

Dallas

WINTER
CONFERENCE

2018
FEB 16-18

Welcome!

SOCIETY FOR CONSUMER PSYCHOLOGY

Fairmont Hotel Dallas, Texas

CONFERENCE CO-CHAIRS:

Ryan Hamilton, Emory University
Cait Lambertson, University of Pittsburgh

DOCTORAL CONSORTIUM CO-CHAIRS:

Lisa Cavanaugh, University of British Columbia
Claudia Townsend, University of Miami

RESEARCH SKILLS WORKSHOP CHAIRS:

Rajesh Bagchi, Virginia Tech
Selin Malkoc, Ohio State University
Stephen Spiller, UCLA



SCP

SOCIETY FOR
CONSUMER
PSYCHOLOGY

Program Overview

Thursday, 15 February 2018

3:00 - 5:00 pm	SCP Executive Committee Meeting (Terrace Room)
1:00 pm - 8:00 pm	Registration (Regency Foyer)
8:00 am - 5:00 pm	SCP Doctoral Consortium (South Tower - Pavilion)
1:30 - 3:00 pm	SCP Publication Committee Meeting (Garden Room)
2:00 pm - 5:00 pm	SCP Preconference: Research Skills Workshop (Banquet Level Conference Rooms)
5:00 - 5:30	Poster Session Display Setup Open (Poster presenters please check in at Regency Foyer for setup information.)
5:30 pm - 8:00 pm	Opening Reception and Poster Session (Regency Ballroom)

Friday, 16 February 2018

7:00 am - 6:00 pm	Registration (Regency Foyer)
8:00 - 8:45	Breakfast (Regency Foyer)
8:45 am - 10:00 am	Session 1
10:00 am - 10:15 am	Break
10:15 am - 11:30 am	Session 2
11:45 - 1:15 pm	Luncheon and Presidential Address (Regency Ballroom)
1:30 pm - 2:30 pm	Plenary Address: Angela Duckworth, University of Pennsylvania, "The Process Model of Self-Control" (Venetian Room)
2:30 pm - 2:45 pm	Break (Regency Foyer)
2:45 pm - 4:00 pm	Session 3
4:00 pm - 4:15 pm	Break (Regency Foyer)
4:15 pm - 5:30 pm	Session 4
4:00 pm - 5:00 pm	Journal of Consumer Psychology Editors and Associate Editors Meeting (Executive Board Room)
5:00 pm - 7:00 pm	Journal of Consumer Psychology Editorial Review Board Meeting (Pavilion Room - South Tower)
6:00 pm - 8:00 pm	Society for Neuroeconomics Mixer (Fountain Room, North Tower)

Saturday, 17 February 2018

8:00 am - 8:45 am	Breakfast (Regency Foyer)
8:00 am - 4:30 pm	Registration (Regency Foyer)
8:45 am - 10:00 am	Session 5
10:00 am - 10:15 am	Break (Regency Foyer)
10:15 am - 11:30 am	Session 6
11:45 am - 1:00 pm	Awards & Business Luncheon (Regency Ballroom)
1:30 pm - 2:45 pm	Session 7
2:45 pm - 3:00 pm	Break (Regency Foyer)
3:00 pm - 4:15 pm	Session 8
4:15 pm - 4:30 pm	Break (Regency Foyer)
4:30 pm - 5:45 pm	Session 9
4:30 pm - 5:30 pm	SCP Advisory Board Meeting (North Tower - Fountain Room)
6:30 until...	Chairs' Networking Event (Nasher Sculpture Gallery, 2001 Flora St)

Thursday, 15 February 2018

SCP Executive Committee Meeting

3:00 - 5:00 pm

Terrace Room

Registration

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Regency Foyer

SCP Doctoral Consortium

8:00 am - 5:00 pm

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9:30 - 9:45 Coffee break

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11:00 - noon So, what do you really want in your first job? Being true to your values and understanding the tradeoffs (speakers: Rod Duclos, Brent McFerran & Rebecca Reczek)

noon - 2:00 Lunch

SCP Publication Committee Meeting

1:30 - 3:00 pm

Garden Room

SCP Preconference: Research Skills Workshop

2:00 pm - 5:00 pm

Banquet Level Conference Rooms

2:00 – 2:30 Applied research questions from industry – MSI (office hours with MSI 2:30-3:30; speaker: Gordon Wyner and Colleagues) - Room: Fountain

2:30 – 3:00 Breakout 1 – Issues in Data Collection (or office hours with all the speakers in Breakout 2)

- 1. Mturk - current issues and solutions (speaker: Joe Goodman) - Room: Continental**
- 2. Field experiments – partnered with firms (speakers: Ayelet Gneezy & Janet Schwartz) - Room: Far East**
- 3. Field experiments – self implemented (speakers: Szu-chi Huang & Oleg Urminsky) - Room: State**
- 4. Text analysis (speakers: Ashlee Humphreys and Sarah Moore) - Room: Executive**

3:00 – 3:30 Breakout 2 – Issues in Data Analysis (or office hours with all the speakers from Breakout 1)

- 1. Ethics in Data Analysis – data registration and reproducibility (speaker: Joe Simmons) - Room: Continental**
- 2. Probing interactions (speaker: Stephen Spiller) - Room: Far East**
- 3. Single paper meta analysis (speaker: Blake McShane) - Room: State**
- 4. Mindful mediations (speaker: Mario Pandelaere) - Room: Executive**

3:30 – 3:45 Coffee Break

3:45 – 4:15 Writing a CB paper for different audiences (speaker: Kathleen Vohs) - Room: Fountain

4:15 – 5:00 AE pet peeves, for authors and reviewers alike (speakers: Ashwani Monga, Anirban Mukhopadhyay & Stijn van Osselaer) - Room: Fountain

Poster Session Display Setup Open

5:00 - 5:30

Poster presenters please check in at Regency Foyer for setup information.

Opening Reception and Poster Session

5:30 pm - 8:00 pm

Regency Ballroom

Poster Session (Regency Ballroom - Banquet Level)

Friday, 16 February 2018

Registration

7:00 am - 6:00 pm

Regency Foyer

Breakfast
8:00 - 8:45
Regency Foyer

Session 1
8:45 am - 10:00 am

- 1.1 Darwin Goes to the Mall: How Evolutionary Needs Influence Consumer Behavior (Oak Room)**
- 1.2 The Time of Our Lives: Examining Utility from Experiential Consumption Over Time (Parisian Room)**
- 1.3 Thy Self & Others: Are you Reading this on the App? The Consumer Online (Far East Room)**
- 1.4 Goals and Motivation: Self-Control (Continental Room)**
- 1.5 Health & Social Justice: Company and Charity Cause Related Marketing (State Room)**
- 1.6 4P's et al.: Bundles and Pricing (Royal Room)**

Break
10:00 am - 10:15 am

Session 2
10:15 am - 11:30 am

- 2.1 How Artificial Intelligence Is Changing Consumer Psychology (Oak Room)**
- 2.2 Social and Perceptual Influences on Satiation (Parisian Room)**
- 2.3 Affect: Anger, Fear, Gratitude, and Just a Tease (Far East Room)**
- 2.4 JDM: Anchoring and Reference Points (Continental Room)**
- 2.5 Health & Social Justice: Gave at the Office... Donation Behavior I (State Room)**
- 2.6 Thy Self & Others: I Shouldn't Have to Tell You...The Implicit Remembered Self (Royal Room)**

Luncheon and Presidential Address
11:45 - 1:15 pm
Regency Ballroom

Plenary Address: Angela Duckworth, University of Pennsylvania, "The Process Model of Self-Control"
1:30 pm - 2:30 pm
Venetian Room

Break
2:30 pm - 2:45 pm
Regency Foyer

Session 3
2:45 pm - 4:00 pm

- 3.1 A New Look into Ecological and Emotional Influence on Prosocial Behavior (Oak Room)**
- 3.2 When Touch Meets Technology: Documenting Unintended Consumer Responses to Technology-Mediated Haptics (Parisian Room)**
- 3.3 Unearthing New Biases in Decision-Making: Evaluations Gone Bad (Far East Room)**
- 3.4 JDM: 3.141592... Numerical Processing (Continental Room)**

3.5 Health & Social Justice: Healthy Eating (Snacks Provided) (State Room)

3.6 4P's et al.: Branding (Royal Room)

Break

4:00 pm - 4:15 pm

Regency Foyer

Session 4

4:15 pm - 5:30 pm

4.1 The Social Context of Consumption (Oak Room)

4.2 This Session is Unlike Any Other! The Antecedents and Consequences of Being Unique (Parisian Room)

4.3 Thy Self & Others: Meet People in this Session - Interpersonal Relationships (Far East Room)

4.4 JDM: Choose this Session (Continental Room)

4.5 Health & Social Justice: I Really Did Give at the Office... Donation Behavior II (State Room)

4.6 Thy Self & Others: Me Relative to Others (Royal Room)

Journal of Consumer Psychology Editors and Associate Editors Meeting

4:00 pm - 5:00 pm

Executive Board Room

Journal of Consumer Psychology Editorial Review Board Meeting

5:00 pm - 7:00 pm

Pavilion Room - South Tower

Society for Neuroeconomics Mixer

6:00 pm - 8:00 pm

Fountain Room, North Tower

We would like to invite you to the inaugural Society for Neuroeconomics mixer at SCP! Whether you identify as a consumer neuroscientist or are merely curious to learn more about the method and society, we would love to have you join us for an evening of socializing and networking! Meet up with your old friends and make some new ones at this social during SCP. We hope to see you there! Thanks to generous support from the Society for Neuroeconomics, first round is on us, while the tab lasts!

All are welcome. If you did not sign-up for this event as part of your conference registration, on-site registration will be available at the sign-in desk outside the Fountain Room Friday, February 16 from 6-8 pm, as space allows.

Saturday, 17 February 2018

Breakfast

8:00 am - 8:45 am

Regency Foyer

Registration
8:00 am - 4:30 pm
Regency Foyer

Session 5
8:45 am - 10:00 am

- 5.1 Mental Accounting 2.0: New Accounts and New Consequences (Oak Room)**
- 5.2 Motivated Persistence and Avoidance (Parisian Room)**
- 5.3 Experiences: Experiencing Experiences Experientially (Far East Room)**
- 5.4 JDM: Four Great JDM Papers (Continental Room)**
- 5.5 Health & Social Justice: Issues of Social Justice (State Room)**
- 5.6 4P's et al.: Consumer Product Choice (Royal Room)**

Break
10:00 am - 10:15 am
Regency Foyer

Session 6
10:15 am - 11:30 am

- 6.1 Charitable Giving: Roadblocks and How To Overcome Them (Oak Room)**
- 6.2 Social Interaction, v2.0: How Digitally-Mediated Social Interactions Affect Consumer Perceptions, Connections, and Recollections (Parisian Room)**
- 6.3 The Psychology of Going Green: Influences on consumer decisions to engage in environmentally-friendly behavior (Far East Room)**
- 6.4 JDM: Looking to Mix It Up? Satiation and Variety Seeking (Continental Room)**
- 6.5 Health & Social Justice: Prosocial Behavior (Donate your Time to this Session) (State Room)**
- 6.6 Thy Self & Others: Who Are You? Self-Identity and Consumption (Royal Room)**

Awards & Business Luncheon
11:45 am - 1:00 pm
Regency Ballroom

Session 7
1:30 pm - 2:45 pm

- 7.1 Goal Processes in Physical and Cognitive Contexts (Oak Room)**
- 7.2 Making Reviews that Matter: Factors that Drive the Influence of Online Reviews (Parisian Room)**
- 7.3 Award Session: Addresses from Early Career, Distinguished Scientific Contribution, and SCP Fellow Awardees (Far East Room)**
- 7.4 JDM: Predictions and Probabilities (but you probably already knew that) (Continental Room)**
- 7.5 Winners: THE Top 4 Individual Papers of SCP (State Room)**
- 7.6 4P's et al.: Consumer Responses to Pricing Strategies (Royal Room)**

Break
2:45 pm - 3:00 pm
Regency Foyer

Session 8
3:00 pm - 4:15 pm

8.1 Behavior Change Challenges: Understanding When and Why People Fail (or Succeed) to Engage in Beneficial Behaviors (Oak Room)

8.2 Calling Questions into Question: The Influence of Question Framing on Consumer Judgments and Decisions (Parisian Room)

8.3 Determinants of Consumers' Financial Resource Allocation (Far East Room)

8.4 JDM: Wait for It... Temporal Effects (Continental Room)

8.6 4P's et al.: Effects of Sound, Touch, and Smell (Royal Room)

Break
4:15 pm - 4:30 pm
Regency Foyer

Session 9
4:30 pm - 5:45 pm

9.1 A New Toolkit for Goal Success: Counterintuitive Aspects Sustaining Goal-Congruent Choice (Oak Room)

9.2 The Over-Discerning Consumer: How Numbers Affect Consumer Judgments (Parisian Room)

9.3 Understanding the Role of Control in Consumer Behavior: New Insights on How Perceived Control (or Lack Thereof) Influences Consumer Perception and Decision Making (Far East Room)

9.4 Thy Self & Others: You're So Picky... Customizing and the Shopping Experience (Continental Room)

9.5 Goals and Motivations: You Can Do It! (State Room)

9.6 4P's et al.: Marketing Stimuli and Promotions (Royal Room)

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Regency Ballroom

Poster Session

Room: Regency Ballroom - Banquet Level

1. I'm So Happy (for Your Loss): Consumer Schadenfreude Increases Choice Satisfaction

Dmytro Moisieiev, Cranfield University, UK*

Radu Dimitriu, Cranfield University, UK

Shailendra P. Jain, University of Washington

We examine the effect of schadenfreude, or pleasure over misfortune of another, on consumers' satisfaction with choices they have made. We posit that consumers may take their positive feelings from schadenfreude over another's unrelated bad purchase as positive

information about their own choices. In three experiments, we show that feeling schadenfreude over another's bad purchase makes consumers more satisfied with their own choices (Study 1), regardless of whether the other's bad purchase is in the same or different product category (Study 2), but only as long as consumers are not aware of such misattribution (Study 3).

2. Emotional Intensity Creates Increased Desire for Closeness

Gizem Ceylan-Hopper, University of Southern California, USA*

Stephanie Tully, University of Southern California, USA

Debbie MacInnis, University of Southern California, USA

Using an evolutionary theory of emotions, we predict that intense emotions evoke a desire to be close to others, thus prompting behaviors that nurture close relationships. We test this prediction in a longitudinal field study that linked the intensity of consumers' emotions from the 2016 United States presidential election and subsequent spending on others during the subsequent Black Friday weekend. We find that voters of major candidates (compared to non-voters or voters of third party candidates) experienced more intense emotions (though of differing valence) following the election, and they spent more money on others (but not more money on themselves) during the subsequent Black Friday weekend. The results suggest that additional work on the effect of emotional intensity on consumer behavior is warranted.

3. Perspective Taking and Self-Persuasion: Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change

Rhia Catapano, Stanford University, USA*

Zakary Tormala, Stanford University, USA

Derek Rucker, Northwestern University, USA

We find that when people take the perspective of others who endorse a counterattitudinal view, they become less receptive to that view and show reduced attitude change following a counterattitudinal argument generation task. This effect is mediated by value-congruence: Individuals who take the opposition's perspective generate arguments that are less congruent with their own values, which undermines receptiveness and attitude change. This backfire effect is attenuated when people take the perspective of someone who holds the counterattitudinal view yet has similar overall values.

4. Finding Happiness in Meaning: Where, When, and for Whom Happiness and Meaning Converge

Rhia Catapano, Stanford University, USA*

Jordi Quoidbach, ESADE Business School, Spain

Cassie Mogilner, University of California Los Angeles, USA

Jennifer Aaker, Stanford University, USA

We assessed the correlation between meaning and happiness for over 800,000 individuals across 151 countries to determine where, when, and for whom these desired aspects of human existence converge or diverge. Overall and across countries, meaning and happiness are positively related; however, the degree of convergence varies by age, income, and education level. The greatest convergence is exhibited among people who are old, poor, and uneducated. These results suggest that it is in circumstances when extrinsic sources of happiness are scarce that people derive more happiness from an intrinsic sense of purpose and meaning.

5. Self-Construal and Anticipated Personal Happiness in Charitable Donations of Time versus Money

Rhiannon MacDonnell, University of Lethbridge, Canada

Bonnie Simpson, Western University, Canada*

Across three studies, we find that independents (individuals who view the self as more separate from others) and interdependents (those who view the self as interconnected with others) differentially respond to charitable donation requests of time versus money. Independents (but not interdependents) prefer to donate money when the target's affect in an appeal was sad, and time when the target's affect was happy; interdependents did not differ. The effect for independents only is mediated by whether contributing will lead to personal happiness. The theoretical and practical implications will be discussed.

6. Interpersonal Emotion Regulation: Consequences for Brands in Customer Service Interactions

Nur Onuklu, Temple University, USA*

Crystal Reeck, Temple University, USA

Interpersonal emotion regulation - purposeful attempts to manage others' feelings - is one of the important aspects of social life. Whereas previous research on interpersonal emotion regulation has often focused on employee outcomes, the present research investigates how interpersonal emotion regulation alters consumer perceptions of brands and service interactions. In our first experiment, we found that antecedent-focused strategies produced more positive perceptions of a service interaction, as well as enhanced brand loyalty. These findings support the process theory of interpersonal emotion regulation and generate important insights for both theory and practice.

7. I Am So Proud of You! The Effect of Vicarious Pride on Preferences for Self-Improvement Product

Na Ri Yoon, Indiana University, USA*

H. Shanker Krishnan, Indiana University, USA

Extant literature on pride has generally conceptualized pride as emanating from one's own achievement. The current research suggests that pride from another person's achievement can also result in interesting behavioral responses in a consumption context. In specific, we propose that vicarious pride – feeling pride from another person's achievement – will increase consumers' desire to improve themselves and thereby increase their preference for products which have self-improvement features. Further, because experiencing vicarious pride involves others, the underlying mechanism is postulated to be consumers' need to belong. We expect that self-theory and domain-relevance are important moderators of this effect.

*The first author is a PhD student.

8. The Merits of Happy Consumption: Positive Affect and Psychological Ownership

Carina Thürriidl, WIRTSCHAFTS UNIVERSITÄT WIEN, Austria*

Bernadette Kamleitner, WIRTSCHAFTS UNIVERSITÄT WIEN, Austria

Ruta Ruzeviciute, WIRTSCHAFTS UNIVERSITÄT WIEN, Austria

Sophie Süssenbach, WIRTSCHAFTS UNIVERSITÄT WIEN, Austria

Stephan Dickert, Queen Mary University of London, UK

The feelings consumers experience during consumption can have powerful effects, but can they also influence how possessive one feels towards products? In this paper, we examine whether the positive affect experienced during product consumption can instill a sense of ownership for the consumed product, subsequently leading to intended repeat consumption. Across multiple correlational and experimental studies with a total of 6 product categories, 2 brand types, imagined and real consumption, we consistently find that positive affect elicits PO for the consumed brand, which, in turn, predicts intended repeat consumption.

9. Smiling vs. A Smiley Face Emoji: The Effect of Emojis on Perceived Emotional Arousal of Online Consumer Reviews

Grace Yu, University of Utah, USA*

Arul Mishra, University of Utah, USA

Himanshu Mishra, University of Utah, USA

Based on the literature about emotional contagion and how people process emotions through pictures, words, and facial expressions, we propose that consumers perceive a higher level of emotional arousal from word-plus-emoji reviews than from word-only consumer reviews. The difference between the levels of emotional arousal from the two types of reviews is greater when the valence of the review is positive. We conducted three studies to provide evidence about the research propositions. We also conducted one study to explore whether construal level theory can be used as the alternative account of the effect of emojis on the emotional arousal.

10. Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes

Alexander DePaoli, Northeastern University, USA*

Itamar Simonson, Stanford University, USA

When making a purchase, consumers must weight and evaluate the features of products, and the questions with which preferences are elicited (the response modes) can influence what features consumers appear to prefer. We find that consumers greatly value affectively-charged features (which appeal to ethical, identity-based, or emotional considerations) in comparison-based response modes (such as choice or strength-of-preference tasks), but do not value them in calculation-based response modes (such as willingness-to-pay, willingness-to-buy, or rating tasks). We argue that this pattern is a function of such features being useful for comparisons but difficult to assimilate into calculations.

11. Induction of Construal-Level Mindset via Experience of Surprise and the Follow-up Effect on Consumer Evaluations and Judgments

Atul Kulkarni, University of Missouri-KC, USA*

Joëlle Vanhamme, EDHEC Business School, France

We find that an experience of surprise may induce a construal-level mindset, such that a positive surprise may lead to an abstract mindset whereas a negative surprise may lead to a concrete mindset. Consequently, the induced mindset may influence evaluations and judgments of subsequently presented stimuli in the same fashion as abstract/concrete processing of the stimuli would do. Results from three studies show that when primed with positive (negative) surprise, participants evaluated promotionally (preventionally) framed ad messages more favorably and leaned toward desirability (feasibility) laden shopping options.

12. Risky Business: The Risk-Reward Trade-off is different for Nonprofits

Rachel Gershon, Washington University, USA*

Cynthia Cryder, Washington University, USA

Though experts argue that risk taking is crucial for innovation, little research examines consumer responses to organizational risk taking. This project finds that consumers judge risk taking by nonprofit organizations less favorably than identical risk taking by for-profit organizations. Our studies find that consumers penalize a nonprofit that chooses a risky (but high expected value) option over a certain (but low expected value) option, however, they do not penalize a for-profit company that chooses the same risk. This research suggests that consumers exhibit different risk tolerances for nonprofit versus for-profit organizations in ways that may impact investment, donation, and consumption.

13. Show Me More! Powerlessness Drives Variety Seeking

Wangshuai Wang, Shanghai Jiao Tong University, China*

Raj Raghunathan, University of Texas at Austin, USA

This research investigates the impact of power on variety seeking behavior. Results from four studies provide convergent support that feeling powerless, relative to feeling powerful, nudges individuals toward variety seeking. Additionally, we reveal that perceived autonomy mediates this relationship. This work contributes to the power literature by taking an intrapersonal perspective to examine its downstream consequences. This work also contributes to the consumer variety seeking literature by showing power as a new psychological catalyst for variety seeking behavior.

14. Presence of alignable attributes enhances perceived variety

Sudipta Mukherjee, Virginia Tech, USA*

Mario Pandelaere, Virginia Tech, USA

Based on theory of alignable differences, this research predicts that presence of alignable attributes will enhance perceived variety. Three studies involving diverse product assortments (two different product categories, and category sizes ranging from 3 to 25) show that presence of alignable attributes significantly enhances perceived variety. Potential mechanisms are discussed and outlined for follow-up research.

15. The Effect of Volume and the Valence of Online Reviews when Choosing a Service: The Role of Perceived Risk and Service Type

Kyu Ree Kim, Seoul National University, South Korea*

Wujin Chu, Seoul National University, South Korea

Online reviews are a great source of information when purchasing a product online. The effect of online reviews is greater when purchasing a service product because quality cannot be judged unless experienced. The success of online review websites such as Yelp or Trip Advisor attests to the importance of online reviews. The effect of number of reviews (volume) and average ratings (valence) on attitude and purchase intention were widely studied in previous literature. In this paper, we focus on the mediating role of perceived risk and the moderating effect of service type (i.e., hedonic or utilitarian). We show that the effect of volume and valence is mediated by perceived risk (i.e., volume and valence reduces perceived risk of the service). Also, we show that utilitarian products show greater indirect effect through perceived risk than hedonic products.

16. Donate at Your Own Risk: The Effect of Altruism on Risky Behavior

Benjamin Borenstein, University of Miami, USA*

Caglar Irmak, University of Miami, USA

Prior research finds that altruistic acts induce feelings of happiness. The current work expands upon the consequences of prosocial behavior, through an examination of how altruism influences risky decision making. One pilot study and two experimental studies provide evidence that prosociality increases risk taking propensity. Additionally, this research demonstrates how post donation perceptions of deservingness may mediate the relationship between altruism and risk proclivity. Lastly, consumers' just-world beliefs are shown to moderate perceptions of deservingness, and in turn impact risk seeking behavior. A donation recipient's principles must align with a consumer's belief system, in order for risk taking to ensue.

17. Pain of Gain: Can Loss Aversion Over Foregone Options Drive Variety-Seeking in the Simultaneous Multiple Choice?

Jihye Park, Hankuk University of Foreign Studies, South Korea*

This study focused on the appeal of forgone options and examined if loss aversion over foregone options drives variety-seeking in the multiple simultaneous choice. A series of experiments showed that consumers tended to make choices from the remaining options to reduce feelings of loss over forgone options.

18. Bigger or Better? Resource Scarcity Shapes the Preference for Quality Versus Quantity

Andrew Long, University of Colorado, USA*

Lawrence Williams, University of Colorado, USA

Consumers often decide whether to get a bigger bang for their buck or better bang for their buck – trading off between the quantity versus quality of goods. We show that preferences for quality and quantity are affected by consumers' financial resource perceptions. When feeling financially constrained, consumers tend to prefer options that offer more quantity rather than more quality, even when costs are equated. These preferences have implications for both consumer well-being (e.g. obesity) and marketing strategy (e.g. brand loyalty).

19. Effect of Asymmetric vs. Symmetric Control on Consumer Satisfaction with Product Categorization

Arezou Ghiassaleh, University of Lausanne, Switzerland*

Bruno Kocher, University of Lausanne, Switzerland

Asymmetric control is an interpersonal construct involving control over other individuals whereas symmetric control is an intrapersonal construct that concerns the ability to control the environment. Although these two constructs share common foundations, there has been no research directly comparing their effects on consumer behavior. We examine the moderating role of asymmetric and symmetric control on consumer preference for product categorization. We show that categorization facilitates the choice process for consumers with high asymmetric control by increasing the confidence in choosing and for consumers with low asymmetric control by increasing the perceived helpfulness of the information.

20. Helpful Mental Shortcuts or a Shortcut to Bias? Two Perspectives on Heuristics and One New Direction for Consumer Research

Carly Drake, University of Calgary, Canada*

Mehdi Mourali, University of Calgary, Canada

Heuristics, colloquially defined as mental shortcuts that allow individuals to solve problems and make decisions quickly (Cherry 2016), are among the tools consumers use to navigate an increasingly complex marketplace. In psychology, one view of heuristics argues that heuristics may mislead and bias those who use them. Another view argues that heuristics may be more efficient and accurate than complex computations, despite using less information. While debate surrounding the merits of each perspective spans several decades and disciplines, in this review paper we aim to contribute to consumer research by (a) bringing attention to one perspective's dominance in the field; and (b) determining how the other offers new avenues for understanding consumer behavior.

21. Unmake up Your Mind: Why Some Reversible Decisions Impact Satisfaction More Positively than Others

Dmytro Moisieiev, Cranfield University, UK*

Radu Dimitriu, Cranfield University, UK

Reversible decisions (when consumers have an option to change their choices after having made them) are believed to decrease choice satisfaction by triggering post-choice comparisons between chosen and non-chosen options. We posit that there are two different decision reversibility options: being able to remake a choice (exchange the chosen option for a foregone one) and being able to

unmake a choice (cancel order or return it for a refund). The latter kind generates fewer post-choice comparisons and increases choice satisfaction compared to the former (Study 1), but only as long as consumers are not cognitively depleted (Study 2).

22. When Reasons Don't Matter: Differential Impacts of Consumer Reasoning on Post-Decisional Satisfaction and Choice

Alexander DePaoli, Northeastern University, USA*

The current research demonstrates that deliberative pre-decisional reasoning about one's options can simultaneously lead to lower post-decisional satisfaction of a chosen product while also increasing commitment to that same product. This reversal is driven by the fact that the reasons used to make the initial choice are uninformative for making subsequent ratings evaluations of the chosen option, but are central to making subsequent comparative evaluations among multiple options. Demonstrating this reversal emphasizes the importance of the response mode used to assess satisfaction, and expands on past research which has argued that reasoning tends to lead to less satisfying choices.

23. The Discount Rounding Effect: How Numerical Discount Affects Consumer Judgment

Mengmeng Liu, The Chinese University of Hong Kong*

Ruomeng Wu, University of Cincinnati

In two studies, we show that consumers perceive greater product value when they receive 19% off (vs. 21% off) discount. We demonstrate that this effect is driven by greater motivation to process numerical information when the discount can be easily rounded up, i.e., 19% off, compared to the one that needs to be rounded down, i.e., 21% off, and further easiness of saving calculation leads to perceived greater product value. We further manipulate saving calculation by removing a product's original price and find the effect only exists when the discount is provided along with a specific price.

24. Are Busy Consumers More Satisfied Consumers? It Depends! The Effect of Perceived Busyness on Satisfaction

In-Hye Kang, University of Maryland, USA*

Yuechen Wu, University of Maryland, USA*

Rosellina Ferraro, University of Maryland, USA

This research examines when and how perceived busyness influences satisfaction. We propose and demonstrate that when the objective product performance is low, high (vs. low) perceived busyness leads consumers to perceive that they used their time less efficiently in obtaining or consuming the product, reducing satisfaction with the product. Conversely, when the objective product performance is high, high (vs. low) perceived busyness increased the perception of time usage efficiency, enhancing satisfaction with the product. We also demonstrate several downstream consequences of the observed effects, including recommendation intention, willingness to search, and willingness to revisit the store.

