

2020 ANNUAL WINTER CONFERENCE • MAR 5-7
SOCIETY FOR CONSUMER PSYCHOLOGY
Hyatt Regency Hotel, Huntington Beach, California



CONSUMER REVELANCE decisions FINANCIAL BEHAVIOR STUDY environmental ACTIONS WELL-BEING

INTERACTIONS spending trust drivers

SCOP POLICY

theories GIVING TRADITIONAL marketplace ethics BROADER spaces PRODUCTS INFORMED choices

CONSUMPTION TECHNOLOGY beyond POLITICAL ATTITUDES EVERYDAY LIVES MARKETPLACE health SUSTAINABILITY

Co-Chairs:

- Selin A. Malkoc - The Ohio State University
- Suzanne B. Shu - UCLA

Doctoral Consortium Co-Chairs:

- Jennifer Escalas - Vanderbilt University
- Laura Peracchio - University of Wisconsin - Milwaukee



Program Overview

Thursday, 5 March 2020

8:00 am – 1:30 pm	DOCTORAL CONSORTIUM (Salons E & F)
1:00 pm – 5:00 pm	SCP REGISTRATION (Grand Foyer South)
1:30 pm – 3:00 pm	SCP PUBLICATIONS COMMITTEE MEETING (Shoreline Room)
2:00 pm – 5:00 pm	RESEARCH SKILLS WORKSHOP (Salon E, F & G)
3:00 pm – 5:00 pm	SCP EXECUTIVE COMMITTEE MEETING (Shoreline Room)
5:30 pm – 8:00 pm	OPENING RECEPTION AND REGISTRATION (California Courtyard & Vista Ballroom)

Friday, 6 March 2020

7:00 am – 6:00 pm	SCP REGISTRATION (Grand Foyer)
7:30 am – 9:30 am	CONTINENTAL BREAKFAST (Grand Foyer South & Terrace)
8:00 am – 5:30 pm	POSTERS AVAILABLE (Grand Foyer & Salon C)
8:00 am – 9:00 am	SESSION 1 (Salons A, B, E, F, & G)
9:00 am – 9:10 am	BREAK (Grand Foyer South & Terrace)
9:10 am – 10:30 am	SESSION 2 (Salons A, B, E, F, & G)
10:30 am – 10:50 am	BREAK & POSTER PRESENTATIONS (Grand Foyer & Salon C)
10:50 am – 12:10 pm	PLENARY 1: POLITICAL ATTITUDES AND BEHAVIORS (Salon D)
12:10 pm – 1:20 pm	LUNCHEON AND PRESIDENTIAL ADDRESS (Mariners Ballroom)
1:20 pm – 2:20 pm	SESSION 3 (Salons A, B, E, F, & G)
2:20 pm – 2:30 pm	BREAK (Grand Foyer South & Terrace)
2:30 pm – 3:50 pm	SESSION 4 (Salons A, B, E, F, & G)
3:50 pm – 4:10 pm	BREAK & POSTER PRESENTATIONS (Grand Foyer & Salon C)
4:00 pm – 5:30 pm	MULTIPLE PATHS TO RELEVANCE (Salon D)
4:10 pm – 5:30 pm	SESSION 5 (Salons A, B, E, F, & G)
5:00 pm – 7:00 pm	JCP ERB MEETING (California Courtyard & Vista Ballroom)
5:45 pm – 8:00 pm	RECEPTION (Lighthouse Courtyard)

Saturday, 7 March 2020

7:00 am – 4:30 pm	SCP REGISTRATION (Grand Foyer)
7:30 am – 9:30 am	CONTINENTAL BREAKFAST (Grand Foyer South & Terrace)
8:00 am – 5:30 pm	POSTERS AVAILABLE (Grand Foyer & Salon C)
8:00 am – 9:00 am	SESSION 6 (Salons A, B, E, F, & G)
9:00 am – 9:10 am	BREAK (Grand Foyer South & Terrace)
9:10 am – 10:30 am	SESSION 7 (Salons A, B, E, F, & G)
10:30 am – 10:50 am	BREAK & POSTER PRESENTATIONS (Grand Foyer & Salon C)
10:50 am – 12:10 pm	PLENARY 2: CONSUMERS & TECHNOLOGY (Salon D)
12:10 pm – 1:20 pm	AWARDS LUNCHEON (Mariners Ballroom)
1:20 pm – 2:20 pm	SESSION 8 (Salons A, B, E, F, & G)
2:20 pm – 2:30 pm	BREAK (Grand Foyer South & Terrace)
2:30 pm – 3:50 pm	SESSION 9 (Salons A, B, E, F, & G)
3:50 pm – 4:10 pm	BREAK & POSTER PRESENTATIONS (Grand Foyer & Salon C)
4:00 pm – 5:30 pm	SCP AWARD WINNERS SESSION (Salon D)
4:10 pm – 5:30 pm	SESSION 10 (Salons A, B, E, F, & G)
7:30 pm – 1:30 am	CLOSING EVENT (Sandy's Beach Shack)

