson, New York University

Tom Meyvis, New York University

**BREAK**

9:30 am – 9:45 am

**SESSION 6**

9:45 am – 11:00 am

**6.1 Competitive Session: Experiencing Consumption**

Chair: Manoj Thomas, New York University

*Moment-to-Moment Reactions, Summary Relief and the Entertainment Value Derived From Different Levels of Suspense: Follow the Racing Dots*

Robert Madrigal, University of Oregon

Colleen Bee, University of Oregon

Monica LaBarge, University of Oregon

*Imagery in Persuasion: An Imagery Accessibility Account*

Petia Petrova, Arizona State University

Robert B. Cialdini, Arizona State University

*Consumer Preferences for Product Selection Modes: The Role of Rational and Experiential Processing*

John Godek, University of Oregon

Kyle B. Murray, University of Western Ontario

**6.2 Special Session: Subjective Experiences for Remembering**

Chair: Barbara Kahn, University of Pennsylvania

*Retrospective Preference For Variety: An Ease Of Retrieval Perspective*

Michelle Lee, Singapore Management University

Barbara Kahn, University of Pennsylvania

Susheela Varghese, Singapore Management University

*A Model of Constrained Choice*

Seh Woong Chung, Singapore Management University

Andrew A. Mitchell, University of Toronto

*Strategic Memory Protection In Choice Over Time*

Gal Zauberman, University of North Carolina

Rebecca K. Ratner, University of North Carolina

**6.3 Competitive Session: New Ideas in Word of Mouth Influence**

Chair: Christine Page, Skidmore College

*Motives for Deception in Consumer Word-of-Mouth Communication*

Jennifer J. Argo, University of Alberta

Katherine White, University of Calgary

Darren W. Dahl, University of British Columbia

*A New Outbreak: Viral Marketing*

Christine Page, Skidmore College

Steve Belew, Skidmore College

*Combining Advertising with Positive and Negative Word-on-Line*

David M. Boush, University of Oregon

Scott A. Jones, Clemson University

Damon Aiken, Pepperdine University

**6.4 Special Session: Time, Materialism and (Self) Love: Consumer Social Perception and Self Regulation**

Chair: Wendy Liu, Stanford University

*Live Long and Live Well: Life Experience and Intertemporal Choice*

Wendy Liu, Stanford University

Jennifer Aaker, Stanford University

*The Social Benefits of Experiential versus Material Purchases*

Leaf Van Boven, University of Colorado, Boulder

*Self-Deception: Adverse Effects of the Desire to Self-Enhance*

Michael I. Norton, Massachusetts Institute of Technology

Dan Ariely, Massachusetts Institute of Technology

**BREAK**

11:00 am – 11:15 am

**DISTINGUISHED SPEAKER**

11:15 am – 12:15 pm

**Hazel Rose Markus, PhD**

Professor, Department of Psychology, School of Humanities and Sciences

Co-director, Research Institute for Comparative Studies in Race and

Ethnicity

Stanford University

**LUNCHEON**

12:30 pm – 2:00 pm

**SCP PRESIDENTIAL ADDRESS**

**Dawn Iacobucci**

**"The Status of JCP and CB Self-Esteem"**

The Wharton School

University of Pennsylvania

**SESSION 7**

2:15 pm – 3:30 pm

**7.1 Competitive Session: Methodological Issues in Consumer Research**

Chair: Derek D. Rucker, Ohio State University

*Demand Artifact Assessment in Consumer Research Using a Motive Check-list*

Susan Schertzer, University of Cincinnati

Felicia Miller, University of Cincinnati

*How to Know What Consumers Really Think: Effect on Consumer Position and Task on Observer Accuracy*

Nancy M. Puccinelli, Suffolk Business School  
Linda Tickle-Degnen, Boston University  
Robert Rosenthal, University of California, Riverside

*Response Fluency and the Mere Measurement Effect*

Elise Chandon, University of Florida  
Chris Janiszewski, University of Florida

## 7.2 **Competitive Session: Vested Consumer Behavior**

Chair: Haipeng (Allen) Chen, University of Miami

*Search Overinvestment: Feature Alignability and Negative Returns to Search*

Jill Griffin, University of Texas at Austin  
Susan Broniarczyk, University of Texas at Austin

*The Pseudo Sunk-Cost Effect: Endowing People with Unwarranted Progress in Order to Increase Future Effort*

Joseph C. Nunes, University of Southern California  
Xavier Dreze, University of Pennsylvania