25. The Meaning in Itself: Autotelic Choice, Maximizing and Consumer Satisfaction

Michail Kokkoris, WU Vienna University of Economics and Business, Austria*

Does the quest for the best undermine consumer satisfaction? This research revisits this question by arguing that it depends on consumer goals. Maximizers (vs. satisficers) experience higher choice satisfaction when choice is a goal in itself (autotelic) as opposed to a means to achieve other goals (instrumental). In Study 1, maximizers assigned higher importance to autotelic experiences and life goals than satisficers. In Study 2, maximizers experienced higher choice satisfaction when making a choice with an autotelic rather than an instrumental goal. These findings suggest that maximizers might be better understood as consumers actively seeking self-contained meaning in choice.

26. *Advancing a Slack-Based Theory of the Pain of Payment*

Justin Pomerance, University of Colorado, USA*

Nicholas Reinholtz, University of Colorado, USA

In this paper, we offer a new conceptualization of the pain of payment grounded in slack theory (Zauberman and Lynch 2005). We suggest that pain of payment is an emotional response to a perceived decrease in financial slack. This perspective helps integrate previous findings (e.g., decoupling and transparency), while generating new predictions that map onto real world behaviors which are difficult to account for under previous theoretical frameworks. Three studies—two experiments and one analysis of secondary data—are presented in support of the slack-based theory of the pain of payment.

27. *Framing Effects in Tipping Behavior*

Shirly Bluvstein, PhD student, Stern School of Business, New York University*

Priya Raghurir, Professor, Stern School of Business, New York University

Four studies show that framing tip options as absolute \$ amounts leads to higher tipping intentions and behavior than framing them as a % and this is particularly true for lower bill amounts. Study 1 shows the main effect. Study 2 shows that the effect is attenuated for higher bill amounts. Study 3 replicates the effect controlling for response scale formats. Analysis of secondary data (n=51,825 transactions) shows that for bills \leq \$10, where tip options are presented as \$1-\$2-\$3, consumers leave a higher tip percentage compared to bills $>$ \$10 when tip options are presented as 15%-20%-25%.

28. *Sooner or Later: New Product Pre-announcement Timing And Shareholders' Judgement*

sina aghaie, University of South Carolina, USA*

Mehdi Nezami, University of Illinois at Urbana-Champaign, USA

Some firms pre-announce new products long before they are actually available on the market. Previous research has investigated the effects of such new product pre-announcements (NPPAs) on consumers, competitors and investors responses. This paper examines how NPPAs timing affect investors' evaluation of the new product and, in turn, how these evaluations influence their preferences for investing in announcer firm. In other words, this study aim to investigate the moderating role of NPPAs timing on NPPA-Investor response link. Our experimental study revealed that the timing of NPPA can shift investor's evaluation of forthcoming products. The direction of this shift (Positive vs. Negative) depends on type of product innovation (radical vs. incremental). For example, for "radical" new products investors will react more favorably to late NPPA (pre-announcement and launch time are close together), whereas for "incremental" new products firms will better off if they pre-announce early (pre-announcement and launch time are distant).The research has important implications for managers regarding how and when to use NPPAs to influence investor's evaluations of the new products.

29. *Parts in the Whole: Consumer Inference-Making Process in Product Bundling Context*

Jennifer Hong, New York University, USA*

Andrea Bonezzi, New York University, USA

Tom Meyvis, New York University, USA

Prior research has shown that when two or more items are grouped together, consumers find them similar to (rather than different from) each other. Consistent with the finding, a product is evaluated less favorably when it is bundled with an inferior product, due to spill-over of that product's negative evaluation. Our research demonstrates a novel, counterintuitive effect; that bundling can actually

reduce the negative impact of unfavorable information about a similar product, and as a result, the product is evaluated more favorably when bundled with an inferior product – provided that the products are substitutes.

30. An Extension and Refinement of Offer Framing Effects

Jongwon Park, Korea University, Korea*

Jungkeun Kim, Auckland University of Technology, New Zealand

This paper provides a refinement to the theoretical process underlying the offer framing effect and suggests the boundary condition for the effect, in that introducing non-essential variations (e.g., different [vs. the same] decision task or payment methods) across simultaneously repeated rounds of choice decreases the level of variety seeking.

31. Seeing Death-Related Media Information Decreases Price Sensitivity

Zhongqiang (Tak) Huang, University of Hong Kong*

Xun (Irene) Huang, Nanyang Technological University, Singapore

Yuwei Jiang, Hong Kong Polytechnic University

This research examines how incidental exposure to death-related information in media affects consumers' price sensitivity. We demonstrate that seeing death-related information in media leads consumers to focus on intrinsic rather than extrinsic values, resulting in lower sensitivity to prices of products and services which are generally associated with extrinsic values.

32. What's Lux got to do with it: Price Image & Discounting Luxury

Karen Wallach, Emory University, USA*

Ryan Hamilton, Emory University, USA

Morgan Ward, Emory University, USA

This research presents evidence that discounting luxury goods and services can create a lower price image for a retailer than discounting non-luxury offerings by the same amount. We attributed these findings to consumers' perceptions of the retailer's brand personality as being less competent and thus inept at setting appropriate price levels. Five experiments support these conclusions.

33. Grotesque Imagery Enhancing Persuasiveness of Luxury Brand Advertising

Donhwy An, Department of Arts and Cultural Management, Hongik University, Republic of Korea*

Chulsung Lee, Department of Policy Research at Small Enterprise and Market Service, Republic of Korea

Janghyun Kim, Department of Business Administration, Korea Christian University, Republic of Korea

Nara Youn, Department of Marketing, Hongik University, Republic of Korea

The current research examines consumers' perceived fit between grotesque imagery and luxury branding. We showed that the fit between grotesque imagery and luxury brand advertising facilitates transportation, which in turn enriches brand experience and increases purchase intention of the featured product.

34. In the World of Plastics: How Thinking Style Influences Preference for Cosmetic Surgery

Sarah Mittal, Texas State University, USA*

David H. Silvera, University of Texas at San Antonio, USA

From the top of your forehead down to your feet, the world of plastic surgery offers a variety of “enhancement” procedures. But, what

type of consumer is most likely to undergo such cosmetic procedures? The current research examines whether individual differences in holistic and analytic thinking affect preferences for cosmetic procedures such as breast augmentation and penis enlargement. Across 3 studies, we find that analytical thinking increases openness to cosmetic procedures and examine a “focusing effect” as the underlying mechanism driving dissatisfaction with certain body parts—therefore increasing the likelihood of undergoing procedures to alter that particular body part.

35. The Effects of Bariatric Surgery on Delay Discounting Modeling in Obesity

Ratnalekha Viswanadham, INSEAD, France*

Yann Cornil, University of British Columbia, Canada

Liane Schmidt, Sorbonne-Universités INSEAD Behavioral Lab, France

Christine Poitou, Institute Cardiometabolism & Nutrition, Université Pierre et Marie Curie Paris VI, France

Pierre Chandon, INSEAD, France

Michele Chabert, Institute Cardiometabolism & Nutrition, Université Pierre et Marie Curie Paris VI, France

We investigated in two studies whether bariatric surgery impacts patients’ self-control abilities that may contribute to the success of this weight loss intervention beyond modifying the digestive tract. Lean controls and bariatric surgery obese candidates perform an indifference point task and a delay-discounting task (under functional MRI) with incentive-compatible food and monetary rewards. Results show that pre-bariatric obese patients exhibit more discounting behavior for food than lean controls but no difference in monetary rewards, and the discounting behavior differences diminish six months after surgery. Results by the conference will include mediating effects of biological markers and fMRI results.

36. From mindless eating to mindful decision-making

Katrien Cooremans, Ghent University, Belgium*

Maggie Geuens, Ghent University, Belgium

Mario Pandelaere, Virginia Tech, USA

Consumers have the tendency to categorize food-related information according to a good/bad dichotomy of healthy vs. unhealthy. This good versus bad message that we have internalized may be contributing to the worldwide obesity prevalence. It also results in a tendency to believe that unhealthy food is tastier. In the present study we investigate the link between mindfulness and the unhealthy = tasty intuition. Our results indicate that a higher dispositional mindfulness decreases dichotomous thinking and in turn leads to a lower belief that unhealthy food is tastier. Further, we explore the possibility of increasing state mindfulness through a short exercise.

37. Rejecting a Moralizing Product: the Moderating Effect of Moral Identity

Rishad Habib, University of British Columbia, Canada*

Yann Cornil, University of British Columbia, Canada

Karl Aquino, University of British Columbia, Canada

Marketing often aims to appeal to consumers’ ideals, for instance when proposing a carbon donation in the price of flight tickets, or when labeling a food product as suitable for vegetarians. However, such marketing appeals may pressure consumers to categorize themselves depending on whether or not they subscribe to the ideal, and can lead to product rejection. We demonstrate across three studies that this rejection has moral underpinnings: people with a higher (versus a lower) “moral identity” are more likely to reject a product, when they do not self-associate with the category induced by the marketing appeal.

38. Open Innovation: Is It also a Good Strategy in the Eyes of Consumers?

Xuefeng Liu, Loyola University Maryland*

Eric Fang, University of Illinois at Urbana-Champaign, USA

We find that consumers use lay theories such as "two heads are better than one" to infer reliability and technological newness of a product developed via open innovation, and accordingly evaluate it more favorably than if it is developed via closed innovation.

39. Anthropomorphism Can Save the Food: The Effect of Anthropomorphism on Consumer Evaluation of Old Produce

Hyewon Oh, University of Illinois at Urbana-Champaign, USA*

Minkyung Koo, University of Illinois at Urbana-Champaign, USA

Food waste, especially fruits and vegetables, has been a serious problem to grocery stores as well as our society. One of the best ways to reduce food waste would be to make imperfectly looking produce more appealing to consumers. What can grocery stores do? The present research examined this question and found that anthropomorphizing old but still perfectly safe and tasty produce enhances consumer evaluation by increasing (decreasing) positive (negative) emotions reflected by it. We also found the lay theory of aging as an important boundary condition for this beneficial impact of anthropomorphism.

40. Linguistic antecedents of anthropomorphism: Cultural differences in attributing humanlike states to non-human agents

N. Alican Mecit, HEC Paris, France*

Tina M. Lowrey, HEC Paris, France

L. J. Shrum, HEC Paris, France

Our research proposes that there are stable cultural differences in the tendency to anthropomorphize and that these differences arise mainly from crosslinguistic differences in grammar. We first show that native speakers of languages that do not grammatically separate humans from non-humans, such as French and Turkish, have a higher tendency to anthropomorphize compared to native speakers of languages that draw a line between humans and non-humans, such as English. Holding cultural elements constant and using a learning task, we also show that when native English speakers start using pronouns like a native French speaker does, the former group's tendency to anthropomorphize increases.

41. Perceptions of People with Disabilities in the Consumption Environment

Helen van der Sluis, Arizona State University, USA*

Adriana Samper, Arizona State University, USA

Kirk Kristofferson, Arizona State University, USA

Despite increasing advocacy for people with disabilities, little marketing research has examined how perceptions of them might impact the consumption environment. In terms of broad perceptions, we find that people view disabled individuals higher in moral character until they engage in moral violations and are then viewed the same as others. Applying these effects to a persuasion context, even when a salesperson gives them a clothing item irrelevant to their purpose for shopping, participants report higher purchase satisfaction when the salesperson is disabled compared with not disabled.

42. Beliefs About Change and Health Decision Making

Summer Hyoyeon Kim, University of Kansas, USA*

This study examined the role of beliefs about change in perceptions of disease susceptibility and intentions to get vaccinated. Among individuals with a recent flu history, priming cyclical beliefs, or the belief that things are in a constant flux, led to greater likelihood

predictions for exposure and contraction of the flu. However, individuals with linear beliefs, who were primed to believe things will continue in the same direction as the status quo, indicated a greater intent to receive a flu vaccine. Cyclical beliefs seem to activate cautionary behaviors or pessimistic biases and linear beliefs seem to prompt action taking.

43. Are Connoisseurs Less Likely to Buy? When Quality and Taste Differentiation Matters

Farnoush Reshadi, West Virginia University, USA*

Stephen He, West Virginia University, USA

This research investigates one aspect of consumer expertise, perceived knowledge, and how it affects purchase decisions based on product reviews. We argue and demonstrate that the influence of knowledge on purchase intentions is determined by two underlying processes: perceived match of taste and perceived quality. Results indicate that connoisseurs tend to favor a product more than novices because of a match of taste. This effect is strongest for products differentiated by taste, and is attenuated for products differentiated by quality because connoisseurs also tend to be more critical of perceived quality.

44. Consumer Understanding, Extremity, and Opposition to Genetically Modified Foods

Philip Fernbach, Leeds School of Business, University of Colorado, Boulder, USA

Nick Light, Leeds School of Business, University of Colorado, Boulder, USA*

Lauren Min, Leeds School of Business, University of Colorado, Boulder, USA

A common approach in attempting to sway consumers who have positions opposing those supported by facts is to educate them. This strategy usually fails, particularly in the context of contentious scientific issues. In this paper we show why a one-size-fits-all approach to mitigating opposition to fact-based scientific positions is problematic by exploring the complex psychological constructs underpinning opposition to genetically modified organisms (GMOs). We also show that, among consumers who hold the most extreme anti-GMO views, there is a significant discrepancy between objective and perceived understanding of scientific facts related to genetic modification.

45. The Effect of Socioeconomic Status on Prosocial Behavior

John Bullock *PhD Student, Indiana University, USA*

Adam Duhachek, Indiana University, USA

Vishal Singh, New York University, USA

The present research challenges recent psychological research that posits that higher socioeconomic status (SES; measured by education and income) has a negative effect on prosocial behavior (donation and volunteer behavior), and that this effect is amplified by economic inequality. Using a variety of large-scale global datasets, we consistently show that there is no support for the negative relationship, and instead find strong support for a positive relationship between SES and prosocial behavior, with no moderating effect of economic inequality. This relationship holds even while controlling for within-state and within-country effects, age, gender, and religiosity.

46. Art Appreciation Opens Affirmed Minds To Cultural Diversity

Donghwy An, Department of Arts and Cultural Management, Hongik University, South Korea

Boram Lee, Department of Arts and Cultural Management, Hongik University, South Korea*

Nara Youn, Department of Marketing, Hongik University, South Korea

Appreciating artworks enhanced endorsement of cultural diversity for individuals with high self-affirmation (Study 1) and for those

with authentic pride, but not for those with hubristic pride (Study 2). The effect of art appreciation was significant for narcissistic individuals only when their openness to cultural diversity was publicized (Study 2).

47. The Interactive Effect of Workspace, Risk, and Moral Identity Internalization on Ethical Investment Decision Making

Gady Jacoby, University of Manitoba, Canada

Huijing Li, University of Manitoba, Canada

Fang Wan, University of Manitoba, Canada

Jun (Wendy) Yan, University of Manitoba, Canada*

This experimental study examines how moral identity internalization (MII) affects individuals when they make financial decisions in different office layouts. Results show that when portfolio risk is low, participants who are low in MII are more likely to choose an immoral (vs. moral) portfolio when they work in a cubicle (vs. open space) work environment. In contrast, for high MII participants ethical investment decision-making is not affected by the type of workspace or portfolio risk.

48. Mixing Markets and Morals

Serena Hagerty, Harvard Business School, USA*

Mike Norton, Harvard Business School, USA

In our society it is considered immoral, or “taboo”, to monetize certain sacred goods. The present research demonstrates that while there is initial moral aversion to monetization of sacred goods, there is a ‘slippery slope’ to these moral judgments. When exposed to existing monetization of sacred goods, individuals are more morally accepting of monetization of similar goods. This effect holds even when controlling for initial moral reactions and political affiliation. We demonstrate that while we may be initially averse to monetization of new goods, exposure to such transactions can lead to subsequent moral acceptance.

49. But They’re Our Star! The Moderating Effect of Centrality to Team Success on Moral Decoupling in Response to Athletes’ Moral Transgressions

David Alexander, University of St. Thomas, USA*

Ashley Stadler Blank, University of St. Thomas, USA

We explore consumers’ reactions to athletes’ moral transgressions within a team sport context. When consumers engage in moral decoupling in response to a transgression by a team’s player, we find that consumers’ expectations about the team’s success and the player’s centrality to that success moderate the mediating effect of moral decoupling on player attitudes so that as expectations for team success increase and players are seen as more central, consumers are less forgiving of on-field transgressions relative to off-field transgressions.

50. Are the Eyes the Mirror to the Soul?: The Influence of Eye Gaze Direction on Narrative Transportation and Self-brand Connection

Ngoc (Rita) To, University of Houston, USA*

Vanessa Patrick, University of Houston, USA*

We aim to demonstrate the influence of ad model’s gaze direction (direct versus averted) on consumer self-brand connection. With two studies, we demonstrate that averted (versus direct) gaze enhances narrative transportation, which drives self-brand connection. We also examine the moderating role of rational (vs. emotional) appeals on this relationship.

51. When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands

Kristen Lane, University of Arizona, USA*

Jennifer Savary, University of Arizona, USA

Jesper H. Nielsen, University of Arizona, USA

Prior research shows that people often avoid negative information especially when it threatens their mood or self-beliefs. In three studies, we demonstrate the opposite: when negative information is about a self-relevant brand (i.e. brands with high self-brand connections) consumers tend to seek, instead of avoid, negative information about the brand. This occurs because addressing the potential identity threat, created by negative information about a self-relevant brand, overrides other considerations. When consumers seek negative information about self-connected brands, they are more likely to then defend against the information by counterarguing.

52. Do Incongruent CSR Activities Always Alter Brand Perceptions? The Effects of Dialectical Thinking

Alokparna (Sonia) Monga, Rutgers University, USA*

Zeynep Gürhan-Canli, Koc University, Turkey

Vanitha Swaminathan, University of Pittsburgh, USA

Gunben Ceren Aksu, Rutgers University, USA*

We find that dialectical thinking influences responses to incongruities in a brand's corporate social responsibility (CSR). Non-dialectical thinkers respond less favorably to such incongruities than dialectical thinkers. Further, we find that when the brand's CSR statement preceding an incongruent behavior is ambiguous, dialectical thinkers have more favorable brand perceptions than non-dialectical thinkers. However, when the CSR statement is unambiguous, dialectical thinkers have less favorable brand perceptions than non-dialectical thinkers.

53. Role of Anthropomorphism on Consumers' Brand Evaluation: An Examining under Negative Publicity

Archit Vinod Tapar, Indian Institute of Management Indore, India*

Ashish Sadh, Indian Institute of Management Indore, India

Aditya Billore, Indian Institute of Management Indore, India

Abhishek Mishra, Indian Institute of Management Indore, India

Extant literature on consumer-brand relationship identifies effectiveness of anthropomorphized brands in generating positive perception of consumers' towards a brand, leading to improved brand performance. The present paper investigates the negative side by exploring the influence of negative publicity on consumers' evaluation of anthropomorphized brand. Further, the study identifies the role of consumer's thinking style (holistic vs. analytic) in moderating the effect of negative publicity towards anthropomorphized brand. The study states the contribution to the existing body of knowledge in exploring consumer-brand relationship and anthropomorphized branding.

54. Implicit Ambivalence Toward Brands—Implications for Attitude Processes and Measurement

Geoffrey Durso, The Ohio State University, USA*

Richard Petty, The Ohio State University, USA

Ambivalence—evaluating something as both positive and negative—is a pervasive and consequential aspect of consumer behavior. Past work has suggested that people who report explicit attitudes that differ from their more “implicit” or automatic evaluations (termed implicit ambivalence) cannot deliberately access or attribute this ambivalence to the attitude object. We report an experiment showing that manipulated implicit ambivalence toward a novel consumer brand influences (1) an explicit bivariate measure of

attitude, and (2) an objective measure of ambivalence. Importantly, these findings were independent of any effects on traditional explicit measures of attitude and subjective ambivalence.

55. *How to Recover a Brand after a Crisis?: The Effects of Apology Advertising Types and Relationship Norms on Consumer Responses in a Brand Crisis*

So Young Lee, The University of Texas at Austin, USA*

Taemin Kim, Fayetteville State University, USA

The study examines how consumer-brand relationship norms impact the effectiveness of corporate apology advertising messages framed by two different appeals (rational vs. emotional). A 2 (Relationship norm types: communal vs. exchange norm type) × 2 (Apology message types: rational vs. emotional) factorial design will be employed. By investigating the relationship between corporate apology ad type and relationship norms, the current study will show how consumer-brand relationships are applied to brand crisis research and provide empirical implications such as a guideline for message strategies in crisis communication.

56. *Looking in the Mirror – I’m the Brand. When am I Entitled to More?*

Svetlana Davis, Bishop's University, Canada*

While existing research on customer entitlement provides a psychological profile of entitled individuals (i.e., how they think and feel, e.g. Boyd and Helms, 2005; Butori, 2010), it has not yet examined customer entitlement as a reaction triggered in response to customer prioritization (CP) strategies in the business-to-consumer (B2C) context. We explore this by addressing three research questions. First, we examine whether customer entitlement can arise as a result of CP strategies implementation. Next, we consider different customer-brand relationships (self-relevant vs. self-neutral) as triggers for increased customer entitlement in the context of CP strategies. Finally, we look at how the fact that some customers may voice their opinions against CP strategy implementation may affect their entitlement if the company implements these strategies anyways.

57. *A Sign of Inequality: The Distinct Role of Visual (A)symmetry in Consumer Donations*

Ngoc (Rita) To, University of Houston, USA*

Vanessa Patrick, University of Houston, USA

The current research proposes to examine how the presence of symmetrical (vs. asymmetrical) visual cues influences consumer response to donation appeals. Drawing on the anthropological perspective of symmetry, we first propose that people form a strong association between visual symmetry and the state of equality, such that asymmetry is associated with a state of inequality while symmetry is associated with a state of equality. Further, we hypothesize that because of these equality associations, symmetrical (vs. asymmetrical) visual cues can enhance the effectiveness of gain-framed (vs. loss-framed) donation appeals respectively.

58. *The Effect of Textual Paralanguage on Brand Warmth*

K.B. Koo, University of Alberta, Canada*

Sarah Moore, University of Alberta, Canada

Jennifer Argo, University of Alberta, Canada

Textual paralanguage (TPL) refers to the nonverbal, emotion-laden elements of speech that are conveyed in writing (e.g., emojis and emoticons). Two experiments provide evidence that consumers perceive brands to be warmer when brands use TPL in online interactions with consumers, but only when consumer-brand communication is positive (e.g., expressing satisfaction); brands' use of TPL has no effect on perceived warmth when consumer-brand communication is negative (e.g., complaints). We propose these effects

are due to mood maintenance, which leads to deactivation of persuasion knowledge in the positive case, and activation of persuasion knowledge in the negative case.

59. Color Temperature of Environmental Lighting and Conformity

Seo Yoon Kang, Department of Arts and Cultural Management, Hongik University, Republic of Korea

Nara Youn, Department of Marketing, Hongik University, Republic of Korea*

This research investigates the effect of color temperature on preferences for conformity. Through three studies, we show that exposures to cool (vs. warm) color temperature of environmental lighting increase perceived environmental threat and feelings of powerlessness, which in turn elevated preferences for conformity.

60. The Self-regulatory Power of Environmental Lighting

Seo Yoon Kang, Department of Arts and Cultural Management, Hongik University, South Korea*

Nara Youn, Marketing Department, Hongik University, Republic of Korea

Heakyung Yoon, School of Architecture, Hongik University, Republic of Korea

The current research investigates the impacts of color temperature and its interaction with brightness on consumer's self-control. The interaction of brightness and color temperature creates fluent (vs. disfluent) lighting condition that leads to less (vs. more) cognitively depleted mental state and consequentially enhances self-control.

61. The Effect of Matte Packaging on the Perceived Naturalness of a Product

Eva Marckhgott, WU Vienna University of Economics and Business, Austria*

Bernadette Kamleitner, WU Vienna University of Economics and Business, Austria

In two experiments we show that the surface structure of packaging can be used as an external cue for the naturalness of the product. Products in matte packages are perceived to be more natural than products in glossy packages. The effect is particularly strong among products low in inherent naturalness. Package-induced perceptions of product naturalness, in turn, increase expected tastiness and purchase intentions. Our findings draw attention to the importance of packaging surface as a subtle cue for the product. They address the lack of research on structural packaging dimensions and their perceptions and are relevant for customer-centric marketing practice.

62. Role of Touch in Choice Overload Caused by Large Assortments

Nguyen Thai, The University of Sydney Business School, Australia*

Ulku Yuksel, The University of Sydney Business School, Australia*

This paper investigates the effects of haptic inputs on consumers' preference for large assortments after selecting an option from different assortment sizes. Our experiments reveal that physically touching and imagining touching (i.e., haptic imagery), compared to the control (i.e., no-touch) condition, eliminate adverse effects caused by large assortments. A moderate, but not high, level of touch frequency is required to reduce perceived difficulty and increase preference for large assortments when being exposed to large (vs. small) assortments. These findings expand our current understanding of the literature on haptic and choice overload.

63. Warm or cold? The Effect of color temperature of logo on evaluation of for-profits and nonprofits

Eunmi Jeon, Sungkyunkwan University, Rep of Korea*

Myungwoo Nam, Sungkyunkwan University, Rep of Korea*

The current research examines the fit effect between color temperature and organization type and how it influences product evaluations. Thus, we demonstrate that the color temperature influences the effectiveness of logo on nonprofits versus for-profits.

64. *Not All Change is Created Equal: How Qualitative Shifts Increase Perceptions of Change*

Christopher Bechler, Stanford University, USA*

Zakary Tormala, Stanford University, USA

Derek Rucker, Northwestern University, USA

Prior research on attitude change treats change as a quantitative construct. Attitudes are measured before and after some treatment, and the extent of change is assumed to be conveyed by the degree of difference between Time 1 and Time 2 attitudes. This approach overlooks the possibility that qualitative shifts can also influence the perceived magnitude of change. In four studies, we find that changes of valence (i.e., qualitative changes; say, from negative to positive) are viewed as substantially greater than mathematically identical changes within valence (e.g., from positive to more positive). Implications for attitude change and persuasion are discussed.

65. *Neurological Evidence for an Interrelation Between Imagery, Psychological Distance, and Construal*

Stillman Paul, The Ohio State University, USA

Hyojin Lee, San Jose State University, USA*

Xiaoyan Deng, The Ohio State University, USA

Rao Unnava, University of California Davis, USA

Kentaro Fujita, The Ohio State University, USA

Drawing from construal level theory, we propose that consumer's visualization of distant (vs. near) future events is increasingly monochrome (vs. colorful). Using fMRI, we find that imagining distant (vs. near) future events activates similar neural regions as those involved in forming black-and-white (vs. color) mental imagery. We further provide more direct evidence for construal level as the underlying mechanism of this effect, showing common regions of activation for imagining distant future events, engaging in high-level construal, and forming black-and-white mental imagery.

66. *Product Search on Crowded Shelves: Location Based Effects*

Ana Scekic, HEC Paris, France*

A. Selin Atalay, Frankfurt School of Finance and Management, Germany*

Cathy Liu Yang, HEC Paris, France

Peter Ebbes, HEC Paris, France

The current work investigates how the vertical location of a product on a shelf affects product search. We focus on the impact of crowding on the shelf as a predictor of search outcomes. Crowding reduces individuals' ability to distinguish the objects in a scene, from one another. We provide initial evidence that, when the task is to find a target product on a crowded retail shelf, the middle shelf is a position of disadvantage, when compared to both top and bottom shelves.

67. *It Feels Softer Than It Looked Online: Contrast-Priming Effects of Touch-Screen Users in Multi-Channel Shopping*

Sorim Chung, Rochester Institute of Technology, USA*

Cecile K. Cho, Korea University, South Korea

Amitav Chakravarti, London School of Economics & Political Science, UK

In multi-channel retailing, very little research has examined the impacts of webrooming (researching product options online) on

subsequent offline retail experiences. In this study, we examined (1) whether multi-channel shoppers (webroomers) evaluate physical products differently from single-channel shoppers, (2) whether and how computer device types moderate the effect of webrooming on product evaluations.

68. *The Color-Hierarchy Congruency Effect, and Its Influence on Consumer Choice*

Myungjin Chung, PhD student, Marketing Department, University of Texas at Arlington*

Ritesh Saini, Associate Professor, Marketing Department, University of Texas at Arlington

Five studies demonstrate that color lightness is schematically associated with inter-item hierarchy. Specifically, consumers associate higher (lower) hierarchy items with darker (lighter) colors. This leads to greater preference for product bundles that exhibit this color-hierarchy congruency. This is not an automatic perceptual response. In contrast, consumer's need-for-structure drives this effect. As a result, consumers (i) prefer congruent product bundles where primary products are darker, and secondary products are lighter, and (ii) associate higher (lower) hierarchy items with darker (lighter) color. These effects are even more pronounced in consumers with high need-for-structure.

69. *The Effects of Self-Construal on Evaluations of Brand Logo Colors*

Eunmi Jeon, Sungkyunkwan University, South Korea*

Myungwoo Nam, Sungkyunkwan University, South Korea*

The present research investigates the effectiveness of different types of color combinations on brand evaluations. Broadly, there are two different types of color combinations: analogous colors and complementary colors. Moreover, we propose that consumers' self-view influences the effectiveness of analogous versus complementary color combinations.

70. *How the Uniqueness of Goods Influences Consumers' Willingness to Accept Price Increase for Experiences versus Objects*

Wilson Bastos, CATÓLICA-LISBON School of Business & Economics, Portugal*

This research shows that consumers react more favorably to a price increase when it is associated with an experiential good than a material one. Further, it examines five potential mediators: closeness to the self, conversational value, impression management, social relatedness, and uniqueness. Results reveal uniqueness as the primary mechanism. To gain a more nuanced understanding of the mechanism via uniqueness, this work examines four facets of the construct: unique opportunity, unique good, unique identity, and counterconformity. Findings support unique opportunity as the most relevant facet of uniqueness for the model.