Thank you to our sponsors:



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS



PennState
Smeal College
of Business

UCLA

Anderson

School of Management



JCP

**JOURNAL OF
CONSUMER
PSYCHOLOGY**



ASSOCIATION FOR CONSUMER RESEARCH



THE UNIVERSITY OF CHICAGO PRESS JOURNALS

Welcome to SCP 2020 at the seaside in beautiful Huntington Beach!

We are thrilled to have everyone here to enjoy both the intellectual content and social connections that make SCP such a fantastic annual conference.

The scholarly side of SCP kicks off on Thursday with the Doctoral Consortium and Research Skills Workshop. It continues on Friday with a set of excellent presentations and working papers, and is further spiced up by two plenary talks on consumers' relationships to politics and technology that tie into our conference theme of **Consumers Relevance Beyond Marketing**. We dedicated several tracks like *Complexities of Emerging Technologies*, *Political Attitudes*, and *The Waste Problem* to this theme. To give posters more prominence, we displayed them throughout the day and presenters will make themselves available during dedicated breaks.

The social aspects of the conference are highlighted at two outdoor evening receptions, a dedicated space for co-author meetings that turns into a late-night hangout complete with a private SCP bar, and culminates at an amazing party on the beach on Saturday night.

We of course have a long list of people to thank for making this all happen. This was a very competitive year. Only 52% of the 57 symposia and 35% of the 173 competitive paper submissions were accepted for presentation, while 48% of the 311 working papers were accepted as posters. Luckily, we had amazing teams of people to help us with all those decisions. Our wonderful Program Committee reviewed symposia and competitive papers, and we had a strong team of reviewers (both listed later in this program) that helped with all the competitive and working papers. Final decisions on competitive papers were made by us, with invaluable input from our team of Associate Editors: *Nidhi Agrawal*, *Simon Blanchard*, *Danit Ein-Gar*, *Elise Chandon Ince*, *Uma Karmarkar*, *Sam Maglio*, *Claudia Townsend*, *Guiden Ulkumen*, *Keith Wilcox*, and *Rongrong Zhou*. For the Working Papers, *Selin Atalay*, *Sam Bond*, and *David Gal* curated and organized the final set of posters to be presented. We are deeply grateful for all the quality assistance.

We also owe thanks to our Doctoral Consortium chairs, *Jennifer Escalas* and *Laura Peracchio*, and to the organizers of the Research Skills Workshop, *Jeff Galak* and *Aner Sela*. *Mary Steffel* acted as our liaison and was instrumental in pulling the plenary sessions together. Words cannot express our gratefulness (and our excitement!) for the Saturday beach party, organized by *Joe Goodman* and *Franklin Shaddy*. We are also deeply grateful to SCP President *Meg Meloy*, who kept everything on track and dedicated her time and energy to smoothing over a large variety of speedbumps, as well as the SCP Executive Director *Eric Yorkston*, who managed issues far above our pay grade. Finally, thanks to our institutions, The Ohio State University and UCLA, as they joined Penn State in sponsoring this years' conference.

We care deeply about this society as an essential part of the consumer psychology and marketing ecosystem. It has been a pleasure and an honor to serve as your conference co-chairs this year, and we are grateful to have such wonderful contributions from so many people. We hope you enjoy SCP 2020!

Selin A. Malkoc
Fisher College of Business
The Ohio State University

Suzanne Shu
Anderson School of Management
UCLA

Thursday, 5 March 2020

DOCTORAL CONSORTIUM REGISTRATION

**7:00 am to 9:00 am
GRAND FOYER SOUTH**

DOCTORAL CONSORTIUM

**8:00 am to 1:30 pm
Salons E & F**

SCP 2020 REGISTRATION

1:00 pm to 8:00 pm
Grand Foyer until 5:00 pm; Vista Ballroom from 5:30 pm - 8:00 pm