*The Choosers' Curse*

Simona Botti, Cornell University  
Christopher K. Hsee, University of Chicago

## 7.3 **Competitive Session: Moderators of Risk's Influence on Behavior**

Chair: Margaret C. Campbell, University of Colorado

*Self-Construal Priming and Perceived Risk: The Moderating Role of Motivation*

Carlos Torelli, University of Illinois at Urbana-Champaign

*Select-Reject Difference in Choice Under Risk Involving Negative Prospects*

Yang Dai, University of California at Los Angeles

*Have Cash, Will Risk: The Effect of Components of Liquidity on Consumers' Risk Tolerance in Financial Investments*

Amar Cheema, Washington University in St. Louis  
Tingting He, Washington University in St. Louis  
Andrew Kaikati, Washington University in St. Louis

## 7.4 **Special Session: Temporal Effects in Judgment and Choice: A Construal Level Theory Approach**

Chairs: Sucharita Chandran, Boston University  
Manoj Thomas, New York University

*Self-Sympathy in the Short-Term: Self-Other Differences in Long-Term Benefits and Short-Term Costs*

Jane E.J. Ebert, University of Minnesota

*Expediting Versus Deferring Utility: The Effect of Temporal Perspective on Sensitivity to Prospective Duration*

Selin Malkoc, University of North Carolina  
Gal Zauberman, University of North Carolina



*Distance Lends Structure to the View: Temporal Construal and Value Perceptions*

Manoj Thomas, New York University  
 Sucharita Chandran, Boston University  
 Yaacov Trope, New York University

**BREAK**

3:30 pm – 3:45 pm

**SESSION 8**

3:45 pm – 5:00 pm

**8.1 Competitive Session: Ethical Consumption Behaviors**

Chair: Alan Andreason, Georgetown University

*Increasing the Intent to Sign an Organ Donation Card by Overcoming Negative Feelings*

Paula C. Peter, Virginia Tech  
 David Brinberg, Virginia Tech  
 Peter Schulz, Università della Svizzera Italiana  
 Paola Mantegazzi, Università della Svizzera Italiana

*Antecedents and Consequences of Brand Social Responsibility Perceptions*

C.B. Bhattacharya, Boston University  
 Shuili Du, Boston University  
 Sankar Sen, Baruch College

*Priming Moral Obligations: When 'Doing Good' Messages Boomerang*

Michelle R. Nelson, University of Wisconsin, Madison  
 Frederic F. Brunel, Boston University  
 Magne Supphellen, Norwegian School of Economics and Business Administration  
 Rajesh V. Manchanda, The University of Manitoba

**8.2 Competitive Session: Advances in Message Framing Research**

Chair: Nidhi Agrawal, New York University

*Pseudo-Two-Sided Advertisements as Devices for Increasing Attitude Certainty: A Metacognitive Perspective*

Derek D. Rucker, Ohio State University  
 Richard E. Petty, Ohio State University

*Regulatory Focus and Comparative Message Framing*

Charles Lindsey, Indiana University  
 Shailendra Pratap Jain, Indiana University  
 Nidhi Agrawal, New York University  
 Durairaj Maheswaran, New York University

*In Search of Moderators of the Effect of Message Framing on Persuasion: A Meta-Analytic Review*

Sunghwan Yi, University of Guelph

**8.3 Special Session: Consumers' Evaluations of Time**

Moderators: Narayan Janakiraman, University of Arizona  
 Lance-Michael Erickson, University of Arizona

*Biases in the Perception of Experienced Time*

Priya Raghubir, University of California, Berkeley  
Vicki G. Morwitz, New York University

*The Effects of Unexpected Delays on Consumers' Time/Money Tradeoff Decisions*

Narayan Janakiraman, University of Arizona  
Lance-Michael Erickson, University of Arizona

*Spending Time vs. Spending Money*

Erica Mina Okada, University of Washington  
Stephen J. Hoch, University of Pennsylvania

**8.4 Special Session: Oil and Water or Peas and Carrots: Mixed Emotions and Consumer Responses**

Chairs: Patti Williams, University of Pennsylvania  
Andrea C. Morales, University of Southern California

*Layered Not Stirred: Negative Mixing for Emotional Intensity*

Kirsten Grasshoff, University of Pennsylvania  
Patti Williams, University of Pennsylvania

*Effects of Aging on Preferences for the Temporal Ordering of Mixed Affective Events*

Loraine Lau, University of Minnesota  
Aimee Drolet, University of California, Los Angeles

*Giving Firms an E for Effort: Consumer Responses to High Effort Firms*

Andrea C. Morales, University of Southern California