71. *Embossed vs. Debossed Designs: How Gender Influences Perceptions of Visual Distinctiveness and Consumer Evaluation*

Zhe Zhang, University of Houston, USA*

Ngoc (Rita) To, University of Houston, USA

Vanessa Patrick, University of Houston, USA

In the current research we examine how embossed (raised) vs. debossed (engraved) designs influence the perceived visual distinctiveness and purchase intentions of the target object. We propose a distinct gender difference in perception of visual distinctiveness. Specifically, males perceive debossed design as more visually distinctive while females perceived embossed design as more visually distinctive. Further, these gender differences influence purchase intentions.

72. *Old William on the Left and Little Billy on the Right? The Recipient Effect on Consumers' Preference for Products Displayed in Different Horizontal Locations*

Sheng Bi, Washington State University, USA*

Nik Nikolov, Washington State University, USA

This research proposes how buying for different recipients influences consumers' preference for products displayed in different horizontal locations (i.e. left vs. right). Across three studies we show that consumers prefer products positioned on the left side when buying for the elderly, but prefer products on the right side when buying for children. In addition, we find that this effect is mitigated by making consumers conceptualize time vertically (vs. horizontally), or by changing purchasing scenarios from buying for others to buying for themselves. Theoretical and managerial contributions are discussed.

73. Does Price Saving Make You Seem Competent? Well, It Depends on Where You Are from

Ryan Wang, University of Minnesota, USA*

Barbara Loken, University of Minnesota, USA

Price discounts achieved by searching and redeeming coupons can provide ego-expressive benefits for the shoppers, leading to their repeated purchases and word-of-mouth. To understand how price discounts affect brands, this research drew on signaling and social class, and showed that price-saving behaviors (e.g., actively searching for promotions) help shoppers signal their competence, which could subsequently transfer to the brands purchased and thus enhance brand attitude by other consumers. Importantly, the benefits restrict to higher-class consumers only because of the commonly-accepted association between higher-class and competence. In other words, price-saving behaviors further magnify their positive stereotypical trait (i.e., competence).

74. You Are What You Own: Visuo-Perceptual Unitization Effects in Consumer's Extended Self

Dan King, University of Texas RGV*

Sumitra Auschaitrakul, University of the Thai Chamber of Commerce

Belk's (1988) seminal "extended self" concept has long been assumed as a conceptual phenomenon. In two studies with mediational evidence, we show that when a possession is perceptually unitized with the consumer, Belk's (1988) "extended self" is in fact, a visuo-perceptual phenomenon, not merely a metaphor or conceptual phenomenon. Controlling for both brand effects and perceptions of the price of the automobile, we show that an automobile's physical attributes (i.e., physical design language) are misperceived as the consumer's physical attributes, giving a real, visually-based physical dimension to the previously assumed figure of speech "you are what you drive."

75. When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases

Zichuan Mo, Peking University, China*

Jingjing Ma, Peking University, China

Prior research has shown that self-threats can evoke consumption that signals accomplishments in the domain of the threat. However, we show that this within-domain compensation is likely to backfire, leading to decreased satisfaction, especially when consumers compensate with experiential rather than material purchases. Because experiential purchases are more likely to induce rumination about one's self-identity when compared with material purchases. Engaging in within-domain experiential compensation can trigger rumination about the threatened self-identity, which in turn undermines consumption satisfaction.

76. Buying You Used: How Previous Use Imparts Value in Resold Products

Kara Bentley, Chapman University

Kirsten Cowan, NEOMA Business School, France*

Katina Kulow, University of Louisville, USA

The popularity of buying pre-used products contrasts with research in contagion, suggesting these contaminated products, embodying properties of their users, decrease product desirability. However, little is known about how prior use (rented vs. owned) influences essence transfer or product desirability; this research contributes in this fashion. The findings demonstrate that individuals more sensitive to residue transfer experience reduced satisfaction in pre-used (vs. –owned) products (study 1). Given that product desirability is influenced by user information, we show that for a professional (vs. amateur), the previous user information can attenuate the influence of pre-rented products (study 2).

77. Inviting Customers to Responsible Consumption Choices: Perceived Consumer Effectiveness and Cause Relevance are more malleable than we think!

Patrali Chakrabarty, Indian Institute of Management Udaipur, India*

In this paper, we introduce a communication tool “invite”, which signals a transparent process for brands that claim being environmentally or socially responsible. We demonstrate the efficacy of such tools in improving purchase intentions by affecting consumers in two ways – (i) they improve a consumer’s perceived belief in their own ability to contribute to the cause by making a responsible choice and (ii) they increase the importance of the related cause to consumers, thus in turn improving their interest in the brand. We also showcase some interrelations among critical variables that govern adoption behavior of environmentally and socially responsible brands.

78. “I don’t Like If They Criticize Me But I Don’t Like If They Praise Someone Else Either”: The Effect of Self-Esteem and Other’s Comments on Regret

Annaysa Muniz, Centro Universitario FEI, Brazil*

Sandra Marques, Universidade de Sao Paulo, Brazil

José Mauro Hernandez, Centro Universitario FEI/Universidade de São Paulo, Brazil*

This study examined the effect of self-esteem and other’s comments on regret. Across two studies, the results revealed that in low-risk situations, low self-esteem individuals (LSEs) reported more regret when they were criticized than when they were not praised but no difference was observed for high self-esteem individuals (HSEs). On the other hand, in high-risk situations, HSEs reported more regret when they were not praised than when they were criticized but no difference was observed for LSEs. Furthermore, self-reinforcement thoughts were more effective to reduce regret in HSEs than in LSEs.

79. Social Norms, Self-enhancement, and Genes; The Role of Dopaminergic, Serotonergic, and Oxytocinergic Genes in Self-Construal

Steven D. Shaw, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, USA*

Meng Du, Department of Psychology, University of Michigan, Ann Arbor, USA

Ming Hsu, Haas School of Business, University of California, Berkeley, USA

Shinobu Kitayama, Department of Psychology, University of Michigan, Ann Arbor, USA

Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, Ann Arbor, USA

Variation along independent and interdependent self-construal is well documented both within- and across-cultures (Markus & Kitayama, 1991). Previous research within Chinese agricultural regions suggests that Northern, wheat-growing regions, are more independent than Southern, rice-growing regions, which are relatively interdependent (Talhelm et al., 2014). We investigate genetic influences of self-construal using variation across Chinese agricultural regions. We combine standard measures of independence and

interdependence with genetic pathway approaches, to investigate associations between self-construal and single nucleotide polymorphisms involved in dopaminergic, serotonergic, and oxytocinergic neural pathways. Within pathway permutation testing (to correct for multiple testing) and post-hoc power analyses were also conducted.

80. Facial Cues in Anthropomorphizing Products

Ganga Urumutta Hewage, University of Central Florida, USA*

Yue Liu, University of Central Florida, USA

Ze Wang, University of Central Florida, USA

This research examines the effect of level of asymmetry in facial features of an emoji on consumer evaluations. In three studies, we found evidence that participants evaluated the emoji with asymmetric facial features more favorably than the symmetric emoji. This effect was driven through anthropomorphism and vicariously experienced emotions. Our findings add to the facial processing and anthropomorphism literature in marketing. For practitioners, findings help to adapt more effective advertising and product design strategies.

81. To Sell or to Donate: Why Special Possessions Are Donated and Not Sold?

Saurabh Rawal, University of Alberta, Canada*

Robert Fisher, University of Alberta, Canada

Jennifer Argo, University of Alberta, Canada

Why do consumers donate rather than sell their special possessions? Although it seems logical that consumers should tend to seek financial compensation when they dispose of possessions that they consider special, we find that as selling a special possession is a threat to the owner's self-concept, special possessions are less likely to be sold (or more likely to be donated) than non-special possessions.

82. Religiosity and New Product Adoption

Derek Theriault, Concordia University, Canada*

Gad Saad, Concordia University, Canada

Are religious people more innovative? We examine extrinsic and intrinsic religious motivations and show that extrinsically motivated religious individuals are more dispositionally (study 1) and behaviorally (study 2) innovative toward new products. This relationship is mediated by both cognitive and motivational factors. Higher (lower) religiosity is associated, independently, with more intuitive (analytic) thinking and more (less) self-enhancement motivation, leading to higher dispositional and behavioral new product innovation and ownership.

83. The Impact of Social Exclusion on Consumers' Attitudes toward Probabilistic Selling

Linying Fan, Hong Kong Polytechnic University, Hong Kong*

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

Although probabilistic selling has been widely used as a tool for retailing and sales promotion, when and how it should be used has seldom been investigated. Contributing to our knowledge on this important topic, the current research examines how and why consumers' social relationships influence their attitudes toward probabilistic selling. Four experiments demonstrate that socially-excluded consumers exhibit less favorable attitudes toward probabilistic selling than their peers who do not feel excluded. This effect is mediated by a thwarted sense of personal control, and moderated by control restoration and information vividness.

84. *The Effortful-Aloofer Effect: Why Personal Effort Decreases Word-of-Mouth?*

Jiexian (Chloe) Huang, Hong Kong Polytechnic University*

Yuwei Jiang, Hong Kong Polytechnic University

Three experiments revealed that consumers were less likely to share a positive achievement to others through word-of-mouth (WOM) if they spent personal effort in pursuing it, than if no effort was involved in the pursuit. This effect is proposed to be driven by consumers' lay belief that personal effort in goal pursuit leads to an interpersonal perception of aloofness, which may lead to a negative social impression. We further found that the effect was dismissed when consumers' interpersonal warmth was assured by other contextual cues.

85. *When Not Having Enough Prompts Consumers to Show Off: Reminders of Resource Scarcity Prompt Narcissism*

Laura Goodyear, Concordia University, Canada*

Ali Tezer, HEC Montreal, Canada

Caroline Roux, Concordia University, Canada

Kelly Goldsmith, Vanderbilt University, USA

We propose that reminders of resource scarcity prompt consumers to become more narcissistic, which in turn shifts their product preferences towards products that confer greater status signaling. Across three experiments, we show that reminders of resource scarcity increase narcissistic tendencies, and that narcissism mediates the effect of resource scarcity on selfishness. We further show that reminders of resource scarcity prompt consumers to prefer products with more prominent brand logos (or greater brand prominence) as a result.

86. *“Work With/For You!” How Framing Health-Related Products as Partners Versus Servants Impacts The Consumption of Indulgences*

Caroline Roux, Concordia University, Canada

Kamila Sobol, Concordia University, Canada

Laura Goodyear, Concordia University, Canada*

Kelly Goldsmith, Vanderbilt University, USA

Consumers often assign specific roles to brands, which can then influence their behavior. Among these, two specific roles may be assigned to brands: the role of a partner (co-producer of the benefit) or the role of a servant (outsourced provider of the benefit). We investigate whether and how engaging with health-related products framed as either a partner or a servant impacts goal-conflicting behavior. Across three experiments, we show that framing a health-related product as a servant (vs. partner) increases enjoyment of indulgences, in hypothetical and actual consumption scenarios, and increases purchase intentions of indulgences.

87. *How Purging Influences Self-Control: The Role of the “Simplification” Mindset*

Lei Jia, The Ohio State University, USA*

Xiaoyan Deng, The Ohio State University, USA

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

We propose that purging can activate a simplification mindset that features a mental process of simplifying, prioritizing, and abstracting. Such a mindset can carry-over to a subsequent, unrelated context with decision outcomes that involve self-control.

88. Bloggers' paradise: Accepting incentives in return for product reviews without ramifications.

Bryan Usrey, University of East Anglia, United Kingdom*

Maximilian Gerrath, Leeds University Business School, United Kingdom

Despite the commonality of incentivized product reviews, research widely neglected its impact on product review blogs. Specifically, there exists a dearth of research that has explored the role of motivation for accepting incentivizes. In three experiments, we show that blog loyalty reduces as the valence of the review becomes more positive, but that this is mitigated when a blogger presents intrinsic incentivization acceptance motivations in the disclosure statement. Furthermore, we show blog loyalty is maintained if consumers are attached to the blog, regardless of review valence or incentivization acceptance motivations.

89. When People Stop Being Nice and Start Getting "Real": Identity Labels for Stigmatized Groups

Esther Uduehi, University of Pennsylvania, USA*

Americus Reed, University of Pennsylvania, USA

People often make subtle language choices to describe stigmatized groups by either placing the person first in the description (e.g., person with obesity) or describing the condition first (e.g., obese person). We find that placing a person first in the description is the more acceptable way to address stigmatized groups, but how people actually address stigmatized groups varies based on the specific disorder or condition. When people believe a stigmatized trait is controllable, they prefer to use condition-first language, and not person-first language.

90. Alone together: Does Crowding Magnify Loneliness?

Qingqing Guo, Shanghai Jiao Tong University*

Liangyan Wang, Shanghai Jiao Tong University

Six studies (932 participants) explore the psychology underlying the crowd magnifier effect—crowding increase loneliness. Study 1 reveals that individuals' manipulated loneliness increased in crowding context. Studies 2A and 2B demonstrate that individuals' measured loneliness increased in a natural and a visual prime crowding context. Study 3 further investigates a moderator: the composition of the crowd (out-group vs. in-group). Study 4A shows that the mediator—fundamental human needs (belonging, control, self-esteem, meaningful existence) —which threatened by crowding thus mediate the crowding magnifies loneliness. Study 4B demonstrates that the effect is mediated by avoidance activation and fundamental human needs in serial.

91. "With or Without You": Emotional Expressiveness as a Determinant of the Appeal of a Potential Consumption Partner

Wilson Bastos, CATÓLICA-LISBON School of Business & Economics, Portugal*

Choosing a companion is an important decision in the consumption of experiences. What drives this decision? This work investigates emotional expressiveness (EE) as one determinant. Results show that individuals expected to display an average level of EE during the experience are the preferred companion. However high-EEs and low-EEs are not equally desirable—high-EEs are preferred over low-EEs. Two distinct sequential-mediation paths explain these differences. Compared to average-EEs, high-EEs are less preferred because they exert pressure on the partner to 'tune up' his/her emotions, which is distracting. Low-EEs are less desirable because they fail to provide feedback, which hinders social connection.

92. Dual Influences of Descriptive Social Norms on Creative People's Unethical Behavior.

Myo-Joong Kim, Korea University, Korea*

Jong-Won Park, Korea University, Korea

Creative people are shown to be more likely than non-creative people to commit unethical behaviors. We investigate how the availability of a descriptive norm (e.g., “many people do the same bad thing”) and creativity can interact to influence individuals’ ethical decisions. Three experiments demonstrate that descriptive norm information reduces creative individuals’ unethical act, but the effect disappears for unethical acts involving no financial benefit. Further, the descriptive norm can backfire (i.e., can increase unethical behaviors) if the benefit involved is substantial and the act is difficult to justify. These suggest the dual roles of descriptive social norms for creative individuals.

93. *To Fit or Not to Fit: Contagious Beliefs Decrease Cause-Marketing Effectiveness*

Kirsten Cowan, NEOMA Business School, France*

Katina Kulow, University of Louisville, USA

Mina Kwon, University of Louisville, USA

This research examines a novel way in which consumers’ lay associations with seemingly innocuous cause marketing (CM) partnerships can negatively impact product desirability. Our findings support that such CM logos result in decreased evaluations due to a transfer of negative essence to the product, especially for high contagion sensitive consumers.

94. *Who’s Watching on Social Media? Asymmetry in Vigilance Towards “Fake News” When the Felt Presence of Others is In-Versus Out-Group*

Hyerin Han, University of Minnesota, USA*

Akshay Rao, University of Minnesota, USA

Our research aims to explore why the market for fake news is more lucrative on the political right than the left. We demonstrate that asymmetric relational motivation and vigilance can lead to different levels of receptiveness to fake news among Republicans and Democrats on social media. Specifically, Republicans are more likely to accept pro-republican statements as true when they feel they are evaluating them in the presence of other Republicans, and Republicans tend to be more vigilant under the felt presence of Democrats, leading to an increase in fact-checking.

95. *Gender Biases in Online Word of Mouth*

Georgiana Craciun, Duquesne University, USA*

Kelly Moore, Duquesne University, USA

This paper demonstrates that the reviewer’s gender has a moderating effect on the relationship between review characteristics and perceptions of reviewer credibility in eWOM. In an online experiment about purchasing a laptop, female (but not male) reviewers were perceived as more rational, trustworthy and knowledgeable when they wrote a non-emotional review rather than an emotional one in the negative valence condition, but not in the positive valence condition. Future studies may extend these findings to other product categories. Implications for consumers and e-retailers are presented.

96. *Secret Consumption in Close Relationships*

Kelley Gullo, Duke University, USA*

Danielle J. Brick, University of New Hampshire, USA

Gavan J. Fitzsimons, Duke University, USA

Are secrets always bad? Might certain secrets from close others function to benefit the relationship? This research begins to examine

the effect of keeping consumption secret from close others on the relationship. Two studies, including an experiment with dyadic couples data, demonstrate that people do, in fact, engage in secret consumption and that the effects of secret consumption on the relationship depends on both the secret keeper's feelings of guilt and motivation for the secret in the first place.

97. *The Effect of Social Comparison and Social Density on Consumer Purchase Quantity*

Bingyan Hu, University of Iowa, USA*

Jing Wang, University of Iowa, USA

We examine how social comparison and social density jointly influence consumer purchase quantity, and how the effect is mediated by consumers' perceived control. We find that when consumers make downward comparisons, high (vs. low) social density leads to reduced perceived control, which in turn increases consumers' purchase quantity. The effect disappears when consumers make upward comparisons. We have conducted 2 studies to test our predictions. Study 1 demonstrates the joint effect of social density and social comparison on purchase quantity. Study 2 replicates findings of study 1 and shows the mediating role of perceived control.

98. *Purchase Propensity of Immoral Consumer: A Coping Perspective*

Bingyan Hu, University of Iowa, USA*

Jing Wang, University of Iowa, USA

Jinfeng Jiao, Binghamton University, USA

We examine how money related moral transgressions affect consumer purchase propensity and how the effect is moderated by consumer private self-consciousness. Across two completed studies and one working study, we show that high private self-consciousness leads to higher consumer purchase propensity and that the effect only exists when consumers engage in immoral behaviors. We propose that people adopt a distraction coping strategy to mitigate themselves from the negative outcomes of immoral behaviors.

99. *Impression Management Considerations in Descriptions of Negative and Positive Consumption Experiences*

Uri Barnea, University of Pennsylvania, USA*

Jonah Berger, University of Pennsylvania, USA

Alixandra Barasch, New York University, USA

We explore how impression management motivations affect people's descriptions of good and bad products that they have consumed. We find that caring about making a good impression leads to less negative descriptions of bad consumption experiences, but does not equally affect descriptions of good consumption experiences. Furthermore, our findings suggest that sharers are conscious of their behavior, and that the effect is robust to differences in both how responsible the consumer is for choosing the product, and the likelihood that the audience will consume the product in the future.

100. *The Vicarious Shopping Momentum Effect*

Kaiyang Wu, University of Wisconsin - Madison, USA*

Evan Polman, University of Wisconsin - Madison, USA

We investigated a "vicarious shopping momentum effect," which describes that when two consumers are shopping together, and one has bought something, then the other will be more likely to buy something. Through a field study, we found suggestive evidence in support of vicarious shopping momentum. Furthermore, in two experiments, using a variety of products, we found more evidence that participants demonstrated higher purchase intentions after a friend has purchased something, compared to three other conditions:

participants who shopped by themselves; participants who shopped with a friend who did not buy anything; and likewise a friend who received a gift.

Friday, 16 February 2018

Registration

7:00 am - 6:00 pm

Regency Foyer

Breakfast

8:00 - 8:45

Regency Foyer

Session 1

8:45 am - 10:00 am

1.1 Darwin Goes to the Mall: How Evolutionary Needs Influence Consumer Behavior

Room: Oak Room

Chair: Yajin Wang, University of Maryland, USA

1. *The influence of Disease Concern on Food Preferences*

Yexin Jessica Li, University of Kansas, USA*

Joshua M. Ackerman, University of Michigan, USA

Vladas Griskevicius, University of Minnesota, USA

Steven L. Neuberg, Arizona State University, USA

Douglas T. Kenrick, Arizona State University, USA

Although foods sometimes carry infectious agents, people still need to eat to survive in times of disease. Drawing on functional perspectives of disease threat, four experiments found that disease concerns lead people to use food safety cues when making decisions about what to eat. People adaptively avoid foods that pose greater pathogen risk, such as unfamiliar food, but approach foods that pose low pathogen risk, such as familiar fare. This effect is attenuated when the food poses minimal risk, e.g. when cues to disease prophylaxis are present.

2. *Disease Salience and Preference for Atypicality in Product Choice*

Yunhui Huang, Hong Kong University of Science and Technology, Hong Kong*

Jaideep Sengupta, Hong Kong University of Science and Technology, Hong Kong

Drawing on evolutionary views of the behavioral immune system, this research hypothesizes that cues relating to infectious diseases heighten consumer preference for unconventional (vs. conventional) products. Such products are associated with few consumers and thus signal a symbolic departure from other individuals, who could serve as infection transmitters. A series of studies tested this hypothesis and identified boundary conditions. Specifically, the disease-induced preference for unconventionality did not manifest

when participants visualized the act of hand-cleaning, when the decision context involved low infection risk, or when the unconventional products were associated with many rather than few people.

3. I Am Out of Your League: Women's Luxury Products as Signals to Men

Yajin Wang, University of Maryland, USA*

Vladas Griskevicius, University of Minnesota, USA

Qihui Chen, Peking University, China

Previous literature has suggested that mate motives could influence conspicuous consumption (Griskevicius et al. 2007; Wang and Griskevicius 2014); the present research extends this work by showing that a mate acquisition motive, especially a mate selection goal leads women to use conspicuous consumption as a signal to other men about their high mate selection standards. Additional studies revealed that men perceive a woman with luxury possessions as having higher mate standards, and their intention to ask her out depends on their financial capability. Men with lower incomes are deterred, whereas men with higher incomes remain interested

4. Fertility, Materialism, and Women's Desire for Luxury Products

Aekyoung Kim, Rutgers University, USA*

Kristina Durante, Rutgers University, USA

Vladas Griskevicius, University of Minnesota, USA

Lambrianos Nikiforidis, University of Texas at San Antonio, USA

Drawing on the ovulatory competition hypothesis, we examined whether women's materialism and luxury preferences are linked to the hormones that regulate fertility. Fertility had positive effects on women's success materialism and preference for luxury products. Additional studies showed a specific boundary condition for this effect, as well as process evidence.

1.2 The Time of Our Lives: Examining Utility from Experiential Consumption Over Time

Room: Parisian Room

Co-chairs: Alixandra Barasch, New York University, USA

Gabriela Tonietto, Rutgers Business School, USA

1. The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience

Joseph Goodman, The Ohio State University, USA*

Selin A. Malkoc, The Ohio State University, USA

Mosi Rosenboim, Ben-Gurion University of the Negev, Israel

Most of the literature examining consumer impatience has predominantly considered monetary outcomes (i.e., delaying dollars), assuming that how the money will be spent is irrelevant impatience. This research studies systematic differences in impatience towards material and experiential purchases and propose a key distinction between the two—the duration under which a purchase is consumed. The authors propose that consumers are more impatient towards experiential purchases compared to material purchases of equivalent value and that this difference is driven by the greater number of consumption episodes associated with experiential purchases.

2. The Influence of Creating Event Markers on Experienced Time and Enjoyment

Gabriela Tonietto, Rutgers Business School, USA

Alixandra Barasch, New York University, USA*

The authors examine the effects of creating event markers, or generating content about an experience (e.g., texting, writing notes), as that experience unfolds. While prior research has found that event markers can elongate retrospective judgements of duration, the authors propose that generating markers within an experience can have the opposite effect on experienced duration, leading to the perception that time is passing more quickly and thus that the experience is shorter. Six studies demonstrate that creating temporal markers increases engagement with the experience, leads time to be perceived as passing more quickly, and ultimately increases enjoyment.

3. Sacrificing Enjoyment for the Sake of the Relationship

Ximena Garcia-Rada, Harvard Business School, USA*

Michael Norton, Harvard Business School, USA

Rebecca Ratner, University of Maryland, USA

Across six studies, we examine how consumers in close relationships make decisions for shared experiences. We suggest that consumers often sacrifice the objective quality of an experience in order to share that experience with a co-consumer; in other words, they prefer a shared but worse experience over a better quality one that they could enjoy alone. In our work, we show that such sacrifices are associated with higher relationship quality and examine two factors that shape how consumers make these choices: the type of experience and the type of relationship with their co-consumer.

4. The Primacy of Experience: Comparing the Contributions of Anticipation, Experience, and Memory to Total Utility

Masha Ksendzova, Boston University, USA*

Carey Morewedge, Boston University, USA

Michael Norton, Harvard Business School, USA

The total utility of an event is the sum of the utility provided by its anticipation, experience, and recollection. Most models of total utility propose to weight phases equally, by duration. While the duration-weighted approach suggests that experienced utility should contribute relatively more to total utility as experience duration increases, we uncover a lay belief in the general primacy of experience. In five studies, we find that people accord experience more weight than other phases, regardless of its duration.

1.3 Thy Self & Others: Are you Reading this on the App? The Consumer Online

Room: Far East Room

Chair: Matthew Rocklage, Northwestern University, USA

1. The Intent to Persuade: Spontaneous Emotionality in Word-of-Mouth Communications

Matthew Rocklage, Northwestern University, USA*

Derek Rucker, Northwestern University, USA

Loran Nordgren, Northwestern University, USA

Research has emphasized the diverse motives consumers have for sharing word of mouth with others. Yet, little work examines how such motives transform consumers' communications and the very language they use to express their opinions. This work focuses on a prominent self-serving motive: the intent to persuade others. Using a quantitative linguistic approach and a combination of in-laboratory and real-world on-line reviews, three large-scale experiments demonstrate that the intent to persuade others leads

individuals to spontaneously intensify the emotionality of their language – even in situations where emotional appeals are likely to backfire.

2. Textual Paralanguage and Emotional Contagion: Social Proof in the Online Transmission of Emotion

Gopal Das, Indian Institute of Management Rohtak, India*

Sarah Moore, University of Alberta, Canada

Anirban Mukhopadhyay, HKUST, Hong Kong

Consumers are spending increasing amounts of time socializing and communicating online. The current research explores the effects of Textual Paralanguage (TPL) in this context. Building on research in emotional contagion, we examine how a person's emotional reactions to a social media post may be influenced by the type and distribution of TPL cues (e.g., emojis) that accompany the post. In one Facebook pilot study and four experiments, we find that emotional contagion can occur in a de-individualized, online context, and that these effects are driven by social norms and the level of emotional ambivalence that consumers experience.

3. How Sharing Health-Related WOM Affects Health Risk Perception

Frank Zheng, University of Texas at Austin, USA*

Susan Broniarczyk, University of Texas at Austin, USA

In contrast to conventional belief and classic research that sharing health-related WOM enhances accessibility and health risk perception, we posit that having people share health-related WOM with their close (versus distant) friends can ironically decrease health risk perception. Six experiments shows that the effect is more likely to occur for females but not males due to their higher empathy ability.

4. When Novices are Better than Experts: Evidence from Online User-Generated Content Platforms

Peter Nguyen, Ivey Business School, Western University, Canada*

Xin (Shane) Wang, Ivey Business School, Western University, Canada

Xi Li, City University of Hong Kong, China

June Cotte, Ivey Business School, Western University, Canada

Although expert professionals are superior to novices, it is unclear whether this superiority permeates to expert users on user-generated review platforms. Using field data and experiments, we find that novice (expert) users adopt a more polarizing (gradient) evaluation approach than their counterparts, and as a consequence, have greater impact on shifting existing user rating averages that are low-to-moderate (high). Also, we find that expert users generate more helpful reviews, but only on desktop computers. On mobile devices, novice users generate more helpful reviews. We find that this reverse effect is driven by asymmetric changes in review quality and review emotionality.

1.4 Goals and Motivation: Self-Control

Room: Continental Room

Chair: Kelly Kiyeeon Lee, Georgetown University, USA

1. Giving into temptation when thinking about money: Money, time, and self-control

Kelly Kiyeeon Lee, Georgetown University, USA*

Min Zhao, Boston College, USA

This research explores how thinking about money versus time affects self-control decisions. Drawing on research on the hot/cool system, we propose that focusing on money is more likely to activate the hot system, whereas focusing on time is more likely to evoke the cool system. As such, thinking about money lowers individuals' ability to exert self-control than thinking about time. Across four studies, we find that thinking about money rather than time leads people to prefer indulgent options over virtuous options, to evaluate temptations more positively, and to choose smaller sooner options over larger later options.

2. Consumers' Satisfaction with Restraint versus Indulgence Depends on Reliance on Reason versus Feelings in Decision Making

Michail Kokkoris, WU Vienna University of Economics and Business, Austria*

Erik Hoelzl, University of Cologne, Germany

Carlos Alós-Ferrer, University of Cologne, Germany

Are consumers more satisfied with decisions to resist or to indulge temptation? Results from four studies with various methodologies and consumer domains suggest that consumers who rely more on reason are more satisfied with restraint, whereas consumers who rely more on feelings are more satisfied with indulgence. Moreover, feelings of authenticity mediate this effect. These findings advance a more nuanced view of self-control and contribute to the understudied topic of the phenomenology of self-control as well as its potential downsides.

3. How consuming sequences of vices and virtues influence experience

Shaoguang Yang, Fudan University, China*

Qian Xu, Fudan University, China

Liyin Jin, Fudan University, China

People often consume virtues and vices in one consumption episode (e.g., a plate contains both fries and salad). In such a context, this research examines how the sequence of consuming vices and virtues shapes consumers' overall experience. Five experiments show that consumers are more satisfied with the overall experience, and value the consumption more by following a vice-virtue (vs. virtue-vice) sequence. This effect disappears when dieting goal is weak, when the vice is less vicious, and when vices and virtues are perceived as isolated. We attribute this effect to different routes associated with consuming sequence. While the virtue-vice sequence represents a process of "intended indulgence", the vice-virtue sequence represents a process of "remission of sins", which effectively reduces self-control conflicts, consequently resulting in better overall experience. The results show that the sequence effect is mediated by the perceived effectiveness of the virtue in justifying guilt.

4. To Commit to Yourself, Commit to Others: Using Precommitment to Protect Personal Goals from Relationship Goal Conflict

Sarah Memmi, Duke University, USA*

Jordan Etkin, Duke University, USA

Christine Moorman, Duke University, USA

Consumers pursue goals within a complex social environment rife with opportunities for conflict. How can consumers adhere to personal goals when faced with relationship conflict? Across four studies, we find that when consumers experience conflict between the desires to pursue a personal goal and advance a relationship goal, precommitments whose consequences affect other people (vs. only the self) increase personal goal adherence. This occurs because precommitment with consequences for others reduces selfishness for prioritizing a self-interested personal goal over a relationship goal.

1.5 Health & Social Justice: Company and Charity Cause Related Marketing

Room: State Room

Chair: In-Hye Kang, University of Maryland, USA

1. When the Face of Need Backfires: The Impact of Facial Emotional Expression on the Effectiveness of Cause-Related Advertisements

In-Hye Kang, University of Maryland, USA*

Marijke Leliveld, University of Groningen, The Netherlands

Rosellina Ferraro, University of Maryland, USA

In cause-related advertisements, organizations often display the image of a person in need with different facial expressions. It has been shown that the image of a person in need triggers an automatic emotional contagion process. We document that the image of a person in need also triggers inferential processes. We find that sad (vs. happy and neutral) expressions lead consumers to infer stronger manipulative intent of the advertisement, which lowers its effectiveness. Based on the manipulateness mechanism, we test two theoretically relevant moderators: consumers' skepticism towards cause-related advertisements and cause-centrality (i.e., the ad is cause-focused or product-focused).

2. Featuring the Benefactor or the Victim? How Charity Advertisements with Different Protagonist Foci Affect Donation Behavior

Bingqing Yin, University of Kansas, USA*

Jin Seok Pyone, University of Kansas, USA

Surendra Singh, University of Kansas, USA

We examine charity appeals with different protagonist foci and demonstrate that a charity appeal featuring a benefactor can promote more charitable donation compared with a comparable victim focused charity appeal. Moreover, integrating charity advertisements with different protagonist foci with the self categorization theory, we examine when and why benefactor focused versus victim focused charity appeals would lead to different degrees of helping for different social groups. We further examine benefactor focused charity advertisements only and demonstrates that not all benefactor focused charity advertisements engender the same levels of donation behaviors.

3. How Active Sentences in CSR Advertisement Imply Less Sincere Company's Motive

Taehoon Park, University of South Carolina, USA*

This research investigates how CSR message structure impacts on perceived company motive. I found that high fit (vs. low fit) CSR campaign will be perceived less sincere with active sentences due to benefit salience motive. This inferred motive also impacts on consumers' attitude toward the company as well as intention to participate in the campaign.

4. Consumer Perceptions of Environmental 'Win-Wins'

Tamar Makov, Yale University, USA*

George Newman, Yale University, USA

Many organizations across a wide range of industries have sought to align their financial goals with environmental ones by identifying strategies that maximize profits while minimizing environmental impacts. Although such 'win-win' strategies are generally thought to reflect positively on companies employing them, here we find that people tend to respond negatively to the notion of profiting from environmental initiatives. In fact, observers may evaluate environmental win-wins less favorably than profit-seeking strategies that

have no environmental benefits. In a series of studies, we provide evidence suggesting that the negative response to environmental win-wins results from consumers' tendency to evaluate such initiatives under a communally-oriented mindset, where profits are seen as tainting or tabooed. The present studies reveal that how win-win initiatives are communicated may be of central importance for avoiding this type of backlash.

1.6 4P's et al.: Bundles and Pricing

Room: Royal Room

Chair: Min Zhao, Boston College, USA

1. Together or Separate? A Psychological Ownership Account of Bundling Effect

Min Zhao, Boston College, USA*

Lan Xia, Bentley University, USA

In this research, we propose and demonstrate that bundled presentation can increase product evaluation and willingness to pay. The effect occurs because bundling related products together can enhance spontaneous mental imagery of using the products, which leads to greater perceived psychological ownership of the products and higher valuation of the products. The effect of bundling is attenuated when cognitive resources for mental imagery are constrained. Further, the effect is reversed when the bundled products do not provide a consistent theme or when ownership is already acquired. Evidence from four studies provides converging support to these hypothesized effects and underlying process.

2. Bundling Products Worldwide: How Self-Construal Influences Product Bundle Evaluation

Seok Hwa Hong, New York University, USA*

Andrea Bonezzi, New York University, USA

A key factor that enhances consumers' evaluation of product bundles is the complementary relationship among bundled items. We propose that not all consumers extract the same level of premium on such complementarity. Specifically, interdependent (vs. independent) consumers infer greater value from complementarity relationship, and evaluate product bundles more favorably when bundles consist of 1) complementary products and 2) products from the same brand. The phenomenon can be attributed to interdependents' tendency to engage in relational processing, which prompts them to focus on the relationship among bundled items. Together, our findings provide novel managerial insights on product bundling and segmentation strategies.

3. Double Mental Discounting: When One Single Price Promotion Feels Twice As Nice

Andong Cheng, University of Delaware, USA*

Cynthia Cryder, Washington University, USA

We find that when a single gain has direct associations with multiple purchases, consumers mentally deduct that gain from perceived prices multiple times. For example, with some price promotions (e.g., spend \$200 now and receive a \$50 gift card to spend in the future), consumers mentally deduct the value of the price promotion from the cost of the first purchase when they receive the promotion, as well as from the cost of the second purchase when they use the promotion. We refer to this mental accounting phenomenon as "double mental discounting" and explore the psychology that underlies it

4. You Get What You Pay For? The Impact of Scarcity Perception on Price-Quality Judgments

Hanyong Park, University of Texas at San Antonio, USA*

Ashok Lalwani, Indiana University, USA

David Silvera, University of Texas at San Antonio, USA

Consumers routinely encounter situations in which they perceive resources as limited. However, little is known about how this general perception of resource scarcity influences consumers' use of price in their purchase decisions. The present research shows that a general perception of resource scarcity decreases the tendency to use price to judge product quality. This occurs because a general perception of resource scarcity reduces individuals' tendency to categorize objects; this, in turn, hinders individuals from viewing products as dispersed across different price-tier groups, and thus lowers their tendency to use price as a basis for judging product quality.

Break

10:00 am - 10:15 am

Session 2

10:15 am - 11:30 am

2.1 How Artificial Intelligence Is Changing Consumer Psychology

Room: Oak Room

Chair: Chiara Longoni, Boston University, USA

1. Consumers' Trust in Algorithms

Noah Castelo, Columbia University, USA*

Marteen Bos, Disney Research, USA

Don Lehmann, Columbia University, USA

We explore when and why consumers trust algorithms more than expert humans in a variety of domains. We find that trust in – and use of – algorithms depends on the perceived objectiveness of the task, the perceived performance of the algorithm, consumers' reliance on their feelings, and interactions between these variables. As algorithms increasingly outperform humans in a wide variety of consequential tasks, our results provide important insights into when and why consumers are likely to trust and use them, and how marketers can increase trust in algorithms in order to improve outcomes for consumers and firms.

2. Consumers' Choice of a Forecasting Method

Berkeley Dietvorst, University of Chicago, USA*

Consumers and managers often fail to use the best forecasting method that is available to them. However, it is still unclear what decision process leads them to choose inferior forecasting methods. I propose that consumers and managers choose between forecasting methods by (1) using their status quo forecasting method by default and (2) deciding whether or not to use an alternative forecasting method by comparing its expected performance to a performance goal. I find empirical support for this decision process in five experiments.

3. Theory of Machine: When Do People Rely on Algorithms?

Jennifer Logg, Harvard Business School, USA*

When are people most likely to leverage the power of computational algorithms to improve their judgment accuracy? Even though algorithms often outperform human judgment, people appear resistant to allowing a numerical formula to make decisions for them (Dawes, 1979). Counter to the widespread conclusion of algorithm aversion, results from eight experiments suggest that people are willing to rely on algorithmic advice under circumstances that apply to many decisions. The results suggest important moderators to algorithm aversion and contribute to a program of research I call “theory of machine,” which examines lay beliefs about how algorithmic and human judgment differ.

4. Artificial Intelligence and Medical Decision Making

Chiara Longoni, Boston University, USA*

Andrea Bonezzi, New York University, USA

Carey Morewedge, Boston University, USA

Artificial Intelligence is revolutionizing healthcare, but little is known about consumer propensity (or reluctance) to choose A.I. as their provider of medical care. In a first set of experiments, we show that consumers are reluctant to choose a robotic provider over a human provider even when informed that the robotic provider is more accurate. In a second set of experiments, we identify a novel psychological mechanism driving reluctance to choose A.I.: a lay belief that a robotic provider will not account for a person’s uniqueness. We present process evidence via mediation and moderation.

2.2 Social and Perceptual Influences on Satiation

Room: Parisian Room

Chair: Luke Nowlan, University of Miami, USA

1. Buying Beauty for the Long Run: (Mis)predicting Liking of Product Aesthetics

Eva Buechel, University of South Carolina, USA*

Claudia Townsend, University of Miami, USA

Investigating predicted and experienced satiation to two common product design elements, the intensity of color and pattern, we identify a systematic error in consumer preference for aesthetics over time. When choosing for long-term use versus short-term use, consumers opt for simpler designs (less intense colors and patterns) because they predict faster satiation (greater irritation and greater decrease in liking) for high (vs. low) intensity design elements. This preference, however, seems to be misguided. Specifically, consumers overestimate satiation from high intensity design elements, leading to errors in predicted utility and suboptimal decision-making.

2. Seeing the World through Others’ Lens: When Co-experiencing with a First-timer Boosts Novelty

Yanping Tu, University of Florida, USA*

Yang Yang, University of Florida, USA

Ayelet Fishbach, University of Chicago, USA

We show that consumers find a familiar experience novel again when experiencing it with close (vs. distant) others who are new to the experience, because they adopt close others’ perspectives. This effect is independent of another’s mere presence and the change of experience type (solo vs. joint experience).

3. Does Consumer Stress Affect the Rate of Satiation?

Luke Nowlan, University of Miami, USA*

Ben Borenstein, University of Miami, USA

Juliano Laran, University of Miami, USA

We demonstrate that stress reduces the rate at which consumers satiate to hedonic consumption experiences. This occurs because stressed individuals, in order to cope with the loss of control associated with stress, attempt to manage various aspects of the tasks they are engaged with. We find that this coping strategy sustains enjoyment of hedonic experiences such as listening to music, eating, and looking at images. Three studies test and support this framework and rule out alternative accounts.

4. The Effect of Incidental Emotion and Food Color on Satiation from Repeated Consumption

Julio Sevilla, University of Georgia, USA*

Anthony Salerno, University of Cincinnati, USA

We demonstrate how the interplay between incidental emotions and food color influences satiation. We show that participants satiated slower when they consumed a food whose color was consistent with their currently experienced emotion. For example, while feeling angry (sad) participants satiated slower from the consumption of red (blue) chocolate balls. This fit between emotion and color led to reduced salience of the item at the moment of consumption and to less satiation from it. Finally, we provided evidence for the generalizability of the effect by showing that it held across emotions of different valence and arousal levels.

2.3 Affect: Anger, Fear, Gratitude, and Just a Tease

Room: Far East Room

Chair: Nira Munichor, Bar-Ilan University, Israel

1. On the Consumption of Anger-Eliciting Items

Nira Munichor, Bar-Ilan University, Israel*

Yael Steinhart, Tel Aviv University, Israel

Anger is a negative feeling, and people are therefore expected to refrain from consuming anger-eliciting items. Contrary to this intuition, we suggest that sometimes people deliberately consume items (e.g., news articles) that make them angry. This effect may occur when anger is intertwined with a conflict between personal attitudes and the message conveyed by an item (e.g., an article that speaks in favor of a rival political party), and arise because of potential positive effects on self-perceptions. A set of experiments shows that anger encourages people to consume conflictual items, and eventually helps people feel better about themselves.

For further information contact: Nira Munichor, nira.munichor@biu.ac.il

2. I'm Scared, Want to Listen? Incidental Fear's Influence on Self-Disclosure to Brands

Anupama Bharadwaj, University of Washington, USA*

Lea Dunn, University of Washington, USA

JoAndrea Hoegg, University of British Columbia, Canada

Self-disclosure is an increasingly popular topic within marketing, yet scant literature has considered emotional antecedents on whether one divulges sensitive information to others. We examine the impact of fear on self-disclosure, showing that people who experience a frightening event alone are more likely to self-disclose, even when the act is risky. Additionally, these individuals express greater levels of commitment to be open and honest with brands in future event settings. We believe these findings are mediated by the need to

affiliate and results in self-disclosure of personal and private information that they may not otherwise share with others.

3. The Teasing Effect: An Underappreciated Benefit of Creating and Resolving an Uncertainty

Bowen Ruan, University of Wisconsin - Madison, USA*

Christopher Hsee, University of Chicago, USA

Zoe Lu, University of Wisconsin - Madison, USA

Six studies covering diverse contexts show an underappreciated benefit of teasing in information acquisition: first creating and then resolving an uncertainty can generate a net positive experience, yet laypeople do not seek out this process. For example, trivia readers report better hedonic experiences if they are first teased with some missing information and then given the information than if they directly receive the information, but when given a choice, readers prefer to directly receive the information.

4. Is All Gratitude the Same? Differentiating Salvation, Serendipitous, and Serene Gratitude

Jamie Hyodo, University of Nebraska - Lincoln, USA*

Margaret Meloy, Pennsylvania State University, USA

Karen Winterich, Pennsylvania State University, USA

People often describe themselves as feeling grateful, but such pronouncements arise from an incredibly diverse array of situations. The present research develops a typology of gratitude consisting of three gratitude sub-types, differentiated by appraisal dimension pattern, affective gestalt, and behavioral outcomes. It further explores the manner in which these gratitude types differentially influence pro-social behavior in the donation context.

2.4 JDM: Anchoring and Reference Points

Room: Continental Room

Chair: Joshua Lewis, University of Pennsylvania, USA

1. Shopping for estimates: a theory of anchoring

Joshua Lewis, University of Pennsylvania, USA*

Celia Gaertig, University of Pennsylvania, USA

Joseph Simmons, University of Pennsylvania, USA

We present evidence for a novel “shopping for estimates” theory of anchoring. By this theory, people start with the anchor, engage in a truncated search for candidate estimates, and exhibit the compromise effect when selecting among them. This theory fits our data better than existing theories. Inconsistent with effortful adjustment, we find that forcing participants to adjust in bigger jumps decreases anchoring effects (after correcting for mechanical differences in adjustment between conditions). Inconsistent with scale distortion, we find that anchoring persists even when contrast effects between the anchor and the stimulus offset contrast effects between the estimate and the anchor.

2. Exposure to random anchors improves judgments

Jason Dana, Yale University, USA

Clinton Davis-Stober, University of Missouri, USA

Shane Friederick, Yale University, USA

Andrew Meyer, University of Chicago, USA*

Judgmental anchoring, whereby even arbitrary numbers have been shown to affect quantitative judgments, is generally thought to reflect an error or bias. We show how anchoring can make judgments more accurate, even if the anchors are random, for reasons similar to why combining judgments leads to a “crowd wisdom” reduction of error. Six studies confirm our hypotheses about when and how anchoring on even random numbers makes judgments more accurate. Anchoring leads to the most improvement for difficult questions, where we also find that the average amount of anchoring is below the optimal amount of anchoring.

3. My Experience or My Expectations: The Effect of Expectations on Willingness to Recommend Experiential Purchases

Stephanie Tully, University of Southern California, USA*

Amar Cheema, University of Virginia, USA

On Amir, University of California, San Diego, USA

Davide Proserpio, University of Southern California, USA

This research investigates whether and how reference points systematically change consumers’ willingness to recommend experiential purchases to others. Across a variety of lab studies, field studies, and millions of online reviews, we demonstrate that considering one’s expectations decreases the likelihood of recommending experiences. This effect is explained by changing how experiential purchases are conceptualized. Expectations shift consumers’ focus away from their subjective experience (e.g., emotional reactions) towards more external factors. This effect is specific to experiences and does not extend to material goods. This research suggests that when considering whether to recommend an experience, expectations aren’t the default reference point.

4. How Slider Scales Systematically Bias Willingness-to-Pay: Implicit Recalibration of Monetary Magnitudes

Manoj Thomas, Cornell University, USA

Ellie Kyung, Dartmouth College, USA*

Although organizations use textboxes and slider scales interchangeably to elicit consumers’ willingness-to-pay, nine experiments demonstrate that slider scales elicit more extreme responses than textboxes. This effect is due to recalibration of the mental number line. When people use a textbox, they rely on their internal mental number line, which is logarithmic in nature with category boundaries compressed towards the starting point. However, when they use a slider scale, the calibration of the internal number line is influenced by the visual representation of the slider scale itself, making category boundaries more linear and less logarithmic.

2.5 Health & Social Justice: Gave at the Office... Donation Behavior I

Room: State Room

Chair: Alessandro Biraglia, Leeds University, UK

1. Donate to Be a Hero: Social Power Induces Prosocial Donation

Zheshuai Yang, National University of Singapore, Singapore*

Yan Zhang, National University of Singapore, Singapore

Yih Hwai Lee, National University of Singapore, Singapore

Social power, although having been shown to corrupt in many cases, has its long-ignored positive side as well. This research focuses on the positive effect of power on donation behavior. In various contexts that involve real or hypothetical donations, we found that feeling powerful consistently increased people’s tendency to donate. We suggest that this is because powerful people believe that they can make bigger impacts on recipients, which consequently generates a better self-view of being a noble and heroic person. This effect

dissipates when a donation makes small impacts on recipients and when self-benefiting reasons of donation are highlighted.

2. Malice or Benevolence: The Role of Schadenfreude in Donation Behavior

Yael Zemack-Rugar, University of Central Florida, USA*

Laura Boman, University of Central Florida, USA

Despite their prevalence, the effects of donation appeals that offer an opportunity to harm another (e.g., dunk tank, pie toss) remain unexamined. We predict and show that such appeals can cause consumers to anticipate schadenfreude, leading to increased donations. This increase is mediated by anger and vengeance (towards the target of harm) followed by happiness and excitement (at the opportunity to inflict harm). Six studies test this effect, demonstrating the role of anger and excitement, and ruling out alternative explanations. The studies identify how such appeals should be structured to increase effectiveness and reveal some counter-intuitive effects.

3. Prevention versus Treatment: How Negative Emotion and Charitable Appeal Affect Donation Behavior

Tatiana Fajardo, Florida State University, USA*

Anthony Salerno, University of Cincinnati, USA

Prior investigations into the effects of negative emotions on prosocial behavior suggest that anger should discourage donation behavior while sadness should encourage donations. The current research challenges these assumptions by considering how the effect of anger (versus sadness) on donation behavior depends on the orientation of the solicitation used. When anger (sadness) is experienced, individuals exhibit a higher willingness to donate when the solicitation used by a charity focuses on the prevention (treatment) of victimization. These preferences can be explained by considering the underlying psychological needs generated by the experience of each emotion.

4. Penny for Your Preferences: Leveraging Self-Expression to Increase Prosocial Giving

Jacqueline Rifkin, Duke University, USA

Katherine Crain, Duke University, USA*

Jonah Berger, University of Pennsylvania, USA

Academics and practitioners have long been interested in motivating prosocial giving. While several identity-based appeals have been used successfully to this end, many can suffer from constraints of scope and implementation. In contrast, we introduce the dueling preferences approach, which frames the act of giving as a choice between two identity-relevant categories (e.g., cat vs. dog person). Across four studies in the laboratory and field, we demonstrate that “duels” provide a greater opportunity for givers to express something about who they are, which enhances both the incidence and amount of prosocial gifts.

2.6 Thy Self & Others: I Shouldn't Have to Tell You...The Implicit Remembered Self

Room: Royal Room

Chair: JaeHwan Kwon, Baylor University, USA

1. Mindset and Political Ideology: The ID-ER Model

JaeHwan Kwon, Baylor University, USA*

Claire Heeryung Kim, McGill University, Canada

Dhananjay Nayakankuppam, University of Iowa, USA

Adam Duhachek, Indiana University, USA

The current research proposes that an individual's implicit self-theory affects his/her political ideology. We show that entity theorists feel greater personal control over their environment, thereby supporting conservatism. On the contrary, incremental theorists feel lower personal control, thereby supporting liberalism.

2. Effects of Implicit Theories on Customers' Satisfaction with Service Recovery: The Value of Process

Xiaoyan Liu, Southwestern University of Finance and Economics, China*

Shaobo Li, Nanyang Technological University, Singapore*

Elison Ai Ching Lim, Nanyang Technological University, Singapore*

Three studies examine how implicit theories impact customers' satisfaction with service recovery. We find that, compared to entity theorists, incremental theorists express higher satisfaction and are more likely to revisit the firm when the recovery is high in interactional justice, regardless of whether or not an appealing outcome is provided.

3. Special Memories Require Special Protection

Kara Bentley, Chapman University, USA*

Priyali Rajagopal, University of South Carolina, USA

Katina Kulow, University of Louisville, USA

This research aims to expand our understanding of memory protection by suggesting that consumers protect special memories only from contamination by non-special cues, i.e. consumers avoid repeating special experiences under ordinary, but not special, circumstances. Additionally, we find that consumers perceive contamination by non-special cues as a self-concept threat, which leads to this avoidance. Finally, we document that commonplace marketing communications such as advertisements can be perceived as non-special cues. Thus, once consumers have a special experience with a brand, seeing an ad for that brand can negatively impact brand attitudes.

4. Do All Consumers Embrace Fluency? How Neuroticism Influences Advertising Fluency Effects

Kevin Newman, Providence College, USA

Scott Wright, Providence College, USA*

An expansive literature on fluency demonstrates that individuals favor and respond positively to fluent (versus disfluent) information. Contrary to this body of literature, the following research shows that consumers low, but not high in neuroticism, tend to approach fluent marketing information (Study 1). This observed approach-tendency impacts the positive effects of fluency, as purchase intentions are stronger for consumers low, rather than high, in neuroticism as mediated by increased involvement (Study 2). Importantly, we increase the external validity and applicability of these findings by using geographic region as a proxy for neuroticism (Study 3).

Luncheon and Presidential Address

11:45 - 1:15 pm

Regency Ballroom

Plenary Address: Angela Duckworth, University of Pennsylvania, "The Process Model of Self-Control"

1:30 pm - 2:30 pm

Venetian Room

Break

2:30 pm - 2:45 pm

Regency Foyer

Session 3

2:45 pm - 4:00 pm

3.1 A New Look into Ecological and Emotional Influence on Prosocial Behavior

Room: Oak Room

Chair: Yajin Wang, University of Maryland, USA

1. Tightening the Purse Strings: Population Density Dampens Generosity

Anni Sternisko, New York University, USA*

Adam Alter, New York University, USA

Over the past six decades, the number of people per square mile in the U.S. has nearly doubled. Two studies investigated the implications of this development for generosity. In Study 1, participants who thought about a dense environment intended to donate less to a charity than did participants who thought about a sparse environment. In Study 2, we collected U.S. zip code-level donation data and found that the percentage of household income donated declined with rising population density. Findings in both studies hold when adjusting for a range of other factors, suggesting a strong relationship between density and generosity.

2. How Residential Mobility Influences Prosocial Behaviors

Yajin Wang, University of Maryland, USA*

Xiaolin Li, University of Texas at Dallas, USA

Amna Kirmani, University of Maryland, USA

Nicole Kim, University of Maryland, USA

With globalization, geographical relocation has become an essential part of life in many parts of the world. How does moving affect people's psychology and behavior? The present research examines the relationship between residential mobility and prosocial behaviors. Previous literature in sociology and psychology has demonstrated that high residential mobility is often negatively associated with prosocial behaviors such as high crime rates and low pro-community actions. This research challenges this finding and proposes a novel prediction that high residential mobility can increase prosocial behaviors, especially towards distant recipients. The results from national panel data, lab experiments, and field studies demonstrate that residential mobility increases donations and helping behaviors towards distant recipients.

3. Empathy Reduces Donations to the Needy

Broderick Turner, Northwestern University, USA*

Aparna Labroo, Northwestern University, USA

The disadvantaged, destitute, and needy are perceived as low in competence and warmth (Fiske et al. 2002). Consideration of

members of such social groups is known to evoke disgust. We show that as a result, people do not like to empathize with such victims. Four studies show that people donate to the needy because they think they should, and making empathy salient can backfire and reduce donations to such victims.

4. Advance Gratitude Expressions as a Prosocial Appeal

Leandro Galli, London School of Economics and London Business School, UK*

Katherine White, University of British Columbia, Canada

Piotr Winkielman, University of Warwick, UK & UCSD, USA

Hongwei He, University of Manchester, UK

We introduce the novel concept of an “advance gratitude expression” as a prosocial appeal and demonstrate how this can increase prosocial behaviour, by activating a sense of moral awareness. We further elucidate upon the mechanism by examining theoretically-relevant moderators of the effect.

3.2 When Touch Meets Technology: Documenting Unintended Consumer Responses to Technology-Mediated Haptics

Room: Parisian Room

Chair: Ana Valenzuela, Baruch College, CUNY, USA & ESADE Business School, Spain

1. Haptic Dissonance: How Textural Fit and Misfit in Touchscreen Media Alter Consumer Product Evaluations

S. Adam Brasel, Boston College, USA*

Three studies explore touchscreen textural misfit, such as shopping for cashmere sweaters on a smooth touchscreen. Haptic dissonance decreases product evaluations, but increases touch salience; alternative sensory information moderates the effect. Changing touchscreen texture can reverse the effects, and textural misfit encourages concrete versus abstract construal.

2. When Digital Gets Physical: How Haptic Feedback Improves Consumer Task Performance

Rhonda Hadi, Oxford University, UK

Ana Valenzuela, Baruch College, CUNY, USA & ESADE Business School, Spain*

Device notifications are often administered with vibrotactile sensations (e.g., on mobile phones, wearables), yet little research has examined the psychological and behavioral implications of this haptic feedback. We explore how vibrotactile alerts can represent technologically-mediated social touch, and can ultimately improve consumer performance on related tasks.

3. Horizontal or Vertical? How Browsing Direction Affects Online Shoppers

Sorim Chung, Rochester Institute of Technology, USA*

Ying Zhu, University of British Columbia - Okanagan, Canada

Joann Peck, University of Wisconsin - Madison, USA

Based on the self-validation theory, swiping a website vertically (vs. horizontally) is likely to influence consumers more positively because it involves embodied head-nodding, which triggers favorable thoughts. Our results suggest that vertical browsing strengthens the impact of argument type on purchase intentions and willingness to pay more than horizontal browsing.

4. The Reviewer Halo Effect: Why Where Consumers Read Reviews Matters

Edith Shalev, Technion – Israel Institute of Technology, Israel

Meyrav Shoham, HEC Paris, France*

Ellie Kyung, Dartmouth College, USA

This research identifies a new halo effect where review valence influences reviewer perceptions, and, in turn, intentions to follow the reviewer in the future and product attitudes. The underlying process differs for positive versus negative reviews and is moderated by the use of haptic mobile versus computer interfaces.

3.3 Unearthing New Biases in Decision-Making: Evaluations Gone Bad

Room: Far East Room

Chair: Mansur Khamitov, Ivey Business School, Western University, Canada

1. Thou Shalt Not Look! When Visual Aids in Games of Chance Bias Gambling

Rod Duclos, Ivey Business School, Western University, Canada*

Mansur Khamitov, Ivey Business School, Western University, Canada

We examine how gamblers visually process quantitative information (i.e., their odds), forecast their chance of winning, and bet. Across four studies, we find that manipulating the visual representation of odds (not the odds themselves) can artificially inflate gambling. Encouraging gamblers to process their odds numerically (rather than visually) helps lessen this bias. Allaying both hypothetical and consequential procedures, our experiments identify fluency (i.e., ease of processing) as the underlying mechanism for our findings.

2. A Prompt 3 Months but a Prolonged 3 Days: Documenting a Reversal for Objective and Subjective Time

Sam Maglio, University of Toronto, Canada*

Jing Hu, University of Toronto, Canada

Consumers continually consider prospects for the future. One such consideration speculates as to the occurrence of some future event, which can be made in objective (“I’ll buy in three days”) or subjective (“I’ll buy very soon”) terms. Despite an intuitive, tacit assumption that the two should be positively correlated, we propose that the two can be negatively correlated. When thinking broadly (versus narrowly), people report later objective timing estimates but sooner subjective estimates (Study 1) via a process of using a broader scope to measure time (months over minutes) in converting from objective to subjective time (Studies 2 and 3).

3. Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor

Eva Buechel, University of South Carolina, USA*

Carey Morewedge, Boston University, USA

Jiao Zhang, University of Oregon, USA

People believe that working harder toward a goal makes achieving it sweeter. We report four studies demonstrating that people overestimate the pleasure they will derive from sweat equity, because effort is easier to consider while forecasting an outcome in an affect-poor state than while experiencing the outcome in an affect-rich state. Forecasters believed that they would be happier if they made a good or finished a job that required (or appeared to require) more than less effort. Experiencers were equally happy having made that good or finished that job, whether it required more or less effort.

4. Proximity Bias: Interactive Effects of Event Valence and Event Nearness on Probability Estimates

Jennifer (Seok Hwa) Hong, New York University, USA*

Chiara Longoni, Boston University, USA

Vicki Morwitz, New York University, USA

We document a novel proximity bias in probability estimates. Whereas positive events are seen as more likely if they are physically close (vs. far), negative events are seen as more likely if physically far (vs. close). People predicted they would be more likely to win a lottery if the draw of the winning ticket happened nearby (vs. far away). Conversely, people deemed less likely to not get a job offer if the hiring decision happened nearby (vs. far away). Corroborating the motivated nature of this bias, physical proximity did not affect predictions made for other individuals.

3.4 JDM: 3.141592... Numerical Processing

Room: Continental Room

Chair: Jorge Pena-Marin, University of Cincinnati, USA

1. Weighting of Descending versus Ascending Attributes: The Role of Numerical Information

Jorge Pena-Marin, University of Cincinnati, USA*

Mathew S. Isaac, Seattle University, USA

Consumers regularly make decisions involving trade-offs among alternatives; for example, laptops with bigger screens weigh more. The present work suggests that the numerical precision used to describe product alternatives influences consumers' weighting of descending versus ascending attributes. Descending (ascending) attributes are defined as those that have more utility with lower (higher) values, for instance, a laptop's weight (screen size). The authors propose that the reliance on descending versus ascending attributes increases the higher the numerical precision of the attributes description. Further, this effect is ascribed to consumers' associations of numerical precision with contraction, compression, and related concepts.

2. Anticipating Reversals: Numerical Roundness Signal Directional Change in Temporal Sequences

Jorge Pena-Marin, University of Cincinnati, USA*

Mathew S. Isaac, Seattle University, USA

When making predictions about a target's behavior (e.g., future performance of a stock), individuals often consider past information. Prior work suggests that trends will continue rather than reverse direction. The present work introduces numerical roundness as a factor that leads forecasters to expect a reversal on a temporal sequence. Specifically, when making predictions about a target (stock's price), consumers are more likely to expect a sequence reversal if its present position is a round number (50.00) rather than a precise number (49.88, 50.12). Further, this effect is driven by consumers' associations of round numbers with beginnings and related concepts.

3. (A)ffluent Pricing: The Interplay of Numeracy and Fluency in Consumer Price Processing

Brady Hodges, Texas A&M University, USA*

Haipeng (Allan) Chen, University of Kentucky, USA

Across two laboratory studies, an eye tracking experiment, and a secondary data analysis, we reveal the unique interaction of

numerical processing fluency and consumer numeracy as a significant determinant of consumer response to 99-ending prices. We argue that less numerate individuals mentally encode 99-ending prices around their left digits, whereas highly numerate individuals encode 99-ending prices around their one-cent neighbor. We provide empirical evidence for the effects of this processing difference on liking, purchase intentions, and actual sales, with consumers responding more favorably to prices when they mentally encode them around a fluent number.

4. Specificity of Numbers in Attribute Framing

Gaurav Jain, Rensselaer Polytechnic Institute, USA*

Dhananjay Nayakankuppam, University of Iowa, USA

Gary Gaeth, University of Iowa, USA

Irwin Levin, University of Iowa, USA

This paper investigates the impact of use of specific numbers on attribute framing. We show that the use of specific numbers enhances traditional attribute framing effects due to the shift of attention from the valence to the number used in the frame. We base our position on ‘attention shift-reference point seeking’ process. The results from five studies including an eye tracking study and a response time study, not only impact the understanding and application of attribute framing in consumer psychology domain but also support the attention-association based reasoning for framing effects in general.

3.5 Health & Social Justice: Healthy Eating (Snacks Provided)

Room: State Room

Chair: Linda Hagen, University of Southern California, USA

1. Pretty Healthy Food: How Prettiness Amplifies Perceived Healthiness

Linda Hagen, University of Southern California, USA*

Consumers are frequently confronted with food styled to look especially pretty (e.g., in promotional materials). Product aesthetics research has shown that prettier products are, under certain circumstances, evaluated more favorably. However, the unique impact of aesthetics on food evaluations remains unknown. May prettier food be perceived to be healthier? Seven studies show that prettier (vs. less pretty) versions of the same food are judged as healthier, and compare a generalized halo effect, judgment polarization, and specific lay theory-based inferences as potential underlying processes. Prettiness elicits inferences of greater sophistication, which correspondingly signals higher quality and thus healthiness.

2. Don't Count Calorie Labeling Out: Calorie Counts on the Left Side of Menu Items Lead to Lower Calorie Food Choices

Steven Dallas, New York University, USA*

Peggy Liu, University of Pittsburgh, USA

Peter Ubel, Duke University, USA

Research has found little effect of providing calorie counts on calories ordered, leading some to call calorie provision a failed policy. However, we suggest that this failure can be explained by the way people process information. Based on this account, we test whether presenting calorie information to the left of menu items increases its effectiveness. Two studies with Americans found that calorie counts to the left (vs. right) decreased calories ordered by 16.80%. A final study with Hebrew-speakers, who read from right-to-left, found the reverse effect, providing further evidence that the order in which calorie information is processed matters.

3. Sacrifices Must Be Made: The Preference for Trading off Type or Quantity Among Restrained Versus Unrestrained Eaters

Peggy Liu, University of Pittsburgh, USA*

Kelly Haws, Vanderbilt University, USA

Ideally, consumers would prefer to eat enjoyable foods in desired quantities. However, various reasons (e.g., goals to decrease caloric intake) necessitate sacrifices. We conceptualize two fundamental sacrifice routes—sacrificing food type or quantity. We demonstrate that two distinct consumer segments exist with divergent preferences: restrained eaters prefer sacrificing type, whereas unrestrained eaters prefer sacrificing quantity. Further, these divergent preferences are due to the different goals that sacrificing type versus quantity are perceived to address and different weights placed on these goals. Collectively, this work illustrates how two fundamentally different routes to the same caloric decrease are differentially perceived and preferred.

4. The Moderating Effect of Food Processing Level on the Relationship Between Organic Labels and Taste Expectations

Sarah Lefebvre, Murray State University, USA*

Huifang Mao, Iowa State University, USA

Three studies demonstrate how organic labels can influence consumer taste expectations with both beneficial and detrimental outcomes, dependent upon the products' processing level. Specifically, when a food product has undergone minimal processing, an organic label will increase taste expectations. However, when an organic label is present on a food that is highly processed, consumers will expect the product to taste worse. We find support for our prediction that this effect is due to the congruency between formed associations with organic and the processing level of the food.

3.6 4P's et al.: Branding

Room: Royal Room

Chair: Luxi Shen, Chinese University of Hong Kong, Hong Kong

1. How to Extend Exclusive Brands: A Brand Communities' Perspective for Understanding the Impact of Brand Extensions

Silvia Bellezza, Columbia University, USA*

Anat Keinan, Harvard Business School, USA

We examine how exclusive and luxury brands are affected by offering downward brand extensions with varying levels of perceived closeness to the core business. Adding a novel brand membership perspective, we propose that distant extensions can have a positive impact on the brand image because these extensions do not allow their users to claim membership into the brand community. Moreover, we find that positive responses to distant extensions are stronger for consumers particularly attached to the brand and explore the limits of distance from the core business of the parent brand.

2. Too Nice to Be Dominant: How Warmth Impacts Perceptions of Market Dominance

Jennifer L. Stoner, University of North Dakota, USA*

Carlos J. Torelli, University of Illinois at Urbana-Champaign, USA

Brands choose to differentiate themselves through various brand images; however, some of these brand images may have unintended consequences on consumers' perceptions of the market dominance of the brand. We argue that brand image is used as a cue for inferences about the brand's dominance. We find that a high warmth brand image can lead consumers to perceive a brand as less dominant in its product category due to a belief that it is less competitive. The negative effect of warmth on dominance is attenuated

for consumers that are knowledgeable about the product category.

3. *The Makeup of Brand Character: A Field Data Analysis of Consumer Responses to 7,000 Brands Over 20 Years*

Travis Tae Seok Oh, Columbia University, USA*

Michel Tuan Pham, Columbia University, USA

Kamel Jedidi, Columbia University, USA

Using 1997-2016 proprietary survey data from Young and Rubicam (“BAV”) with approximately 7,000 unique brands over 200 categories, we uncover six robust and generalizable dimensions of Brand Character: Dependability, Innovativeness, Fun, Classiness, Daring Energy, and Caring. Most interestingly, we show (1) differential effects of Brand Character on consumer’s stated preferences across 29 industries, (2) evidence of evolving brand character structures, and propose (3) a brand peak index as a proxy of brand character strength. The proposed structure of brand character and its impact on brand attitude address important implications for future branding research and strategic applications for managers.

4. *Pointlessly Gendered: Reactance to Typecasting*

Tami Kim, University of Virginia, USA*

Kate Barasz, IESE, Spain

Leslie John, Harvard Business School, USA

Michael Norton, Harvard Business School, USA

Gendered products are prevalent in everyday consumption. Across five studies, we develop a framework of when and why gender labels induce negative consumer reactions. We argue that gender labeling engenders product aversion when the labeling evokes a negative stereotype (i.e., typecast). This effect is driven by consumers feeling as if they are miscategorized by the typecast product. We also identify three moderators. The negative impact of typecasting is reduced when 1) firms gender label a product that is already inherently gendered, 2) firms provide a reason behind gender labeling, and 3) consumers are choosing a product for an out-group member.

Break

4:00 pm - 4:15 pm

Regency Foyer

Session 4

4:15 pm - 5:30 pm

4.1 The Social Context of Consumption

Room: Oak Room

Co-chairs: Kelley Gullo, Duke University, USA

Peggy Liu, University of Pittsburgh, USA

1. *Material Gifts as Relationship Mnemonics: Why People Give Too Many Material Objects (and Too Few Experiences) to Others*

Adelle X. Yang, National University of Singapore, Singapore*

Minjung Koo, Sungkyunkwan University University, South Korea

Jaewon Hwang, Sejong University, Korea

How do bonding motives affect people's gift choices? We identify two competing gifting strategies that facilitate bonding: a "jollification" strategy that prescribes experiential gifts for receiver's enjoyable consumption so that the giver may be thought of more favorably, and a "commemoration" strategy that prescribes material gifts for receiver's possession so that the giver may be more accessible in the receiver's mind. Although experiential gifts are more effective at facilitating bonding (Chan and Mogilner 2017), four studies demonstrate that givers motivated to bond often choose the less effective strategy - endowing more material possessions (vs. experiential consumption) than receivers would prefer.

2. Are My Dog's Treats Making Me Fat? The Effects of Choices Made for Others on Subsequent Choices for the Self

Kelley Gullo, Duke University, USA*

Peggy Liu, University of Pittsburgh, USA

Lingrui Zhou, Duke University, USA

Gavan Fitzsimons, Duke University, USA

Do choices made for others affect subsequent choices for the self? Drawing on the sequential choice and interpersonal relationships literatures, we propose a model of when and how goal-related choices made for different types of others affect subsequent goal-related choices for the self. Three studies demonstrate that the effect of initial choices for other on subsequent self choices strengthens as closeness with the other increases. When the choosers have a non-competitive relationship with the other, they balance their self choice with the initial choice for the other. Competitiveness with the other is identified as a boundary condition.

3. Mindful Matching of Food Choices: Vertically versus Horizontally Differentiated Attributes

Peggy Liu, University of Pittsburgh, USA

Brent McFerran, Simon Fraser University, Canada*

Kelly Haws, Vanderbilt University, USA

We propose a new conceptual basis for predicting when and why consumers match each others' choices, which allows us to reconcile apparently divergent findings and also to predict new findings. Specifically, we distinguish between vertically-differentiated versus horizontally-differentiated attributes and propose that consumers match co-consumers more on vertical than horizontal attributes. A series of studies tested our hypothesis and found support for a mechanism whereby consumers believe that mismatching on vertically-differentiated attributes will create social discomfort for the parties involved.

4. The Social Path To Satiation: Satisfying Desire Vicariously via Other's Consumption

Yanping Tu, University of Florida, USA*

Ayelet Fishbach, University of Chicago, USA

We show that people can satiate on what other people eat vicariously, resulting in lower desire for the same or similar food (sensory-specific), postponing consumption and switching consumption. Vicarious satiation happens only when perceived overlap between self and other is large and does not require imagining consumption. Eating is largely a social phenomenon – people are reluctant to dine alone. We thus identify a social path to satiation and discuss its implications in marketing and social coordination.

4.2 This Session is Unlike Any Other! The Antecedents and Consequences of Being Unique

Room: Parisian Room

Chair: Jennifer K. Lee, University of Southern California, USA

1. Let's Be Unique Together: Customized Product Examples from Close Others Lead Consumers to Make Dissimilar Choices

Jennifer K. Lee, University of Southern California, USA*

Kristin Diehl, University of Southern California, USA

Lisa Cavanaugh, University of British Columbia, Canada

Consumers often choose products that are similar to what close others have chosen. However, across three reported studies, we find the opposite effect when others customized, rather than simply chose, their products. Because customization and expressions of uniqueness are closely intertwined, consumers who encounter examples of products customized by close others infer that these close others intended to express uniqueness. Influenced by close others, consumers subsequently suppose that they, too, should express uniqueness. Hence, consumers ultimately configure their own products to be dissimilar, rather than similar, to how their close others customized.

2. Trickle-Round Signals: When Low Status Becomes High

Silvia Bellezza, Columbia University, USA*

Jonah Berger, University of Pennsylvania, USA

When and why do high-status individuals adopt things associated with low-status groups? We propose a trickle-round theory of fashion and demonstrate that high-status poach from low-status groups to distinguish themselves from the middle-status. Further, consistent with our signaling approach, the presence of multiple signaling dimensions facilitates this effect, allowing highs to mix-and-match items in a way that differentiates them from lows.

3. Brand Name Fluency and Product Choice – A Conformity Account

Francesca Valesia, University of Southern California, USA*

Norbert Schwarz, University of Southern California, USA

We test whether people use the ease or difficulty of processing a brand name to infer the popularity of a product, which interacts with their conformity (versus differentiation) motives in driving product choice. Empirically, products with fluent brand names are perceived as more popular and are preferred by consumers who want to “fit in” but not by consumers who want to “stand out”. This effect holds independent of whether the motive is manipulated via instructions or assessed as an individual difference variable. Further, consumers are more likely to choose products with disfluent brand names in domains they consider highly identity-relevant.

4. After the Nudge: How and Why Defaults Make Us Feel Distinct

Carter Morgan, University of Miami, USA*

Claudia Townsend, University of Miami, USA

This research examines how the presence of a default affects how consumers evaluate their selection post choice. The presence of a default encourages thoughts about others by acting as a cue for which option is most popular. Thus, holding choice constant, whether identifying an option as a default increases or decreases subsequent valuation of it depends on consumer self-construal. Whereas interdependent consumers value others' opinions and prefer the majority-supported option, independent consumers prefer the distinctive option that opposes social norms. Across three studies, therefore, we find that interdependents (vs. independents) favor their selection when choosing (vs. rejecting) the default option.

4.3 Thy Self & Others: Meet People in this Session - Interpersonal Relationships

Room: Far East Room

Chair: Anne Wilson, Harvard Business School, USA

1. Don't Just Venmo Me: How Digital Payments Decrease Feelings of Interpersonal Closeness

Anne Wilson, Harvard Business School, USA*

Shelle Santana, Harvard Business School, USA

With the influx of digital person-to-person payment options, it is important to understand how these interpersonal platforms will affect consumers' social perceptions. The current research demonstrates that, because digital exchanges of money are relatively less familiar, they are more disfluent, which reduces the salience and valuation of the economic transaction. As a result, consumers feel less interpersonally close to those with whom they exchange money electronically (vs. in cash or no person-to-person exchange). Accordingly, these effects are mitigated when consumers are more familiar with electronic payment platforms and in situations when cash feels similarly disfluent to digital payments.

2. "I Thought People Would Be Stoked on Me": The Effect of Received Attention on Purchase Satisfaction

Matthew Hall, University of Nebraska - Lincoln, USA*

Jamie Hyodo, University of Nebraska - Lincoln, USA

Existing literature has considered the impact of referent feedback on consumer behavior (e.g., social influence or social proof). Less research considers how garnering peer attention, in the absence of explicit or valenced feedback, impacts consumer perceptions. The present research leverages the attention economy framework (Davenport and Beck 2001) to demonstrate that peer attention is valued by consumers and, when such attention is received due to consumption experiences, can impact satisfaction with said experiences. We further explore the moderating effects of public self-consciousness and expected attention, and identify social self-esteem as the process through which received attention leads to higher satisfaction.

3. I Survived, Why Can't You? When Recalling Social Exclusion Experiences Reduces Support for Anti-Bullying Causes

Ann Schlosser, University of Washington, USA

Editia Cao, University of Washington, USA*

Ignoring or rejecting others is a social problem occurring both online and offline. One might expect that asking consumers to recall a personal exclusion experience would increase their helping of others in a similar situation, especially when recalling how distressing it was. However, based on the empathy gap and media richness literatures, we argue that such recalled personal experiences can backfire, especially when recalling offline exclusion experiences. Across four studies, we show that people donate less when recalling their own (versus another's) social exclusion, but only when the exclusion occurred offline. Moreover, this donation effect is specific to exclusion-related causes.

4. The bittersweet symphony: Decreased evaluations and effectiveness of products given as an apology

Laura Straeter, Maastricht University, The Netherlands*

Ilona de Hooze, Wageningen University, The Netherlands

Products are often given in relationships as a way to apologize for harm done. Although given products are generally positively evaluated, it is unknown how such an apologizing motive affects the gift product evaluation. With six studies we demonstrate that apology gifts work insufficiently (they are not as positively evaluated as givers expect and do not fully repair anger), and that an

apology setting can negatively affect product evaluations. These negative effects of an apology setting on gift product evaluations are generated by the inability of apology gifts to restore the damaged relational equity.

4.4 JDM: Choose this Session

Room: Continental Room

Chair: Stephanie Smith, The Ohio State University, USA

1. The Multiplicative Role of Attention in Choice

Stephanie Smith, The Ohio State University, USA*

Ian Krajbich, The Ohio State University, USA

When making decisions, people tend to choose the option they have looked at more. An unanswered question is how attention influences the choice process: whether it enhances (multiplies) the subjective value of the looked-at option or instead produces a constant, value-independent bias. To address this, we examine choices from six studies in order to characterize the relationship between value and attention, using computational modeling and qualitative data features. In every dataset, we find that response times and the attention-choice correlation are indeed modulated by the values of the options, indicating a multiplicative role of attention on the choice process.

2. The Impact of Alignable vs. Nonalignable Differences in Ethical Decision Making

Sang Kyu Park, University of Florida, USA*

Young Joo Cho, Korea University, South Korea

Jinyong Lee, Chung-Ang University, South Korea

Jungkeun Kim, Auckland University of Technology, New Zealand

Jongwon Park, Korea University, South Korea

Despite the surging emphasis on ethical consumer behaviors, little research has examined the impact of attribute alignability on consumers' ethical judgments. Five experiments provide converging evidence of a negative-alignability effect, such that nonalignable differences (vs. alignable differences) have a greater influence on consumers' ethical judgments and choices, contrary to the prevailing evidence of positive-alignability effect in non-moral domains. Further, the negative-alignability effect is pronounced particularly among people with a consequentialist thinking style (vs. deontological thinking style). These results are largely attributable to the unique characteristics of moral judgments, including quantity insensitivity and its all-or-nothing nature.

3. Spreading of Alternatives Without a Perception of Choice

Kurt Munz, New York University, USA*

Vicki Morwitz, New York University, USA

Choosing a product leads to more favorable attitudes toward it (and more negative attitudes toward rejected options) compared to before a choice. This "post-choice spreading of alternatives" has been explained in terms of cognitive dissonance theory. Researchers have recently claimed that only a perception of having made a choice (vs. actual choice) is required for this spreading effect. We demonstrate in three experiments that even this perception is not necessary: spreading of alternatives can occur absent choice or a perception of having chosen. Thus, self-perceiving choice agency may not be prerequisite for dissonance, as previously believed.

4. Combinations: framing completeness

Ignazio Ziano, Ghent University, Belgium*

Mario Pandelaere, Virginia Tech, USA

Rajesh Bagchi, Virginia Tech, USA

In six experiments we show that, when the same combination is presented as containing all (vs. excluding one or more) items in a menu (which we deem Inclusive and Non-Inclusive respectively), consumer value it more (less) and are more likely (less likely) to choose it. Consumers prefer and give more value to Inclusive combination of goods (and services) because framed as complete. By combination, we mean an option composed in equal parts by other options in the same menu (e.g. combo plate in a restaurant: half starter A, half starter B). This effect appears robust to experimental variations and not caused by regret or quality concerns.

4.5 Health & Social Justice: I Really Did Give at the Office... Donation Behavior II

Room: State Room

Chair: Carina Thürridl, Wirtschafts University, Austria

1. The Lure of a Product's Origin: How Upcycling attracts Consumers

Carina Thürridl, Wirtschafts University, Austria*

Bernadette Kamleitner, Wirtschafts University, Austria

Brett A.S. Martin, Queensland University of Technology, Australia

Four experiments demonstrate that origin (vs. outcome) appeals increase the demand for upcycled products because they boost consumers' perceived status, which, in turn, is driven by the history imbued in the upcycled product. We also show that origin appeals are effective primarily, if they highlight what consumers cannot discern themselves, i.e., if the origin is only subtly (e.g., vases made out of insulators) vs. obviously (e.g., vases made out of light bulbs) visible. We rule out three competing explanations, authenticity, nostalgia, and sustainability, and show that our propositions are robust across products and original materials.

2. Differences in Spending Time and Money: The Case of Charitable Giving

John P. Costello, The Ohio State University, USA*

Selin A. Malkoc, The Ohio State University, USA

Consumers routinely consider donating time and money. We suggest that one important consideration when donating is consumers' ability to shape how their donations will be utilized, where such ability is more desirable and leads to increased donations. We argue that time and money differ on this dimension. While consumers are physically present and thus integral to how their time (donations) is spent, this is not the case for money (donations), which can be spent with or without the donor's involvement. Four studies support this proposition, demonstrating that consumers feel more control over their time (vs. money) donations, increasing donation intentions.

3. Who Cares What It Costs, As Long As It Fits! Why Consumers Prefer Material over Cash Donations

Lawrence Williams, University of Colorado, USA

Sharaya Jones, University of Colorado, USA*

Consumers prefer material over cash donations despite the costs they impose on charities. In a preliminary analysis of secondary data, we find that consumers overwhelmingly prefer to donate food (vs. money) to food banks. Four studies explore the psychology underlying this preference. We find that consumers generally believe material donations are more impactful than cash. This effect results from mental accounting, not cost neglect, and reverses when material donations do not fit with the charity's mission.

4. Persistence Through Possessions: The Impact of Mortality Salience on Desire to Give Things Away

Lea Dunn, University of Washington, USA*

Katherine White, University of British Columbia, Canada

Darren Dahl, University of British Columbia, Canada

Past work finds that Mortality Salience (MS) increases materialistic tendencies (Arndt et al. 2004; Kasser and Sheldon 2000). Therefore, one hypothesis is that MS should decrease willingness to give to others (either through possessions or donations). Other work suggests that giving to others may be a way in which to achieve immortality through one's possessions (Belk 1988; Price et al. 2000). The current work explores how MS impacts giving behavior. We hypothesize that MS increases desire for transcendence and thus should increase giving behavior (both of possessions and money), but only when there is the potential for transcendence.

4.6 Thy Self & Others: Me Relative to Others

Room: Royal Room

Chair: Matthew Philp, HEC Montréal, Canada

1. You Are What You Get: The Effects of Receiving Gifts on Reflected Appraisals, Identity, and Future Consumption

Matthew Philp, HEC Montréal, Canada*

Laurence Ashworth, Queens University, Canada

Nicole Robitaille, Queens University, Canada

Suzanne Rath, Queens University, Canada

In a given year there are multiple occasions where people are likely to receive gifts. And while the symbolic meanings behind gifts are known to influence how receivers perceive their relationship with the giver, this article investigates how gifts influence the receiver more directly. The authors argue that gifts can influence the identity of the receiver. Specifically, through five experiments, the authors demonstrate that the identity portrayed by gifts inform receivers of how givers must view them (i.e. reflected appraisals), and that this then influences their own identity and subsequent spending to align with this identity.

2. Seeing Openness in Solitude: Evaluations of Solo (vs. Accompanied) Consumers

Yuechen Wu, University of Maryland, USA*

Rebecca Ratner, University of Maryland, USA

We examine how people evaluate solo (vs. accompanied) consumers in public leisure activities. Though solo (vs. accompanied) consumers are perceived to have fewer friends, solo (vs. accompanied) consumers are also perceived to be more open due to a stronger attribution to the motive of seeking intellectual or aesthetic stimulation. The positive inferences observers make about solo (vs. accompanied) consumers on openness compensate for the negative inferences they make about solo (vs. accompanied) consumers on the number of friends, leading observers to evaluate solo consumers as favorably, or even more favorably than accompanied consumers.

3. Advice-Taking and Shared Values

Samuel Johnson, University of Bath, UK*

Max Rodrigues, DePaul University, USA

David Tuckett, University College London, UK

Consumers must often defer to experts, but what determines which experts? Five studies find that the consistency of the consumer's and expert's values sharply influences which experts' recommendations are followed. Experts' values influenced purchase choices for both hedonic and utilitarian goods, affected willingness-to-pay, and had this influence primarily because shared values lead to trust (Studies 1–3). Value concordance also played a role in domains very different from consumer products, such as valuations of financial assets (Study 4) and even incentivized numerical estimation tasks (Study 5). These findings present opportunities to marketers but also risks to consumers.

4. Agency and Communion in Consumer Behavior: Evidence for Unique Motives and their Consequences

Christopher Cannon, Northwestern University, USA*

Derek Rucker, Northwestern University, USA

Agency and communion are orthogonal constructs that help reveal how consumers engage in self- versus other-focused decision making. The present work refines the literature's understanding of agency and communion by identifying and exploring two motives that underlie agency—internal agency and external agency—and two motives that underlie communion—internal communion and external communion. Accordingly, a 20-item Communal and Agentic Motives Scale (CAM) is introduced. This psychometrically sound measure captures individual differences in these four motives. Across four experiments, these distinct motives provide greater predictive power across multiple consumer behaviors, including preferences for advertisements, commercials, and gift cards.

Journal of Consumer Psychology Editors and Associate Editors Meeting

4:00 pm - 5:00 pm

Executive Board Room

Journal of Consumer Psychology Editorial Review Board Meeting

5:00 pm - 7:00 pm

Pavilion Room - South Tower

Society for Neuroeconomics Mixer

6:00 pm - 8:00 pm

Fountain Room, North Tower

We would like to invite you to the inaugural Society for Neuroeconomics mixer at SCP! Whether you identify as a consumer neuroscientist or are merely curious to learn more about the method and society, we would love to have you join us for an evening of socializing and networking! Meet up with your old friends and make some new ones at this social during SCP. We hope to see you there! Thanks to generous support from the Society for Neuroeconomics, first round is on us, while the tab lasts!

All are welcome. If you did not sign-up for this event as part of your conference registration, on-site registration will be available at the sign-in desk outside the Fountain Room Friday, February 16 from 6-8 pm, as space allows.

Saturday, 17 February 2018

Breakfast
8:00 am - 8:45 am
Regency Foyer

Registration
8:00 am - 4:30 pm
Regency Foyer

Session 5
8:45 am - 10:00 am

5.1 Mental Accounting 2.0: New Accounts and New Consequences

Room: Oak Room

Co-chairs: Charis Li, University of Florida, USA

Yanping Tu, University of Florida, USA

1. Perceived Purchasing Power of Other People's Money

Evan Polman, University of Wisconsin - Madison, USA*

Daniel Effron, London Business School, UK

Meredith Thomas, University of Wisconsin - Madison, USA

Nine studies investigated whether people believe their money has greater purchasing power than others' money. Using a variety of products from socks to clocks to chocolates, we found that participants thought their own money could buy more than the same amount of other people's money – a pattern that extended to undesirable products. Participants also believed their money – in the form of donations, taxes, fines, and fees – would help charities/governments more than others' money. We tested six mechanisms based on psychological distance, endowment effect, wishful thinking, better-than-average biases, pain-of-payment, and beliefs about product preferences. Only a psychological distance mechanism received support.

2. The i-Money Effect: A Minimalist Way to Increase Support for Projects

Yanping Tu, University of Florida, USA

Charis Li, University of Florida, USA*

We propose that people categorize money by ownership (mine vs. not-mine), tagging their own money by their identity ("i-money"). Consequently, people feel more involved in projects where i-money is invested in, in the absence of any financial stake or one's active involvement in making the investment decision. We document this effect, provide process evidence, and rule out alternative explanations in four studies in both the field and the lab. This effect happens via a mere money exchange, suggesting a minimalist way to increase support for projects.

3. Increasing the Pain of Payment Increases Affiliation and Rapport in Collaborative but not Competitive Relationships

Avni Shah, University of Toronto, Canada*

James Bettman, Duke University, USA

Tanya Chartrand, Duke University, USA

Kathleen Vohs, University of Minnesota, USA

Noah Eisenkraft, University of North Carolina, USA

Could the payment used in a social interaction—e.g. whether one treats another person using cash or debit card—influence the pain of payment and subsequently affect how connected individuals feel to one another? Using quasi-field and lab experiments, we find evidence that individuals justify using more painful forms of payment (e.g., using cash versus a debit card or gift voucher) by increasing how connected they feel to one another. However, we also show an important boundary condition: Experiencing more pain of payment can increase interpersonal connection when individuals are in desirable/collaborative settings but can decrease closeness in undesirable/competitive settings.

4. Not all Debt is Created Equal: Subjective Wealth and Debt Preferences Depend on Debt Form

Eesha Sharma, Dartmouth College, USA*

Stephanie Tully, University of Southern California, USA

Cynthia Cryder, Washington University, USA

Although prior research has examined how different payment forms affect consumer behavior, less research has examined the psychology underlying consumer debt uptake and use. In this research, we predict and find that debt forms that are virtually identical in function, such as loans and lines of credit, can be perceived quite differently. Specifically, credit feels like more of a gain to one's finances as compared to a loan. Moreover, this difference in subjective wealth perceptions across debt forms has meaningful consequences for consumers' willingness to incur and repay the debt.

5.2 Motivated Persistence and Avoidance

Room: Parisian Room

Chair: Jackie Silverman, University of Pennsylvania, USA

1. Off Track: How Broken Streaks Decrease the Likelihood of Continued Behavior

Jackie Silverman, University of Pennsylvania, USA*

Alixandra Barasch, New York University, USA

How does breaking a streak of consecutive behaviors affect people's likelihood of pursuing that behavior in the future? Across five studies (N=2,477), we show that a broken streak decreases subsequent likelihood to continue that behavior, even when the break only occurs once and cannot be interpreted as intentional. This effect is driven by disrupted momentum: after a streak is broken, people's decision of whether to continue the behavior becomes less automatic. Additionally, this effect is amplified by highlighting the consumer's pattern of behavior. This work contributes to existing literature on repeated behaviors by exploring a new mechanism and a new context.

2. Do Rewards Reinforce the Growth Mindset?: Joint Effects of the Growth Mindset and Incentive Schemes in a Field Intervention

Melody Chao, HKUST, Hong Kong

Sujata Visaria, HKUST, Hong Kong

Anirban Mukhopadhyay, Hong Kong, Hong Kong*

Rajeev Dehejia, New York University, USA

Much research shows that growth mindsets can help under-achievers improve performance. This research proposes that an appreciation of the context is missing in this literature because it has mostly been conducted in North America. We propose that

conceptually, the growth mindset works because it is predicated on the concept of autonomy – “my own efforts will help me”. Such autonomy is missing in many third-world contexts. A field experiment in 107 schools in an Indian slum finds that a growth mindset intervention did facilitate performance via persistence, but only when reinforced by an incentive system that imparted a sense of autonomy.

3. The Effects of FOMO-Inducing Social Media Content on Consumer-Brand Relationships

Jacqueline Rifkin, Duke University, USA*

Cindy Chan, University of Toronto, Canada

Barbara Kahn, University of Pennsylvania, USA

Marketers often post photos on social media of brand events (e.g., festivals, parties) both to remind participants of good times, and to potentially elicit FOMO (Fear of Missing Out) from consumers who missed out. We hypothesize that if non-participants experience negative feelings of FOMO, they will attempt to strengthen their relationship with the brand. Five studies reveal that FOMO initially distances consumers from the brand, but then motivates compensatory attempts to regain closeness (e.g., by avoiding competitive brands and re-asserting brand closeness). These effects are amplified among consumers with a stronger sense of brand community.

4. Closing your Eyes to Follow your Heart: Avoiding Information to Protect a Strong Intuitive Preference

Kaitlin Woolley, Cornell University, USA*

Jane Risen, University of Chicago, USA

Across five studies (N=1951), we find that consumers avoid learning information that could encourage a financially-rational or future-oriented decision to make it easier to select an intuitively preferred option. Although consumers avoid information when facing an intuitive-deliberative conflict, they use the information when it is provided. Avoidance is moderated by the strength of the intuitive preference, and is greater before a decision is made, when information is decision-relevant, than after, when information is irrelevant for the decision. Thus, ironically, information is avoided more when consumers need to make a decision than when a decision has already been made.

5.3 Experiences: Experiencing Experiences Experientially

Room: Far East Room

Chair: Elison Ai Ching Lim, Nanyang Technological University, Singapore

1. To Have or To Do: The Role of Implicit Beliefs

Shilpa Madan, Nanyang Technological University, Singapore

Elison Ai Ching Lim, Nanyang Technological University, Singapore*

Sharon Ng, Nanyang Technological University, Singapore

Extant research shows that experiences bring more happiness than material possessions. However, we posit that this may not be true for all consumers. Specifically, implicit beliefs about the malleability (vs. fixedness) of personality will influence the preference for experiences. Eight studies provide converging evidence that incremental theorists value experiences (over material possessions) more than entity theorists. Further, we show that the underlying reason for this preference is that experiences (over material possessions) offer the opportunity for self-growth and learning. We replicate the effect across different contexts, for anticipatory choices, retrospective evaluations and when products are framed as experiences and vice-versa.

2. Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment

Taly Reich, Yale University, USA

Rosanna Smith, University of Georgia, USA*

Ernest Baskin, Saint Joseph's University, USA

Prior work has established that consumers derive more benefit from experiential versus material purchases; however, little attention has been devoted to factors that enhance the very same experience. We propose that information about the architecture of an experience (its structure or arrangement) enhances enjoyment by increasing active consumption. Given that architectural information is embedded within the experience itself, consumers are cued to seek it as the experience unfolds, at the same time, because not all content has been revealed, the potential for engagement is maintained. Thus, architectural information serves as a “sweet spot”, inducing engagement without boredom.

3. When A Minor Problem Causes a Major Trouble for Experiential Purchases

Qihui Chen, Peking University, China*

Jingjing Ma, Peking University, China

Although past research has consistently shown that experiential purchases produce higher satisfaction than material purchases, this research hypothesizes that experiential purchases could lead to lower satisfaction when these purchases are mixed-valence purchases. This is because consumers evaluate experiential purchases based on feelings, and they are more sensitive to the existence of a problem than the severity of this problem, thus a minor problem could cause a major dissatisfaction. Four studies tested this hypothesis and the underlying mechanism (valuation by feeling vs. valuation by calculation) through both thought listing way and direct psychological process manipulation approach.

4. Mining the Secret Life of Smart Objects: An Object-Oriented Approach to Constructing Representations of Object Experience

Donna Hoffman, George Washington University, USA*

Tom Novak, George Washington University, USA

The explosive growth of smart objects poses a unique challenge when applying traditional consumer-centric frameworks to the Internet of Things (IoT). Smart objects have their own unique capacities for interaction, not just with other consumers, but also with other objects. We propose that topological data analysis (TDA) represents a promising approach for mining the secret life of smart objects. We use TDA to construct a representation of object experience, based on the expressive roles that consumers assign to objects. A topological model based on 3,173 Amazon Alexa IFTTT (If This Then That) recipes provides an extensive representation of Alexa's experience.

5.4 JDM: Four Great JDM Papers

Room: Continental Room

Chair: Scott S. Roeder, Washington University, USA

1. Breadth of Explanatory Depth

Scott S. Roeder, Washington University, USA*

Leif D. Nelson, University of California Berkeley, USA

Research has demonstrated that people systematically overrate their knowledge, intelligence, and skills in various domains.

Confronting people with evidence of their miscalibration, however, causes them to reassess these claims. For example, simply asking people to explain how a sewing machine works leads them to subsequently report understanding it less—a bias called the illusion of explanatory depth (Rozenblit & Keil, 2002). While previous work argues that this process is domain-bound, we demonstrate in several experiments that the bias to inflate subjective knowledge is attenuated not only by explanations of the focal item itself but also by explanations of other, entirely different things, implying the existence of a more parsimonious, domain-agnostic process for this bias. We then show that the illusion of explanatory depth holds for relatively difficult, but not easy, explanations.

2. *The Risk of Virtue: How Corporate Social Responsibility Influences Consumer Financial Risk-Taking*

Boyoun (Grace) Chae, Temple University, USA

Hyun Young Park, CEIBS, China*

Katherine White, University of British Columbia, Canada

We investigate the effect of CSR on consumers' financial risk-taking. In four experiments, we show that providing CSR information of a financial firm increases consumers' investment in the firm's high-risk, high-return products among those who are low (vs. high) in belief in a just world (BJW). This CSR-induced risk-taking happens because transacting with firms involved in CSR serves as a psychological license to justify consumers' desire to strike a relatively easy fortune, among consumers who believe striking a fortune at one stroke is possible—i.e., those who believe that they can get rewarded for things they did not work for.

3. *The neural basis of the credit card effect*

Sachin Banker, University of Utah, USA*

Derek Dunfield, Massachusetts Institute of Technology, USA

Alex Huang, Massachusetts Institute of Technology, USA

Drazen Prelec, Massachusetts Institute of Technology, USA

Credit cards are believed to heighten the willingness to pay for products by alleviating the pain of payment during purchase. We tested this hypothesis at a neural level in an fMRI shopping task. Our findings revealed that payment methods were associated with distinct neural processes distinguishing purchase from nonpurchase. These results qualify traditional perspectives on how credit cards facilitate spending: Credit cards appeared to reduce the pain of payment not by alleviating pain sensitivity, but instead by triggering greater reward sensitivity.

4. *It Was Mine, I Tell You: Reclaiming Lost Endowment*

Taehyung Pyo, University of Idaho, USA*

JaeHwan Kwon, Baylor University, USA*

Thomas Gruca, University of Iowa, USA

Dhananjay Nayakankuppam, University of Iowa, USA

We ask a simple question: “Is an endowment effect contagious?” We propose that endowment effect can be transferred from one transaction to another: one can obtain an endowment, not at the level of the specific object, but with the more abstract class of object to which a specific object belongs.

5.5 Health & Social Justice: Issues of Social Justice

Room: State Room

Chair: Nailya Ordabayeva, Boston College, USA

1. Similarity Focus and Support for Redistribution

Nailya Ordabayeva, Boston College, USA*

Daniel Fernandes, Católica-Lisbon School of Business and Economics, Portugal

Despite unprecedented levels of inequality in the US, support for redistribution is not so widespread. Four studies show that prompting a cognitive focus on similarity (vs. dissimilarity) can effectively boost support for redistribution by changing perceptions of individuals' dispositional inputs (hard work, motivation) and the resulting justification of unequal outcomes and perceived fairness of inequality. The effects are robust across preferences for redistributive taxation and spending policies, a validated similarity prompt from the literature as well as a practical manipulation that policy makers could use to influence public redistribution support.

2. Why Us?! Reactions of Ethnic Minority Viewers to Public Health Advertisements Featuring their Own Ethnic Group

Mohammed El Hazzouri, Mount Royal University, Canada*

Leah Hamilton, Mount Royal University, Canada

This research investigates how members of ethnic minorities react to public health advertising that feature models belonging to their own ethnic group. Two experiments demonstrate that ethnic minorities are less likely to act on the advice solicited by the advertisement when the models belong to their own ethnic groups than when the models are White. This reaction is mediated by the perception that the advertisers are negatively stereotyping the featured minority. These effects are pronounced for individuals with average and high stigma consciousness.

3. Insurance against Corporate Social Irresponsibility: Battling Consumer Suspicion

Taehoon Park, University of South Carolina, USA*

Elise Chandon Ince, University of South Carolina, USA

Anastasiya Pocheptsova Ghosh, University of Arizona, USA

This research investigates a new moderator of the Corporate Social Responsibility (CSR) - Corporate Social Irresponsibility (CSI) relationship. When a company is involved in both CSR and CSI, consumers infer the company's motive for the campaign by the order of the events. Based on this, we propose that the firm's invested effort in its campaign has an asymmetric effect on consumer reaction. High effort invested by the firm reduces consumers' suspicions of its ulterior motive, which, in turn, improves consumer reaction to the campaign, but only when the CSR precedes the CSI.

4. Discounting Humanity: When Consumers are Price Conscious Employees Appear Less Human

Johannes Boegershausen, University of British Columbia, Canada*

Alexander P. Henkel, Open University, The Netherlands

JoAndrea Hoegg, University of British Columbia, Canada

Karl Aquino, University of British Columbia, Canada

Jos Lemmink, Maastricht University, The Netherlands

Consumers are bombarded with numerous marketing tactics. One tactic regularly employed by thrift-oriented brands is to highlight low prices and discounts. When consumers encounter these low-price signals, they may adopt a price conscious mentality, i.e., a singular focus on getting the cheapest deal. This mentality is likely beneficial for consumers with respect to saving money. However, the implications for perceiving and interacting with other humans in the marketplace such as employees are less clear. Results from four studies demonstrate that when adopting a price conscious mentality consumers are less likely to fully recognize employees'

human qualities and treat them considerately.

5.6 4P's et al.: Consumer Product Choice

Room: Royal Room

Chair: Nuno Jose Lopes, University of Navarra, Spain

1. Doing Worse but Feeling Better: Consequences of Collective Choice

Nuno Jose Lopes, University of Navarra, Spain*

Elena Reutskaja, IESE Business School, Spain

This paper compares the consequences on decision outcome and emotions felt when either an individual or a group of two people chose from many alternatives. Study 1 demonstrates that the cooperative nature of collective decision leads dyad members to sacrifice his or her favorite alternatives and collectively choose an item with a value inferior to that of individual decision. Nonetheless, dyads do not report a lower satisfaction with the alternative selected. Study 2 uses automated facial expressions recognition to document that whereas individual decision is dominated by negative emotions, dyadic decision is predominantly positive in terms of emotions experienced.

2. Uncertain Reward Campaigns Impact Product Size Choices

Nükhet Taylor, York University, Canada*

Theodore J. Noseworthy, York University, Canada

Ethan Pancer, Saint Mary's University, USA

Many companies annually launch uncertain reward campaigns, where consumers are given a chance to win one of the gradients of prizes with each purchase. Consumers can often participate in these campaigns by purchasing products offered in different sizes, such as buying a small or an extra-large cup of coffee. The results of three studies show that consumers paradoxically purchase the largest product alternatives more when companies are conducting uncertain reward campaigns. This behavior persists even when the product sizes are not linked to objective odds of winning, and when there is no greater cost implication for the largest product size.

3. Design a Package to Upgrade Your Brand: The Effect of Package Shape on Brand Status Perception and Product Choice

Huan Chen, Renmin University of China, China*

Jun Pang, Renmin University of China, China

Minkyung Koo, University of Illinois at Urbana-Champaign, USA*

This research examines the effect of package shape on consumer perceptions of brand status and the underlying process in terms of lay beliefs. Across five studies, we show that a tall, slender package creates a perception of higher brand status for a product than does a short, wide package holding the same capacity, and product attractiveness mediates this effect. We further show that this effect is driven by lay beliefs that individuals' body shapes are associated with their socioeconomic status. Finally, we identify a boundary condition for the package-shape effect and demonstrate its downstream implications on consumer product choices.

4. The Impact of Power on Reliance on Feelings versus Reasons in Decision Making

Yunhui Huang, Hong Kong University of Science and Technology, Hong Kong*

Hannah Chang, Singapore Management University, Singapore

Jiewen Hong, Hong Kong University of Science and Technology, China

We hypothesize that consumers in a state of high power (vs. low power) are more likely to rely on affective feelings in decision making. Consistent with this proposition, findings from five experiments show that power increases choice of affectively superior option and reliance on incidental moods in product evaluation. We demonstrate that enhanced confidence evoked by power underlies the observed effect. Finally, compared to consumers in the state of low power, consumers experiencing high power are more likely to exhibit a characteristic typically attributed to affect, known as scope insensitivity.

Break

10:00 am - 10:15 am

Regency Foyer

Session 6

10:15 am - 11:30 am

6.1 Charitable Giving: Roadblocks and How To Overcome Them

Room: Oak Room

Chair: Kurt Munz, New York University, USA

1. Overcoming Overhead Aversion with Choice

Elizabeth Keenan, Harvard Business School, USA*

Silvia Saccardo, Carnegie Mellon University, USA

Ayelet Gneezy, University of California San Diego, USA

Building on recent work on overhead aversion, we test whether offering donors the choice to support overhead is an effective tool for overcoming donors' aversion to overhead. Results suggest that offering choice may be one way to increase the likelihood that donors, who are deterred by overhead expenses, will give and how much they give. Donors are more likely to give, feel impactful, and give more if they can choose how to allocate their donation.

2. Justified Selfishness: Explaining Donation Decisions Reduces Donations

Yonat Zwebnier, University of Pennsylvania, USA*

Robert Mislavsky, University of Pennsylvania, USA

Deborah A. Small, University of Pennsylvania, USA

Donation requests create conflict between behaving selfishly or altruistically. The current research examines how providing reasons for the decision to donate or not donate influences participants' willingness-to-donate and others' perceptions of their generosity. In four studies (Total N=2151), we find that participants who have an opportunity to explain their decisions are less likely to donate than those who do not have this opportunity. However, these explanations improve the moral image of non-donors, regardless of whether the explanations are moral or selfish. This suggests that people successfully use justifications to both behave selfishly, yet appear moral.

3. When Does Public Recognition for Charitable Giving Backfire? The Role of the Independent Self

Bonnie Simpson, Western University, Canada*

Katherine White, University of British Columbia, Canada

Juliano Laran, University of Miami, USA

Across four studies, we find that the effectiveness of public recognition in encouraging charitable giving depends on whether potential donors are currently under an independent (i.e., separate from others) or interdependent (i.e., connected with others) self-construal. An independent self-construal decreases donation likelihood and donation amount when the donation will receive public recognition compared to when the donation will remain private. This effect is driven by the activation of an agentic orientation, wherein independents are motivated to make decisions that are not influenced by the opinions and expectations others. The theoretical and practical implications will be discussed.

4. Name Similarity Encourages Generosity: A Field Experiment in Email Personalization

Kurt Munz, New York University, USA*

Minah Jung, New York University, USA

Adam Alter, New York University, USA

In a randomized field experiment with DonorsChoose.org ($N = 30,297$), potential donors who shared a surname with a teacher were more likely to open, click, donate, and donated more to the teacher's classroom in response to an email request. We highlight how overtly personalizing an email to highlight a recipient's identity can be effective to persuade them to donate to charity. Controlling for ethnicity, we also find that different-surname donors were more generous when they shared a surname first-letter with a requesting teacher.

6.2 Social Interaction, v2.0: How Digitally-Mediated Social Interactions Affect Consumer Perceptions, Connections, and Recollections

Room: Parisian Room

Chair: Frank Zheng, University of Texas at Austin, USA

1. How Broadcasting versus Narrowcasting on Social Media Affects Consumer Memory

Li Huang, Hofstra University, USA*

Frank Zheng, University of Texas at Austin, USA*

Adrian Ward, University of Texas at Austin, USA

How do audiences impact the memories shared on social media? We find that sharing with a small group attenuates sharer's memories to a greater extent than sharing with a large group. This advantage is due to outsourcing memories to identifiable audiences and is diminished by enhancing the perceived heterogeneity of large group or decreasing the identifiability of small group.

2. When Recommendations Go Wrong: The Impact of Egocentrism and Negative Feedback on Word of Mouth

Virginia Weber, University of Alberta, Canada*

Jennifer Argo, University of Alberta, Canada

Sarah Moore, University of Alberta, Canada

This research examines what happens when a consumer makes a recommendation (e.g., for a movie or a song) to another person and receives feedback on this recommendation. In particular, we examine how the recommender is affected when the other person likes or dislikes the experience. We predict and find that consumers learn from negative feedback and decrease their likelihood of engaging in subsequent word of mouth. Moreover, we find that this effect is moderated by whether the recommender is egocentric when making the recommendation.

3. Divided or Connected? Second Screen Use and the Television Viewing Experience

Emily Powell, New York University, USA*

Alixandra Barasch, New York University, USA

We examine the effect of second screen usage on viewers' evaluations of television shows and other experiences. We show that using a second screen during a viewing experience can increase enjoyment and likelihood to watch the show again, and that this is caused by an increased feeling of social connection. Across studies we find that second screens provide a means of connecting with other viewers, and that this operates above and beyond group differences and distraction.

4. Tell Me Who You Follow, and I'll Tell You Who You Are: Unexplored Antecedents and Consequences of Status Perceptions on Social Media

Francesca Valsesia, University of Southern California, USA

Davide Proserpio, University of Southern California, USA*

Joseph Nunes, University of Southern California, USA

On social media platforms such as Twitter and Instagram, the number of users one is able to influence (Followers) is considered a proxy of the user's status in the social network. This research takes a novel perspective and investigates whether the number of influencers one is exposed can also signal status. Using a combination of lab experiments and real world data, we find the number of individuals a social media user chooses to listen to (Following) is a strong determinant of the user's perceived status. This, in turn, influences how others react to the content shared by the user.

6.3 The Psychology of Going Green: Influences on consumer decisions to engage in environmentally-friendly behavior

Room: Far East Room

Chair: Crystal Reeck, Temple University, USA

1. The Environmental Consequences of People's Moods

Remi Trudel, Boston University, USA

Sarah Whitley, Boston University, USA*

Weston Baxter, Imperial College London, UK

Research has shown that moods have persuasive, predictable, and sometimes harmful effects on behavior. Five studies suggest that people's moods influence their decisions to recycle versus trash a product, which could have detrimental effects on the environment. Specifically, our results show that people are more likely to recycle when they are in a good mood resulting from naturally occurring macro-level events such as following a sports team win or good weather. Further, relative to participants with experimentally manipulated negative or neutral moods, participants following a positive mood induction task were more likely to recycle versus trash an object.

2. Decision Modes Predict Consumer Decisions about Environmentally-friendly Electrical Utilities

Crystal Reeck, Temple University, USA*

Kirstin Appelt, University of British Columbia, Canada

Karoline Gamma, University of St. Gallen, Switzerland

Emily Garnder, Temple University, USA
Eric Johnson, Columbia University, USA
Elke Weber, Princeton University, USA

Time-of-Use electrical utility plans charge customers different rates depending on when they use electricity. Time-of-Use plans are environmentally-friendly, as they encourage energy use at times when renewable energy is abundant, and good for the energy grid, as they prevent blackouts. When considering such plans, consumer may employ different decision modes – qualitatively different psychological approaches to judgments. The present three experiments examine whether decision modes influence choices about Time-of-Use plans. We demonstrate that the use of role-based decision modes encourages adoption of Time-of-Use plans while calculation-based modes discourage their adoption. These findings provide insight into how decision modes alter decision processes.

3. Flying and Buying Our Way: Using Culturally-relevant Frames to Increase Consumers' Willingness to Offset Carbon Emissions for Air Travel

Rainer Romero-Canyas, Environmental Defense Fund, USA*
Krishna Savani, Nanyang Technological University, Singapore
Aneeta Rattan, London Business School, UK

Carbon offsets are meant to compensate for the carbon emissions that result from human activities. We explore framing effects on intent to purchase offsets with airline tickets. Study 1 found that relative to a neutral frame, culturally-relevant appeals invoking choice and social agency motivated Americans, but not Indians, to buy offsets. In contrast, appeals invoking purity, economic growth, and social change motivated Indians, but not Americans. Six follow-up studies using different methods and a meta-analysis of the studies reveal that the economic growth appeal reliably motivated Indian respondents and that the choice and social change appeals reliably motivated Americans.

4. A carbon price by another name may seem sweeter: Consumers prefer upstream offsets to downstream taxes

David Hardisty, University of British Columbia, Canada*
Alec Beall, University of British Columbia, Canada
Ruben Lubowski, Environmental Defense Fund, USA
Annie Petsonk, Environmental Defense Fund, USA
Rainer Romero-Canyas, Environmental Defense Fund, USA

Carbon emissions can be regulated at many different points in the production and usage system: "upstream" regulations are applied to the extraction and importation of fossil fuels, while "downstream" regulations are applied to the sale of products and services. From a conventional economic standpoint, these points of regulation should have roughly equivalent impacts on carbon emissions. However, in six studies examining U.S. consumer preferences in the airline industry, we find that consumers respond significantly more favorably to "upstream" offsets than to other frames such as "downstream" taxes. Furthermore, these framing differences are moderated by political ideology.

6.4 JDM: Looking to Mix It Up? Satiation and Variety Seeking

Room: Continental Room

Chair: Jinjie Chen, University of Minnesota, USA

1. Cost of Switching: When Clustering Attenuates Satiation

Jinjie Chen, University of Minnesota, USA*
Joseph P. Redden, University of Minnesota, USA

Are different experiences more enjoyable when kept separate or intermixed? Prior literature on variety and satiation would suggest that intermixing creates a sense of variety and should be less satiating. However, three studies show that, against intuition, clustering (vs. intermixing) stimuli together can reduce satiation and prolong enjoyment. Clustering all experiences of the same stimuli together promotes attention to the subtle and different details in an experience during each subsequent exposure. This shifting of attention then reduces the rate of satiation and enables people to enjoy the experiences for longer.

2. The Differentiating Effects of Context Variety on Object Evaluation and Overall Experience

Minzhe Xu, University of Florida, USA*
Bowen Ruan, University of Wisconsin - Madison, USA

This research investigates how variety in consumption context influences how consumers evaluate an object and how they feel while consuming the object over time. Four studies show that participants' evaluation of the focal object (e.g., a poem, a cake, and a music clip) declined at a slower rate when participants experienced variety (vs. no variety) in the consumption context. We further show that perceived richness of the focal object mediates this effect and that this effect still holds when context variety decreases overall consumption experience, ruling out the possibility of a simple carry-over effect.

3. Why Divergent Thinking Increases Preference for the Favorite Option

Luke Nowlan, University of Miami, USA*
Meng Zhu, Johns Hopkins University, USA
Tian Ding, Wuhan University, China

We investigate the effect of divergent thinking, a faculty involved in consumer creativity, and repeated choice of one's favorite option in a set of alternatives. In three studies, we find that engaging in divergent thinking ironically causes consumers to choose more of their most preferred option. We propose that this effect occurs because engaging in divergent thinking involves a breakdown of personal structure, which consumers seek to restore by reinforcing their preference hierarchy in a set of products.

4. The Effects of Sleepiness on Consumer Variety Seeking

Zhongqiang (Tak) Huang, University of Hong Kong, Hong Kong*
Yitian (Sky) Liang, University of British Columbia, Canada
Charles B. Weinberg, University of British Columbia, Canada
Gerald J. Gorn, Hong Kong Polytechnic University, Hong Kong*

Lack of sleep is a widespread problem. Extensive research documents the negative impact of sleep deprivation on health, but little research to date has examined how it may influence consumer behavior. The present investigation fills this void by uncovering a novel impact of sleepiness, namely its effect on consumer variety-seeking behavior. Using various methods, the studies revealed that consumers who felt sleepier tended to seek more variety both in hypothetical choices and real decisions. The driver of this effect was found to be a desire for sensation to maintain wakefulness.

6.5 Health & Social Justice: Prosocial Behavior (Donate your Time to this Session)

Room: State Room

Chair: John P. Costello, The Ohio State University, USA

1. Doing Good by Buying from a Peer: When and Why Consumers Prefer Peer Economy Options

John P. Costello, The Ohio State University, USA*

Rebecca Walker Reczek, The Ohio State University, USA

A growing number of organizations employ peer-to-peer business models that facilitate transactions between consumers and peers. In this research, we find that consumers evaluate peer economy purchases as more prosocial than similar traditional economy options, but that this only holds when consumers view the service provider as a true peer (i.e., another consumer, not an employee of a business). We also find that these prosociality evaluations mediate higher purchase intentions for peer-to-peer organizations. This relative preference is attenuated when the consumer's focus is drawn to the fact that the peer-to-peer provider is a corporate entity vs. an individual provider.

2. Let's Donate Together: The Role of Communities In Donation-Based Crowdfunding Campaigns

Danit Ein-Gar, Tel-Aviv University, Israel*

Despite the widespread convention that a community of supporters is important to the success of crowdfunding campaigns, a closer look at donation-based crowdfunding platforms and campaigns, suggests they have not fully incorporated this idea into action arguably because of the difficulty of creating and fostering such communities. In a set of 5 studies, this research shows the financial impact of activating the perception of a community in donation-based crowdfunding campaigns. Furthermore, it demonstrates how subtle cues within the campaign's webpage can activate this perception and how feeling connected to other donors mediates the effect of community perception on donation-giving.

3. The Role of Altruism in Prosocial Rewarding Referrals

Fei Gao, HEC Paris, France*

Xitong Li, HEC Paris, France

Paul A. Pavlou, Temple University, USA

By conducting six lab experiments and one large-scale field experiment, we find that the prosocial rewarding strategy (rewarding recipients only) can motivate consumers to participate in referral programs, and it can be as effective as the strategy of rewarding both referrers and recipients. Furthermore, we uncover that the primary motivational mechanism underlying participants' prosocial tendencies in the prosocial rewarding referrals is altruism, rather than benefiting collective, future reciprocity and self-reward. Finally, we examine the boundary condition and find that participants in the referral programs are more (less) likely to behave altruistically when their participation costs are relatively low (high).

4. The Journey to Consumer Subjective Well-Being: The Map from Religion and Sustainable Consumption

Eda Gurel-Atay, Independent Researcher, USA

Elizabeth Minton, University of Wyoming, USA

Hu Xie, Western Michigan University, USA

Lynn Kahle, University of Oregon, USA*

With religion as one of the most enduring, wide-reaching consumer value systems, this research investigates how religious values inform attitudes toward and behaviors associated with sustainable consumption as well as resulting perceptions of subjective well-being. A mixed-methods design is used featuring 12 depth interviews followed by a quantitative survey. Results from the depth

interviews show that religion is a driving force behind sustainability and resulting subjective well-being. Survey results confirm religiosity's positive influence on sustainable consumption practices as well as show that such sustainability positively influences consumer subjective well-being.

6.6 Thy Self & Others: Who Are You? Self-Identity and Consumption

Room: Royal Room

Chair: Aziza Jones, Rutgers University, USA

1. Motherhood and the Indirect Benefits of Conspicuous Consumption

Aziza Jones, Rutgers University, USA*

Kristina Durante, Rutgers University, USA

Sarah Hill, Texas Christian University, USA

Kathleen Vohs, University of Minnesota, USA

We propose that mothers believe that their status signaled via conspicuous luxury products transfers from themselves to their children, and for this reason use these products to enhance their children's well-being. We demonstrate that mothers are more likely than non-mothers to engage in conspicuous consumption. This is an effect not seen in men unless men are explicitly led to reflect on their identity as a father. We identify two key moderators: the mother's belief that status can transfer from mother to child and whether there are people in her environment that can benefit her child.

2. Possession Substitutability: Identity and Usage of Rented (Versus Owned) Products

Liad Weiss, University of Wisconsin - Madison, USA*

Ample research studied consumers' preference for owned (vs. unowned) goods under a possible loss of ownership over the good (e.g., due to sale). We uniquely study preference for owned goods without a possible loss of ownership over the good, specifically in choices about whether to temporarily substitute a possession with a rental (e.g., ship one's skis or rent skis on-site). Across five studies, greater centrality of an identity (e.g., skier) lowered the perceived substitutability of possessions (e.g., skis), reducing usage of rented gear even when the rental is better. The studies also demonstrated effect reversals based on the activated identity.

3. Undermining the Restorative Potential of Compensatory Consumption: A Product's Explicit Identity Connection Impedes Self-Repair

Nimish Rustagi, HEC Paris, France

L. J. Shrum, HEC Paris, France*

Five experiments test whether compensatory consumption in response to self-threats is effective in repairing the self-concept. The results show that it is effective, but only when the connection between the compensatory products and the threatened domains is made not made explicit. When the connections are explicit (e.g., through marketing slogans), self-repair is impaired, but when the connections are implicit, self-repair is facilitated. These effects are mediated by rumination: Explicit connections cause rumination about the self-threat, which impedes self-repair, whereas implicit connections do not cause rumination. These findings accounts for conflicting findings on self-repair in previous research.

4. The Impostor Syndrome from Luxury Consumption

Dafna Goor, Harvard Business School, USA*

Nailya Ordabayeva, Boston College, USA
Anat Keinan, Harvard Business School, USA
Sandrine Crener, Harvard Business School, USA

The present research proposes that luxury consumption can be a double-edged sword: while luxury consumption yields status benefits, it can also make consumers feel inauthentic, producing the paradox of luxury consumption. Inauthenticity feelings from luxury consumption emerge due to the perceived dominance of extrinsic motivation over intrinsic motivation for consuming luxury. This phenomenon is more pronounced among consumers with low levels of psychological entitlement. It is moderated by conspicuousness of the product and of consumption, and by the perceived malleability of cultural capital.

Awards & Business Luncheon

11:45 am - 1:00 pm

Regency Ballroom

Session 7

1:30 pm - 2:45 pm

7.1 Goal Processes in Physical and Cognitive Contexts

Room: Oak Room

Chair: Ping Dong, Northwestern University, USA

1. Motivated Construals: How Goals Implicitly Change Object Meaning

Szu-chi Huang, Stanford University, USA*

Melissa Ferguson, Cornell University, USA

Ying Zhang, Peking University, China

Ayelet Fishbach, University of Chicago, USA

We examined how goal activation would influence the construal of goal-related stimuli, especially those that were irrelevant to the attainment of the goal. Through four experiments on fitness and thirst goals, we found that activating a goal changed the implicit meaning of objects, making them more goal-facilitative. Importantly, this effect occurred because goals changed the accessibility of those features that were relatively less common constituents in the object's construal, therefore having the most informational value in shaping the ultimate meaning of objects.

2. Embodiment as Procedures: Physical Cleansing Changes Goal Priming Effects

Ping Dong, Northwestern University, USA

Spike W. S. Lee, University of Toronto, Canada*

Four experiments show that physical cleansing can both diminish and amplify goal priming effects, based on measures of goal accessibility, goal-directed behavior, and goal importance judgment. Based on the logic of moderation-of-process, we see evidence that the effects emerge because cleansing functions as an embodied procedure of psychological separation, which appears to be applicable across multiple domains. The findings raise the possibility of a new perspective on embodied cues—as triggers of psychological procedures.

3. The Meaning of Cleansing Moderates the Impact of Cleansing on Guilt Reduction

Tae Woo Kim, Indiana University, USA*
Adam Duhachek, Indiana University, USA
Pablo Briñol, Universidad Autónoma de Madrid, Spain
Spike W. S. Lee, University of Toronto, Canada
Richard E. Petty, The Ohio State University, USA

Research has shown that the experience of a negative emotion, such as guilt, is aversive and thus activates a goal to reduce the negative emotion. Studies in the literature of embodied cognition have shown that cleansing one's body part (e.g., washing hands) is an effective means to achieve the goal of guilt reduction. We propose that this effect is moderated by the meaning that the actor ascribes to the action. In three experiments, we show that the very same action can exert different effects on guilt depending on the manipulated meaning of the action.

4. When Implementation Intentions Backfire: Illusion of Goal Progress and Reduced Goal Pursuit

Linda Court Salisbury, Boston College, USA*
Gergana Nenkov, Boston College, USA
Min Zhao, Boston College, USA

Counter to prior research indicating the positive effects of implemental mindset on goal pursuit, we find that while implementation mindset facilitates goal pursuit for consumers with high knowledge in the domain, the effect of implemental mindset backfires for consumers with low knowledge in the domain. Compared with deliberative mindsets, implemental mindset leads to an illusion of greater goal progress and subsequently reduces low-knowledge consumers' goal pursuit. This pattern of effect was observed in goals related to debt repayment, saving, and healthy eating.

7.2 Making Reviews that Matter: Factors that Drive the Influence of Online Reviews

Room: Parisian Room

Chair: Lauren Grewal, University of Pittsburgh, USA

1. In Mobile We Trust: How Mobile Reviews Influence Consumers' Purchase Intentions

Lauren Grewal, University of Pittsburgh, USA*
Andrew Stephen, Oxford University, UK

In practice, some user-generated content sites, like TripAdvisor, differentiate between reviews posted from mobile versus non-mobile devices. However, the extent to which such information impacts consumers is unknown. To address this gap, we use TripAdvisor data and experiments to examine how mobile impacts consumers' perceptions of reviews and their purchase intentions. We find that knowing that a review was posted from a mobile device leads consumers to perceive the review as more effortful to craft, find the review more diagnostic of the reviewers' experience, and, importantly, leads to higher purchase intentions.

2. Telling Both Sides of the Story: The Role of Risk in the Perceived Helpfulness of Online Reviews

Ann Schlosser, University of Washington, USA*
Abhishek Borah, University of Washington, USA
Edita Cao, University of Washington, USA

Websites often encourage reviewers to identify both a product's pros and cons (two-sided reviews) rather than present only the pros or cons (one-sided reviews). This strategy may seem best since mentioning multiple sides has the best odds of being deemed helpful when addressing an audience with unknown or diverse preferences, which is often the case for online reviews. Yet, we propose and show across five studies that two-sided reviews are often lower product judgments when advice is arguably needed most: when perceived risk is high. Moreover, we find that reviewer truthfulness (but not expertise) mediates this effect.

3. Verified Fake: How Fraudulent Review Disclaimers Affect Consumer Brand Judgments

Jared Watson, University of Maryland, USA*

Amna Kirmani, University of Maryland, USA

Some review portals, like Yelp, have the ability to detect fraudulent reviews, and choose to disclose this information to consumers. Yet, the effects of this disclosure have yet to be investigated in the literature. Using Yelp data and a series of experiments, we demonstrate that a fraudulent review disclosure activates persuasion knowledge, and ultimately, creates a bias wherein consumers weight a fraudulent review more relative to all other reviews in judgments due to the saliency of the disclosure. This research has significant policy implications for review portals and welfare implications for consumers.

4. Relationship Norms in Response to Online Reviews in P2P Exchanges

Raji Srinivasan, University of Texas at Austin, USA

Nailya Ordabayeva, Boston College, USA*

Wayne Hoyer, University of Texas at Austin, USA

Despite their significance, there are few insights on consumer behaviors in P2P exchanges. We examine consumers' responses to online reviews of P2P providers. Online reviews are crucial for P2P providers' success because consumers face higher uncertainty in P2P (vs. commercial) exchanges. Six studies show that consumers with communal (exchange) relationship orientation are more responsive to reviews of P2P (commercial) providers, amateur (professional) and warm (competent) P2P providers, because consumers are more certain about providers' offerings when providers endorse the norms that match consumers' relationship orientation. The findings offer insights for theory of P2P exchanges and for practitioners in P2P marketplaces.

7.3 Award Session: Addresses from Early Career, Distinguished Scientific Contribution, and SCP Fellow Awardees

Room: Far East Room

7.4 JDM: Predictions and Probabilities (but you probably already knew that)

Room: Continental Room

Chair: Robert Mislavsky, University of Pennsylvania, USA

1. Combining Probability Forecasts: 60% + 60%=60%, but Likely + Likely=Very Likely

Robert Mislavsky, University of Pennsylvania, USA*

Celia Gaertig, University of Pennsylvania, USA

To make optimal decisions, consumers must make accurate predictions about the likelihood of uncertain events. As such, they may solicit opinions from multiple advisors, who can make either verbal forecasts ("X is likely") or numeric ones ("There is a 60% chance

of X”). In 4 studies, we find that probability format influences how consumers combine others’ forecasts. They primarily average numeric forecasts but “extremize” verbal forecasts. That is, for verbal forecasts, consumers are more likely to make a prediction that is more confident than any individual advisor.

2. Pattern-Based Expectations: How Investors and Consumers Predict Future Prices

Samuel Johnson, University of Bath, UK*

Tamri Matiashvili, Middlebury College, USA

David Tuckett, University College London, UK

Expectations of future prices are crucial to consumption and investment choices. Five studies show that people form "pattern-based expectations": Matching price histories to patterns, and using those patterns to predict future prices. People made distinct price predictions when past prices had a linear trend, had previously experienced reversals, or had been stable until recently (Studies 1 and 2). These same principles applied to investment and consumption good prices (Study 3), to real stock prices (Study 4), and when incentivized for accuracy (Study 5). These results challenge the dominant rational expectations framework in economics and have broad implications for marketing.

3. Do Consumers Expect Values to Increase or Decrease over Time?

Elise Chandon Ince, University of South Carolina, USA

Rajesh Bagchi, Virginia Tech, USA

Mario Pandelaere, Virginia Tech, USA

Gustavo Schneider, University of South Carolina, USA*

We show that people associate quantity changes with increases—when shown one data point (e.g., this year’s profit) and asked to estimate next year’s profit, consumers expect the estimate to be higher. In five studies we demonstrate that this effect holds for both favorable and unfavorable attributes, ruling out an optimism bias and demonstrating how this influences consumer decision making. We propose that this effect emerges because of a learned association. Our findings contribute to forecasting literature and provides interesting insights on how people process numbers.

4. The Psychological Impact of Annuities: Can Pension Payout Choice Influence Health Behavior?

Anja Schanbacher, London Business School, UK*

David Faro, London Business School, UK

Simona Botti, London Business School, UK

Shlomo Benartzi, UCLA, USA

Whether to decumulate their retirement savings in the form of a lump-sum or as lifelong monthly income (also referred to as an annuity) is one of the most important financial decisions consumers face. Policy makers around the world are debating whether to encourage or mandate annuitization. Previous research has found a correlation between longevity and annuitization, and a causal effect of life expectancy on the choice of annuities. We examine the reverse causality and find evidence that, compared to receiving a one-time lump-sum payment, receiving lifelong income where total payout increases with length of life can boost health-related behavior.

7.5 Winners: THE Top 4 Individual Papers of SCP

Room: State Room

Chair: Juliana Schroeder, University of California Berkeley, USA

1. Enacting Rituals to Improve Self-Control

Ding (Allen) Tian, Wuhan University, China
Juliana Schroeder, University of California Berkeley, USA*
Gerald Häubl, University of Alberta, Canada
Jane Risen, University of Chicago, USA
Michael Norton, Harvard Business School, USA
Francesca Gino, Harvard Business School, USA

We propose a novel strategy to promote individual self-control: engaging in rituals. Rituals are predefined sequences of actions characterized by rigidity and repetition. We predicted that enacting rituals can enhance subjective feelings of self-discipline and consequently improve behavioral self-control. Across six experiments in the field, laboratory, and online, we demonstrate that, relative to doing nothing and to performing non-ritualized behaviors, performing ritualized behaviors enhanced self-control in domains ranging from healthy eating to prosocial behavior. We explore the psychological mechanisms and moderators for these effects, and discuss the implications for using rituals to promote self-control.

2. Value-Weight Heuristic: Using Attribute Information to Infer Motives for Choice

Kate Barasz, IESE, Spain*
Tami Kim, University of Virginia, USA
Ioannis Evangelidis, Bocconi University, Italy

People often speculate about why others make the choices they do. Five studies investigate how such inferences are formed as a function of what is chosen. When observers encounter someone else's choice—of, for example, product or political candidate—they use the chosen option's attribute values (e.g., the typicality of the product's appearance, the positioning of the candidate's policy stance) to infer that attribute's importance (e.g., appearance, policy) in the decision-maker's choice. Consequently, when a chosen option has an extreme value (e.g., unusual appearance, extreme policy stance) observers overweight—often incorrectly—that attribute's importance in the decision-maker's choice.

3. The Primacy of “What” Over “How Much”: How Type and Quantity Shape Healthiness Perceptions of Food Portions

Peggy Liu, University of Pittsburgh, USA*
Kelly Haws, Vanderbilt University, USA
Karen Scherr, Duke University, USA
Joseph P. Redden, University of Minnesota, USA
James Bettman, Duke University, USA
Gavan Fitzsimons, Duke University, USA

Many consumer choices are influenced by healthy eating goals, such that evaluating the healthiness of food portions is important. Given that both the type and quantity of food jointly contribute to weight and overall health, evaluations of a food portion's healthiness ought to consider both type and quantity. Six studies test our proposal that consumers treat food type as a primary dimension and food quantity as a secondary dimension in health impact, such that a change in type (vs. quantity) has a greater impact on perceived health impact, even when holding objective impact constant in terms of calories.

4. Sharing Personal Information for Connection: The Effect of Social Exclusion on Consumer Self-Disclosure to Brands

Jiyoung Lee, University of Texas at Austin, USA*
Andrew Gershoff, University of Texas at Austin, USA

This research explores the effect of social exclusion on consumers' willingness to disclose their personal information to brands. We propose that social excluded (vs. non-excluded) individuals have greater intentions to share their personal information with brands, due to their desire for social connection. Four studies test the hypothesis and demonstrate that the proposed effect is driven by the desire for social connection, moderated by the nature of benefits offered by a brand (relational vs. transactional), and reversed when the potential for rejection is high.

7.6 4P's et al.: Consumer Responses to Pricing Strategies

Room: Royal Room

Chair: Steven Dallas, New York University, USA

1. There Ain't No Such Thing as a Free Lunch: Consumers' Reactions to Pseudo Free Offers

Steven Dallas, New York University, USA*

Vicki Morwitz, New York University, USA

We examine how consumers respond to pseudo free offers—offers that are presented to consumers as free, but that require consumers to make a non-monetary payment in order to receive the “free” good or service. Across four studies, we find that, in general, consumers respond to pseudo free offers as if they have no costs, even when the non-monetary cost of the pseudo free offer exceeds its benefit. We provide evidence that consumers' responses to pseudo free offers are driven by the attributions they generate regarding them.

2. The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases

Cindy Wang, McMurry University, USA*

Hong Yuan, University of Oregon, USA

Josh Beck, University of Oregon, USA

The current research investigates how the level of control consumers have in participative pricing mechanisms, such as Pay-What-You-Want (PWYW), influences purchase intentions and attitudes. Despite its allure, we argue that the delegation of control to consumers in the price-setting process can be costly for firms. In three studies, we demonstrate the opposite effects of participative pricing on attitudes and purchase intentions. Participative pricing enhances attitudes toward the pricing strategy but decreases purchase intentions and actual purchase. Furthermore, we isolate perceived effort as the key underlying mechanism giving rise to these opposite effects via mediation and moderation.

3. Making Your Problem My Problem: Fees Seem More Unfair The More They Pay to Meet Rather Than Exceed Standards

Elanor Williams, Indiana University, USA*

Yoel Inbar, University of Toronto, Canada

Companies often charge fees to cover services that seemingly should be included by default; these fees often prompt customer complaints. But do people complain because they do not like paying a fee, or are these fees particularly bothersome? We suggest that fees charged on services that seem like they should be standard actually seem less fair than mandatory fees for services that go above and beyond the standard, and companies charging them are seen less positively. We also show that this stems from a sense that companies charging such fees are making their deficiencies the customer's responsibility to fix.

4. Consumer Reactions to Drip Pricing

Shelle Santana, Harvard Business School, USA*

Steven Dallas, New York University, USA

Vicki Morwitz, New York University, USA

We examine consumer behavior in response to drip pricing—a pricing strategy whereby a firm advertises part of a product’s price up-front and then reveals additional surcharges as the consumer proceeds through the buying process. Five studies show that, when surcharges are dripped, consumers select more expensive alternatives that they are less satisfied with. However, when given the option to change their decision, they rarely do. We find evidence that this choice stickiness is multiply determined, including by a (mistaken) belief that all firms charge similar fees/surcharges, self-justification, and inertia. These findings have implications for consumer protection regulations.

Break

2:45 pm - 3:00 pm

Regency Foyer

Session 8

3:00 pm - 4:15 pm

8.1 Behavior Change Challenges: Understanding When and Why People Fail (or Succeed) to Engage in Beneficial Behaviors

Room: Oak Room

Chair: Alicea J. Lieberman, University of California, San Diego, USA

1. The Mere Cost Effect

Alicea J. Lieberman, University of California, San Diego, USA*

On Amir, University of California, San Diego, USA

Ziv Carmon, INSEAD, Singapore

It is expected that, all else being equal, people will engage in self-serving behaviors. However, consumers often maintain suboptimal, and sometimes harmful behaviors, even when the cost of change is minimal. We propose a novel mechanism explaining such behavior change failures: entrenchment. Once entrenched, the act of changing feels costly, hindering one’s willingness to do so, even when the benefit of change greatly outweighs the cost. The more entrenched a consumer becomes in a suboptimal behavior, the greater the felt cost and the lower the likelihood of change, despite behavior change efforts. Thus, preventing entrenchment can increase self-benefitting behaviors.

2. Can NFL Players be Viewed as Victims? How Camera Angles Can Increase Sympathy Towards Athletes

Kirk Kristofferson, Arizona State University, USA

Andrea C. Morales, Arizona State University, USA*

Brent McFerran, Simon Fraser University, Canada

Darren Dahl, University of British Columbia, Canada

We propose that camera angles can change the way consumers watch sporting events. Specifically, building on work on identifiable

victims, we demonstrate that watching football through zoomed-in (vs. regular) camera angles can elicit heightened negative emotions that cause consumers to view players as victims, thereby changing their attitudes and behaviors.

3. Good People Don't Need Medication

Sydney E. Scott, Washington University, USA*

Justin F. Landy, University of Chicago, USA

We examine aversion to taking medication and one reason for it. We show consumers often dislike medication treatments (e.g., antidepressants, high blood pressure medication), even when they understand that medications are the most effective treatments in the consideration set. One reason consumers dislike using medication is they believe taking medications reflects poor moral character, and in particular a lack of willpower. These character inferences about medication use are robust across many treatments and ailments, and are not moderated by whether the ailment is your fault or by whether the ailment is biological or psychological.

4. Sustaining Sustainable Hydration: The Importance of Aligning Information Cues to Motivate Long Term Consumer Behavior Change

Eleanor Putnam-Farr, Yale University, USA*

Ravi Dhar, Yale University, USA

Extensive research focus is given to the language of reminders, like phrasing and tone, but less formal attention has been paid to the context of reminders and even less to how these reminders impact behavior once they are no longer salient. Practitioners have, however, often recognized the importance of positioning their messages in the environment, and the rapid decline in reminder effectiveness. We formally test the importance of type and position of reminders on both immediate action and subsequent persistence of the behavior (refilling of reusable water bottles) and find environmental context matters more than content for long term persistence.

8.2 Calling Questions into Question: The Influence of Question Framing on Consumer Judgments and Decisions

Room: Parisian Room

Chair: Kristen Duke, University of California San Diego, USA

1. Should I Give or How Much Should I Give? Continuous (Versus Discrete) Requests Increase Likelihood of Prosocial Engagement

Alice Moon, University of Pennsylvania, USA

Eric VanEpps, University of Utah, USA*

How does the presentation of prosocial requests influence the likelihood of prosocial engagement? We demonstrate that compared to providing discrete choice options (e.g., yes/no; charity A/B/C or no charity), providing continuous choice options (e.g., \$1/\$5/\$10 versus no) increases donation rates (Study 1). This extends beyond monetary anchors: people are also more likely to complete surveys for a prosocial cause when presented with continuous versus discrete requests (Studies 2 and 3). Finally, we provide evidence that this is because continuous requests promote consideration of how much to give, whereas discrete requests promote consideration of whether to give (Study 4).

2. The Quantity Integration Effect: Integrating Purchase and Quantity Decisions Increases Sales by Providing Closure

Kristen Duke, University of California San Diego, USA*

On Amir, University of California, San Diego, USA

Customers often decide not only whether to purchase, but also what quantity to purchase. We investigate the consequences of integrating these decisions. Specifically, we contrast the common two-stage selling format, under which individuals first decide whether to purchase and then choose the quantity, with a quantity-integrated selling format, under which individuals simultaneously decide both whether and how much to buy. Because the quantity-integrated format affords greater cognitive closure, it increases purchase incidence: across 23 experiments with over 13,000 observations, the quantity-integrated format yields a 40% increase in average likelihood of purchase, and a 29% increase in overall sales volume.

3. How the Kinesthetic Properties of a Response Scale Affect Judgment

Melanie Brucks, Stanford University, USA*

Jonathan Levav, Stanford University, USA

We explore how the physical movements used when responding can induce different psychological processes used to generate the response. Specifically, we compare responding using a slider scale, where the respondent must hold the cursor down and drag past other possible selection options, to responding using radio buttons, where the respondent must click the cursor directly on the desired response. Across four experiments, we find that responding on a sliding scale elicits the momentary consideration of each value the cursor passes, yielding responses that are closer to the scale endpoint and reducing confidence.

4. What the Ads You Don't See Say About You: Implicit Versus Explicit Discrimination in Online Advertising

Janet Schwartz, Tulane University, USA

Daniel Mochon, Tulane University, USA*

Targeted advertising based on specific demographics, likes, and past behavior is common online. While targeting certain groups to optimize ad reach is generally considered good business practice, limiting ads to certain users based on sensitive demographic information raises the possibility of both implicit and explicit discrimination. In this project, we show that people are significantly more exclusive when deciding which demographic groups to include in brands' targeted advertising than when deciding which demographic groups to exclude, and that this bias is particularly pronounced for protected groups (female, non-white, low-income or older).

8.3 Determinants of Consumers' Financial Resource Allocation

Room: Far East Room

Chair: Emily Powell, New York University, USA

1. The Resource Focusing Effect: Nudging Consumer Preferences in Time-Money Tradeoffs

Yana Litovsky, Carnegie Mellon University, USA*

Christopher Olivola, Carnegie Mellon University, USA

Five studies show that subtly focusing decision-makers on time versus money leads to preference reversals for identical tradeoffs between these two important resources. Focusing on time (money) decreases (increases) willingness to spend time in order to save money and increases (decreases) willingness to spend money in order to save time. This resource focusing effect is robust to various features of the elicitation procedure, such as wording and the order in which time-money tradeoffs are considered, and occurs

regardless of whether decision-makers are considering spending time to save money or spending money to save time.

2. Videographic Thinking Promotes Future Self Continuity

Adam Eric Greenberg, UCLA, USA*

Hal Hershfield, University of California Los Angeles, USA

Prior research has found that consumers feel a lack of continuity with their future selves, yet no work has explored the origins of why consumers view the future self in this disconnected manner. Drawing on the possibility that memories are constructed snapshots in time, we propose that consumers similarly construct the future, thereby neglecting the continuity that exists between future selves. Across three studies, we show that videographic thinking (i.e., replaying all that has happened between the current self and a temporally distinct self) rather than photographic thinking (i.e., mentally jumping to a temporally distinct self) promotes future self-continuity. Implications for decision-making will be discussed.

3. Passing the Buck to the Wealthier

Jonathan Z. Berman, London Business School, UK*

Amit Bhattacharjee, Erasmus University Rotterdam, The Netherlands

Deborah A. Small, University of Pennsylvania, USA

Gal Zauberman, Yale University, USA

We investigate how much consumers believe that they and others should donate to charity each year. Judgments of donation obligation depend not only on how much a given target individual earns, but also on how much the evaluator earns. The less an evaluator earns, relative to a target, the more spare money an evaluator believes the target to have, and the more the evaluator believes that the target should donate to charity. Across all income levels assessed, consumers are quick to “pass the buck” onto wealthier others, who in turn, “pass the buck” onto even wealthier others.

4. How and Why Adding a Time Delay Increase Charitable Giving

Emily Powell, New York University, USA*

Minah Jung, New York University, USA

Eyal Pe'er, Bar Ilan University, Israel

Joachim Vosgerau, Bocconi University, Italy

Charitable giving involves trading-off the utility of helping others with the disutility of incurring costs. In four studies, we show that adding a delay period between pledging to donate and actually paying for the donation can increase donations dramatically by reducing the disutility of giving. Study 1a and 1b demonstrate that amount donated increases when a time delay of six to twelve months is introduced. Study 2 shows the effect applies to donations of time as well. Finally, Studies 3 and 4 provide evidence that the delay increases donations specifically because it reduces the pain of payment.

8.4 JDM: Wait for It... Temporal Effects

Room: Continental Room

Chair: Jillian Hmurovic, University of Pittsburgh, USA

1. Introducing Temporal Dependencies: Optimal Deadlines and the Behavioral Efficacy of Planning Prompts

Jillian Hmurovic, University of Pittsburgh, USA*

Cait Lambertson, University of Pittsburgh, USA

Lindsay Page, University of Pittsburgh, USA

What happens when consumers are faced with several deadlines separating different classes of benefits (e.g., coupons decreasing in value)? In such cases, are planning interventions consistently effective in promoting behavioral engagement? This research explores how multiple deadlines (i.e., both optimal and ultimate deadlines) alter consumers' mental representations of the time surrounding temporal markers and subsequently impact consumer responsiveness. Across three studies, including a field study manipulating financial aid email communications, we find that the behavioral efficacy of planning interventions is shaped by proximity to optimal deadlines, with planning prompts increasing behavioral engagement after, but not prior to, an optimal deadline.

2. Situation Neglect Underlies Both Psychological Myopia and Psychological Hyperopia

Sarah Wei, University of Alberta, Canada*

Christopher K. Hsee, University of Chicago, USA

Contrary to extensive literature showing humans are generally myopic (focusing too much on the present), we show myopia is a result of human insensitivity to the relative importance between the present and the future. When the future is more important than the present, people choose too much joy in the present, thus appearing myopic; when the present is more important than the future, people choose too much pain in the present, thus appearing hyperopic. And forcing or nudging people to choose less joy (pain) in the present when the future is more (less) important increased their overall happiness.

3. Understanding the Expense Prediction Bias

Chuck Howard, University of British Columbia, Canada*

David Hardisty, University of British Columbia, Canada

Abigail B. Sussman, University of Chicago, USA

Melissa Knoll, Consumer Financial Protection Bureau, USA

Prior research suggests that consumers tend to under-predict their future expenses, a phenomenon we've labeled the expense prediction bias. We theorize and demonstrate across three studies (N = 1,899) that this bias is driven in part by temporal asymmetry, a tendency to mentally represent the future as more typical than the past. Building on this insight, we introduce a simple intervention that improves the accuracy of consumers' expense predictions. We also provide the first comprehensive understanding of the expense prediction bias by identifying its magnitude and associated financial consequences in large non-student samples.

4. The influence of vague and precise waiting-information on perception of wait time: A field study in healthcare field

Shelly Rathee, University of Utah, USA*

Arul Mishra, University of Utah, USA

Himanshu Mishra, University of Utah, USA

Some of the organizations adopt classic "take-a-number" queuing system, in which the order of the token-number follows simple numeric (precise) system – beginning with the lowest number. In contrast, other organizations such as the DMV office use an alphanumeric (vague) system, in which the order of the token follows some alphanumeric sequence. The primary goal of our research is to empirically test the perception of waiting-time in two different "take-a-number" (vague versus precise) queuing systems. Additionally, we test the influence of different token-numbers on the consumer's satisfaction level. Furthermore, in this research, we answer that how would vague versus precise waiting-information behave differently when the environment is prone to delays. In order to test our research propositions and the underlying theoretical mechanisms we run two field studies in a Physician's Office in India.

8.6 4P's et al.: Effects of Sound, Touch, and Smell

Room: Royal Room

Chair: Tsutomu Sunaga, Kwansai Gakuin University, Japan

1. Music Frequency and Consumers' Perceptions

Tsutomu Sunaga, Kwansai Gakuin University, Japan*

This study provides a theoretical contribution to the literature on the effects of music in marketing contexts by investigating whether and how frequency of background music affects consumers' perceptions and their subsequent decision-making. The results of four experimental studies show that (1) low-frequency (vs. high-frequency) music increases perceived distance, and (2) low- (high) frequency background music enhances consumers' evaluative responses to a marketing communication when the representation of the target product was abstract (concrete). The results support the view that individuals exposed to low-frequency (high-frequency) music are inclined to construe the marketing message at a high (low) level.

2. The Effects of Lyrical Music versus Instrumental Music on Consumer Choice

Xiaoyan Deng, The Ohio State University, USA

Xiaojing Yang, University of Wisconsin - Milwaukee, USA

Lei Jia, The Ohio State University, USA*

Hyojin Lee, San Jose State University, USA

Six studies demonstrate that listening to lyrical (vs. instrumental) music can evoke a higher (vs. lower) level of construal because consumers adopt a global (vs. local) approach to processing song lyrics (vs. musical elements), and that this mental construal, as a procedural mind-set, can influence consumers' subsequent product decisions.

3. To Touch or Not to Touch?: How Touch Influences Decision Confidence

Sang Kyu Park, University of Florida, USA*

Yang Yang, University of Florida, USA

Hao Shen, Chinese University of Hong Kong, China

Building on the primordial nature of touch, we propose that people overgeneralize the effectiveness of touch, and mispredict that touching would invariably enhance decision confidence even when touching should not provide any useful information. Contrary to this belief, we show that frustration induced by unsuccessful information search using touch reduces decision confidence when the opportunity to touch is actually provided in such situations. Tinted by the inherent penchant towards touch, however, people fail to anticipate this dismay.

4. When Keeping It Simple Isn't Stupid: The Cost Of Olfactory Complexity

Shilpa Madan, Nanyang Technological University, Singapore

Elison Ai Ching Lim, Nanyang Technological University, Singapore*

Scents are widely used across retail environments to make consumers linger longer and spend more. These positive effects of scent are generally attributed to mood enhancement. Across five studies, we investigate the under-researched, yet widely prevalent, dimension of scent complexity. Scent complexity is defined as physically different scent structure or composition. We find that complex (vs.

simple) scents impair cognitive task performance and hence, may lead to inferior decision-making and/or choices. This effect is replicated across multiple domains and tasks. Further, we show that the negative effect of scent complexity on task performance is mitigated by perceived familiarity.

Break

4:15 pm - 4:30 pm

Regency Foyer

Session 9

4:30 pm - 5:45 pm

9.1 A New Toolkit for Goal Success: Counterintuitive Aspects Sustaining Goal-Congruent Choice

Room: Oak Room

Chair: Jessica Gamlin, Northwestern University, USA

1. The Self in Self-Sabotaging: Devaluing Instrumental Means When Pursuing Identity Central Goals

Jessica Gamlin, Northwestern University, USA*

Aparna Labroo, Northwestern University, USA

A consumer's most important goals (e.g., long-term financial security) are usually also central to the consumer's identity, and pursuing any goal with a more instrumental means (e.g., savings vs. checking account) can facilitate goal attainment. However, when a goal is central to a consumer's identity, its pursuit might activate a desire to see the self as responsible for attaining the goal. And as more instrumental means are best at delivering goal success, they prevent a consumer from assuming full responsibility. Consumers might therefore choose less instrumental means for the pursuit of identity-central goals. Four studies support this theorizing.

2. Positive Effect of Anger in Goal-Directed Choices

Uzma Khan, University of Miami, USA*

Alexander DePaoli, Northeastern University, USA

Michal Maimaran, Northwestern University, USA

Ravi Dhar, Yale University, USA

Although choices are assumed to be goal-driven, consumers may be influenced by tradeoffs presented in the choice context, and hence may make choices inconsistent with their most important goal. We posit that anger improves consumers' ability to make goal-consistent choices. Our argument builds on research showing that angry individuals appraise events with greater certainty, and on research suggesting that greater certainty increases the likelihood of goal-directed behaviors. As predicted, we find that angry consumers place more importance on goal-relevant information and make more goal-consistent choices. As a result, they are less susceptible to context effects, and report increased post-choice satisfaction.

3. Journey Takes You beyond the Destination: Using Metaphor to Sustain Actions after Goal Attainment

Szu-chi Huang, Stanford University, USA*

Jennifer Aaker, Stanford University, USA

Five studies with executives in Africa, dieters, college and high school students, and exercisers in a walking program in the field demonstrated that applying a conceptual metaphor of a journey (compared to an alternative metaphor of reaching a destination, or a no-metaphor control) helped people sustain their goal-congruent behaviors a few weeks or even six months after achieving their goals. Mediation and moderation methodology revealed that the use of a journey metaphor as a cognitive tool helped people derive greater meaning and purpose from the completed pursuit, which served as the key driver for their continuous goal-congruent behavior.

4. Mental Resets: A Change in Environmental Context Restores Self-Control

Nicole Mead, University of Melbourne, Australia*

Jonathan Levav, Stanford University, USA

Five experiments show that a small change in the environment restores self-control after prior self-control exertion (i.e., offsets ego depletion). Mentally or physically changing rooms between two self-control tasks facilitated self-control, an effect participants did not predict. Resetting was specific to environmental changes and not physical movement or distraction.

9.2 The Over-Discerning Consumer: How Numbers Affect Consumer Judgments

Room: Parisian Room

Chair: Daniel Villanova, Virginia Tech, USA

1. Making Each Unit Count: The Effect of Discretizing Units on Magnitude Perceptions

Christophe Lembrechts, Erasmus University Rotterdam, The Netherlands*

Bram Van den Bergh, Erasmus University Rotterdam, The Netherlands

Expressing quantitative information in alternative units has important consequences for magnitude judgments. We demonstrate that an attribute difference expressed in more discretizing units appears larger than one expressed using less discretizing units. We propose that this effect emerges because expressing quantities in discretizing units increases the evaluability of quantitative information.

2. How Consumer Price Rate Calculations Affect Deal Evaluations

Daniel Villanova, Virginia Tech, USA*

Rajesh Bagchi, Virginia Tech, USA

Consumers are often faced with quantity offers (e.g., 3 lbs of grapes for \$9); to evaluate the offer one can compute a price rate—a ratio of one element (quantity or price) to another to serve as a comparison metric. For example, consumers often use unit prices (e.g., dollars per unit; DPU). We identify a bias in how consumers compute these price rates; we show consumers use the large number as the numerator, which sometimes leads them to use a reciprocal unit—units per dollar (UPD). This not only influences offer evaluations, but also has other consequences.

3. Fifty Shades of Medium: The Psychology of Intermediate Attribute Levels

Dan R. Schley, Erasmus University Rotterdam, The Netherlands*

Bart de Langhe, ESADE, Spain

Andrew Long, University of Colorado, USA

The current research integrates Range-Frequency Theory (RFT) from psychophysics to investigate how consumers value different distributions of product attributes. We use experiments and model-comparison approaches to demonstrate that consumer judgments are

best explained by RFT. Additionally, we integrate research from the numerical-cognition literature to explore the psychological origins behind RFT.

4. Is Top 10 Better than Top 10%? How Different Rank Claim Formats Generate Preference Reversals

Julio Sevilla, University of Georgia, USA

Mathew S. Isaac, Seattle University, USA*

Rajesh Bagchi, Virginia Tech, USA

This research documents the effect of numeric format on preference for ranking position information. Through five studies we demonstrate that for rankings involving less (more) than 100 items consumers react more favorably to nominal (percentage) ranking formats. This occurs due to a phenomenon we identify as “format neglect.”

9.3 Understanding the Role of Control in Consumer Behavior: New Insights on How Perceived Control (or Lack Thereof) Influences Consumer Perception and Decision Making

Room: Far East Room

Co-chairs: Merrie Brucks, University of Arizona, USA

C. Clark Cao, University of Arizona, USA

1. The Price is Right: Perceptions of Control Influence How Consumers Use Price In Judging Product Quality

Boyoun (Grace) Chae, Temple University, USA*

JoAndrea Hoegg, University of British Columbia, Canada

Keisha Cutright, Duke University, USA

We investigated whether and why personal control influences the extent to which people rely on price in their judgments of product quality. A set of four studies demonstrated that low control increases people’s reliance on price in quality judgments by increasing their susceptibility to normative social influence.

2. Novelty as Risk and Opportunity: Opposite Effects of Low Personal Control and Low Predictability on Novelty Seeking

Bora Min, University of Southern California, USA*

Norbert Schwarz, University of Southern California, USA

Across five studies, we found that perceptions of low (vs. high) predictability elicit higher novelty seeking, whereas perceptions of low (vs. high) personal control elicit lower novelty seeking. Explicitly framing the choice of a novel product as opportunity versus risk paralleled the influence of perceptions of low predictability versus low personal control. In combination, these findings highlight the need to distinguish between (un)predictability and personal control, which are often treated interchangeably in the control literature. Whereas low personal control benefits familiar products, seeing the world as unpredictable benefits novel products.

3. I Can Do More with My Time, but Less with My Money: The Role of Control on Resource Instrumentality Perceptions

Jerry Han, University of Texas at Austin, USA*

Adriana Samper, Arizona State University, USA

Andrew Gershoff, University of Texas at Austin, USA

Although consumer evaluations of their resources may significantly alter their spending and satisfaction, little work documents when and why consumers may feel their resources as more valuable. Across four studies, we find that feeling low (vs. high) control heightens people's perceived instrumentality of their time resources, whereas it decreases their money instrumentality perceptions. Moreover, the study results show that this differential effect of incidental control on resource perceptions has commensurate effects on consumer expectations and satisfaction.

4. Collectors, Completion and Control: How Desire for Control Drives Collectors to Complete a Collection

C. Clark Cao, University of Arizona, USA*

Merrie Brucks, University of Arizona, USA

Martin Reimann, University of Arizona, USA

What drives collectors to complete their collections? Although a common phenomenon, motivations for collection completion are lacking experimental buttresses. The current study breaks new ground by providing conceptual and experimental evidence that desire for control (DC) plays an important role in driving collection completion. Six studies demonstrate that consumers high (vs. low) in DC are more likely to complete a collection when given the opportunity to acquire an item, because a conceptually (vs. perceptually) complete collection contains an internal structure that satisfies DC. Brain activities acquired from fMRI scanning also confirm that completing a collection indeed makes consumers perceive control.

9.4 Thy Self & Others: You're So Picky... Customizing and the Shopping Experience

Room: Continental Room

Chair: Andong Cheng, University of Delaware, USA

1. The Picky Shopper

Andong Cheng, University of Delaware, USA*

Hans Baumgartner, Pennsylvania State University, USA

Margaret Meloy, Pennsylvania State University, USA

We take initial steps to define and measure the construct of shopper pickiness. We define picky shoppers as those who are and highly detailed in describing the precise attributes they seek and inordinately troubled by negative attributes they see in available alternatives. We create two factors in the Picky Shopper scale: precise preferences (PP) and flaw sensitivity (FS). We find that pickier individuals are less likely swayed by others, more likely to spread negative word-of-mouth, have smaller consideration sets, and place greater weight on a wider range of attributes.

2. Let Me Customize That! The Effect of Self-Construal and Customization on Perceived Ownership

Nadia Danienta, University of Illinois at Urbana-Champaign, USA*

Minkyung Koo, University of Illinois at Urbana-Champaign, USA

From sneakers to burgers, firms are increasingly providing customization opportunities for their consumers. However, little research has examined the extent to which the customization process should be constrained (i.e. instructional guidance, specific outcomes). Cross-cultural evidence suggests that it may differ among independents and interdependents. Using experiments, we demonstrate that interdependents feel a greater sense of perceived ownership when customizing products with constraints compared to independents with a sense of self-expression as a key underlying mechanism. When customizing with constraints, interdependents feel a greater sense of self-expression than independents because interdependents prefer choices when they are determined by others.

3. Seeing more in less: How connecting and separating mindsets affect the process and outcome of product customization

Geetanjali Saluja, University of Technology Sydney, Australia*

Rashmi Adaval, University of Cincinnati, USA

Four studies show how primed mindsets influence the process and outcome of product customization. A connecting mindset makes people see interrelationships among various components whereas a separating mindset makes them parse out and separate the key elements from the context. These tendencies affect the number of dimensions that are used to encode information about the ingredients provided for customization. This has downstream implications for how consumers perceive assortments provided for customization and their willingness-to-pay for their customized option.

4. Write or Type? How Digital vs. Paper Shopping List Influences the Way Consumers Plan and Shop

Yangliu Huang, Drexel University, USA

Zhen Yang, Drexel University, USA*

This research examines how a traditional handwritten paper shopping list differs from a digital shopping list created on smart devices in influencing consumer's in-store shopping behavior. We propose that using a digital shopping list would lead to more unplanned and failed planned purchases. On the contrary, shoppers with a paper shopping list make more planned purchases. It is likely to occur because people who have a paper shopping list have a greater goal commitment to fulfilling the list. We conducted three studies where we either measured or manipulated shopping list type and tracked consumers' real shopping behaviors.

9.5 Goals and Motivations: You Can Do It!

Room: State Room

Chair: Hye-young Kim, University of Chicago, USA

1. Want to stick to your goal? Think about "dissimilar" alternatives that you've foregone!

Hye-young Kim, University of Chicago, USA*

Oleg Urminsky, University of Chicago, USA

We explore how the similarity of foregone alternatives impacts perceived goal achievement and subsequent decisions. Across different goal-conflict situations (saving vs. spending, donating vs. spending, healthy vs. tasty food), people perceive higher achievement toward their goal when they consider dissimilar foregone goal-inconsistent alternatives, rather than considering similar foregone alternatives. Considering dissimilar (vs. similar) foregone options impacts goal perceptions only when the focal goal is salient. The perception of goal achievement due to considering diverse foregone options makes people more likely to stick to the goal in their next choices, especially when making an immediate choice.

2. A Theory of Goal Maintenance: A Distinct and Vivid Pre-Goal Self Predicts Post-Goal Maintenance Behavior

Elicia John, University of California Los Angeles, USA*

Hal Hershfield, University of California Los Angeles, USA

Suzanne Shu, University of California Los Angeles, USA

We develop and test a theory of goal maintenance which posits that individuals who achieve a life-changing goal are more likely to maintain the progress achieved during goal attainment if they psychologically distance themselves from their pre-goal self and

routinely engage in activities that activate memories of their past, less flattering self. We apply our theory to weight loss and through four studies demonstrate that closeness and vividness of the past self is predictive of weight loss maintenance.

3. Beyond the Desired End-state: How Mere Completion of a Goal Can Motivate More than the Reward Itself

Bowen Ruan, University of Wisconsin - Madison, USA*

Evan Polman, University of Wisconsin - Madison, USA

Robin Tanner, University of Wisconsin - Madison, USA

The current research proposes a motivation for mere completion and distinguishes it from a motivation to seek for rewards. In ten studies, we demonstrate the utility of mere completion and show how it interacts with goal's desirability at different stages of goal pursuit.

4. Resource Availability and the Autonomous Motivation to Learn

Yuechen Wu, University of Maryland, USA*

Meng Zhu, Johns Hopkins University, USA

How does resource unavailability (vs. availability) impact the motivation to learn when no external contingencies are provided? Four experiments demonstrate that resource unavailability (vs. availability) lowers the feeling of psychological freedom, consequently hindering the origination of the autonomous motivation to learn (e.g., lower learning persistence, enjoyment and WTP for learning materials). We also demonstrate that the lower motivation to learn arising from resource unavailability (versus availability) is moderated by experimentally threatening or fulfilling one's psychological freedom.

9.6 4P's et al.: Marketing Stimuli and Promotions

Room: Royal Room

Chair: Max Ostinelli, Winthrop University, USA

1. The Brand That Wasn't There: The Impact of Product Displacement on Brand Outcomes

Kirk Kristofferson, Arizona State University, USA*

Lea Dunn, University of Washington, USA

Product placement is a well-established marketing tactic that benefits both brands and media. However, due to legal, image, or financial reasons, brands may choose not to be associated with certain entertainment content. When brands do not allow producers use of their logos, the brand logo is either physically removed or digitally altered from the content, a practice we define as product displacement. While research has examined the effectiveness of product placement, no research has examined how consumers respond psychologically to displaced brands. This research explores the psychological underpinnings of displacement on brand outcomes and demonstrates potential benefits for brands.

2. Sizes are Gendered: The Effect of Semantic Size Cues in Brand Names on Brand Perception

Kuangjie Zhang, Nanyang Technological University, Singapore*

Shaobo Li, Nanyang Technological University, Singapore*

Sharon Ng, Nanyang Technological University, Singapore

Size-related cues are often incorporated in brand names. In this research, we propose that the use of semantic size cues in brand names

can trigger thoughts of gender stereotype and subsequently influence how consumers perceive a brand. Specifically, we show that brand names with semantic cues of small-ness (vs. big-ness) evoke thoughts of female (vs. male) gender stereotype, which, in turn, lead consumers to perceive the target brand to be higher (vs. lower) on warmth-related traits but lower (vs. higher) on competence-related traits. We further show that gender association mediates the effect of semantic size cues on brand perception.

3. Visual Coherence in Dynamic Marketing Stimuli: A Grounded Theory Approach

Junghan Kim, Singapore Management University, Singapore*

Arun Lakshmanan, State University of New York at Buffalo, USA

This research develops a grounded-theory framework that provides new insights on how to create effective motion-based marketing stimuli. Drawing upon theories such as gestalt psychology, recognition-by-components, and experimental aesthetics, studies 1-2 outline an empirical groundwork that identifies the structure of design properties and factors, which determines perceived coherence in a given motion graphic ad. Next, studies 3-5 experimentally test whether and how the identified design parameters and factors shape visual coherence and downstream marketing outcomes. In general, this research is among the first to develop a comprehensive, integrative framework that describes the various antecedents of visual coherence in motion graphics.

4. Promoting Pi Day: Consumer Inferences about Creative Event Promotions

Daniel M. Zane, The Ohio State University, USA*

Kelly Haws, Vanderbilt University, USA

Rebecca Walker Reczek, The Ohio State University, USA

In the age of the Internet, where marketers can ensure that a promotion is distributed on a specific day, firms now offer more creative promotions around non-typical holidays (e.g., a 31.4% discount for Pi Day on March 14th). This research explores the effectiveness as well as the unique psychological consequences of such “special day” promotions. We demonstrate that consumers reward firms for being creative in their promotional offerings. Specifically, special day promotions boost participants’ evaluations and lead to increased usage intentions even compared to standard promotions that are more favorable financially, but only when participants understand the marketer’s creativity.

SCP Advisory Board Meeting

4:30 pm - 5:30 pm

North Tower - Fountain Room

Chairs' Networking Event

6:30 until...

Nasher Sculpture Gallery, 2001 Flora St

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Anupama Bharadwaj, University of Washington, USA
Kshitij Bhoumik, Texas Tech University, USA
Sheng Bi, Washington State University, USA
Alessandro Biraglia, University of Leeds, UK

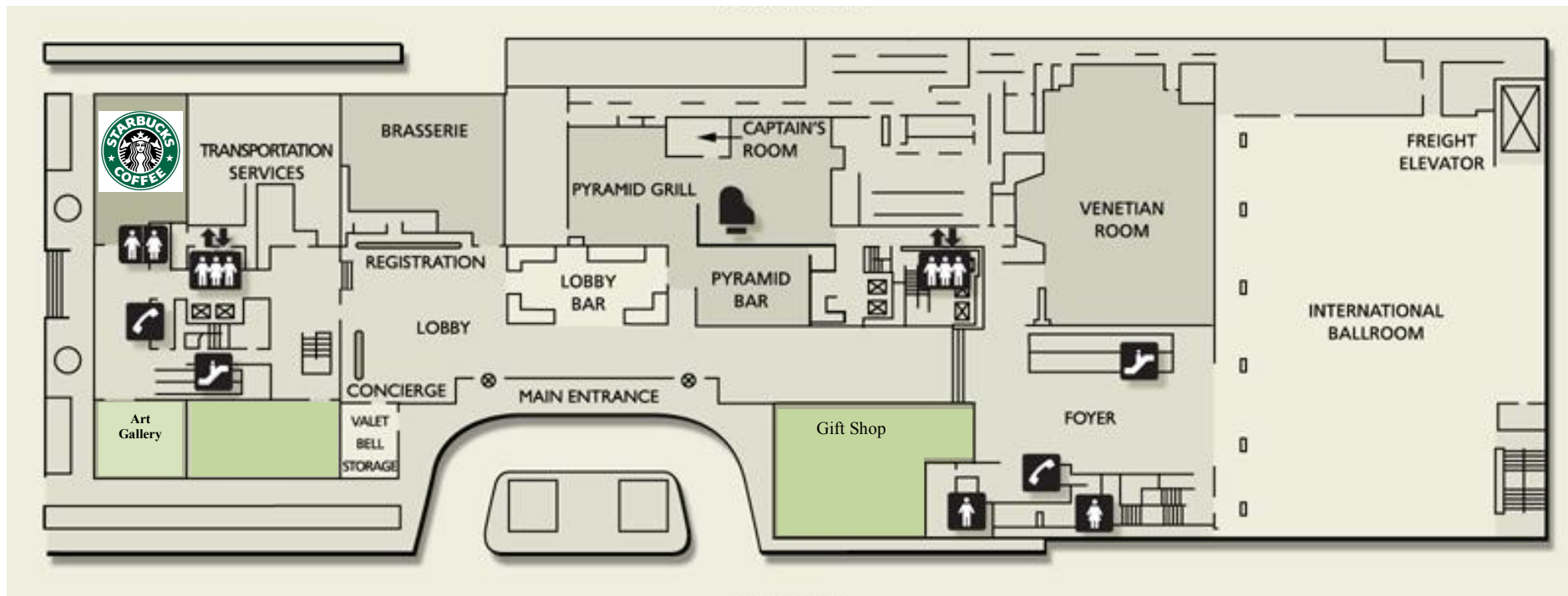
Samantha Bittner, Florida State University, USA
Johannes Boegershausen, University of British Columbia, Canada
Daniel Boller, University of St. Gallen, Switzerland
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Jia Gai, Rotterdam School of Management, The Netherlands
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Fei Gao, HEC Paris, France
Tessa Garcia-Collart, Florida International University, USA

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Linda Hagen, University of Southern California, USA
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Alejandra Rodriguez, Oklahoma State University, USA
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Bowen Ruan, University of Wisconsin - Madison, USA

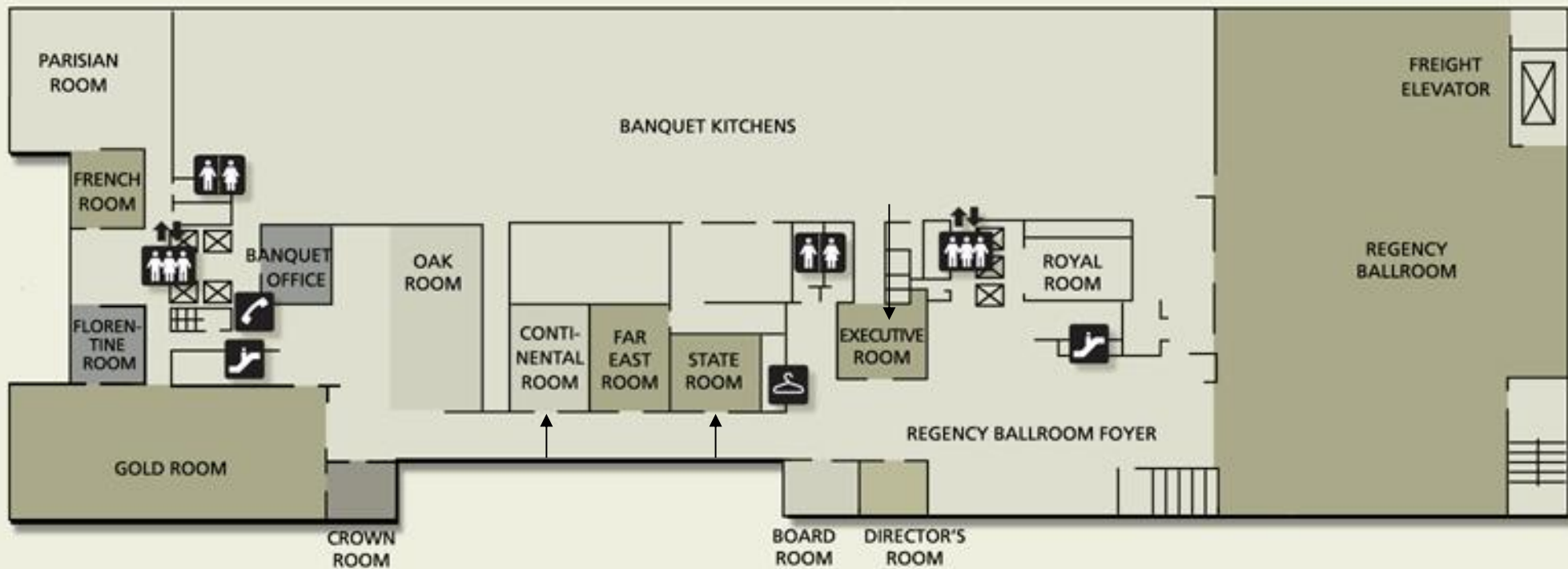
Geetanjali Saluja, University of Technology Sydney, Australia
Kevin L. Sample, University of Georgia, USA
Anja Schanbacher, London Business School, UK
Gustavo Schneider, University of South Carolina, USA
Elisa Schweiger, University of Bath, UK
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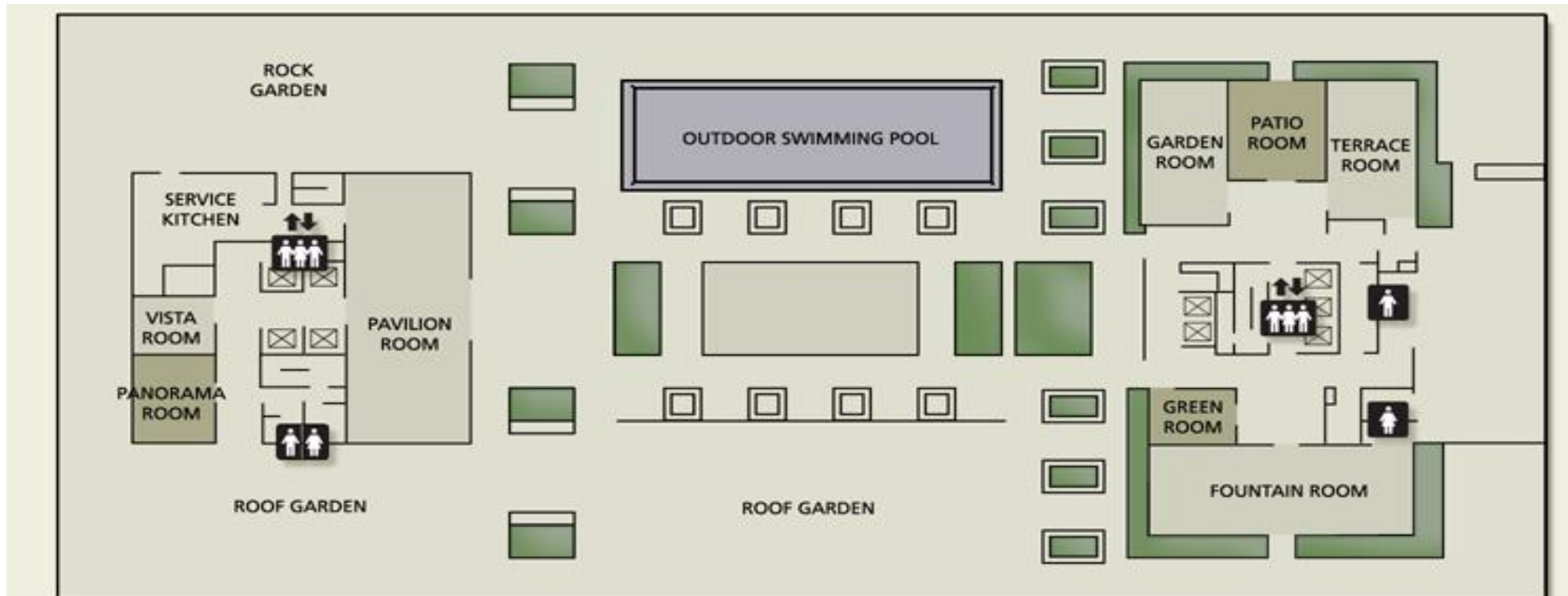
Lobby Level (1st Floor)

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Banquet Level (2nd Floor)

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Terrace Level (3rd Floor)