RESEARCH SKILLS WORKSHOP

**2:00 pm to 5:00 pm
Salons E, F & G**

SCP PUBLICATIONS COMMITTEE MEETING

**1:30 pm to 3:00 pm
Shoreline Room**

SCP EXECUTIVE COMMITTEE MEETING

**3:00 pm to 5:00 pm
Shoreline Room**

SCP OPENING RECEPTION

**5:30 pm to 8:00 pm
California Courtyard & Vista Ballroom**

LATE NIGHT HANGOUT & CASH BAR

**8:30 pm to 1:00 am
Red Chair Lounge**

Friday, 6 March 2020

SCP 2020 REGISTRATION

7:00 am to 6:00 pm

Grand Foyer

CONTINENTAL BREAKFAST

7:30 am to 9:30 am

Grand Foyer South and Terrace

FRIDAY WORKING PAPERS AVAILABLE

8:00 am to 5:30 pm

Grand Foyer & Salon C

CO-AUTHORS LOUNGE

8:00 am to 5:30 pm

Red Chair Lounge

SESSION 1

8:00 am to 9:00 am

1.1 Competitive Paper Session: When Digital Assistants and Personalization Backfires (Salon A)

1.2 Competitive Paper Session: Going Green or Not? Transparency, Over-Recycling & Returns (Salon B)

1.3 Competitive Paper Session: Risk & Uncertainty: Effect of Spatial Location, Language and Mystery (Salon E)

1.4 Competitive Paper Session: Impression Management: Minimalism, Handmade Products and Political Neutrality (Salon F)

1.5 Competitive Paper Session: Emotions in Consumer Behavior: Cases of Greed, Sadness and Sucker Aversion (Salon G)

BREAK

9:00 am to 9:10 am

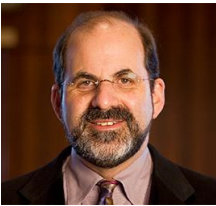
Grand Foyer South and Terrace

SESSION 2
9:10 am to 10:30 am

- 2.1 Symposium: Objective and Subjective Value of Humans and Algorithms (Salon A)
- 2.2 Symposium: The Waste Problem: Understanding Disposal Decisions to Reduce Waste (Salon B)
- 2.3 Symposium: The Value of What's Hidden: Understanding the Process and Consequences of Hiding and Discovering Information About the Self and Others (Salon E)
- 2.4 Symposium: Liking, Retweeting, Feeling and Buying - Exploring the Consequences of Social Media Consumption (Salon F)
- 2.5 Symposium: What Consumers Don't Know About the Role of Affect in Decision Making (Salon G)

BREAK & POSTER PRESENTATIONS
10:30 am to 10:50 am
Grand Foyer & Salon C

PLENARY 1: CONSUMERS' POLITICAL ATTITUDES & BEHAVIORS
JON KROSNICK AND CRAIG FOX
10:50 am to 12:10 pm



Professor Jon Krosnick is the Frederic O. Glover Professor in Humanities and Social Sciences and a Professor of Political Science. He specializes in attitude formation and change, especially as it relates to the psychology of political behavior. Dr. Krosnick will discuss his work on political psychology and political advertising. His talk will be followed by UCLA Professor Craig Fox, the Harold Williams Chair and Professor of Management, whose research applies behavioral techniques to policy problems. Dr. Fox will describe how consumer researchers can build on these ideas for understanding consumers' political behaviors, including summarizing some of the existing work in the field. There will be time for audience questions.



LUNCHEON AND PRESIDENTIAL ADDRESS

12:10 pm to 1:20 pm

Mariners Ballroom

SESSION 3

1:20 pm to 2:20 pm

3.1 Competitive Paper Session: Consumers' Data Interpretation & Algorithm Aversion (Salon A)

3.2 Competitive Paper Session: Why do People Give? The Role of Social Class, Taxation & Social Investments (Salon B)

3.3 Competitive Paper Session: Is Ambiguity Good or Bad? (Salon E)

3.4 Symposium: Food Evaluation and Preferences: The Roles of Firm, Societal, and Product Level Factors (Salon F)

3.5 Competitive Paper Session: Spending Past and Future Time (Salon G)

BREAK

2:20 pm to 2:30 pm

Grand Foyer South and Terrace

SESSION 4

2:30 pm to 3:50 pm

4. 1 Symposium: Algorithms and Minds: How Algorithm Perceptions Affect Consumer Judgments and Behaviors (Salon A)

4.2 Symposium: (Mis)Predicting the Consequences of Prosocial Nudges: Considering Unpredictable and Optimizing Predictable Nudge Outcomes (Salon B)

4.3 Symposium: Boon or Bane? The Utility and Disutility of Uncertainty (Salon E)

4.4 Symposium: Overwhelmed, Over-nudged, Overweight – Helping Consumers to Eat Healthier in the Age of Rising Inequality and Information Overload (Salon F)

4.5 Symposium: Causes, Consequences, and Alleviation of Boredom (Salon G)

BREAK & POSTER PRESENTATIONS

3:50 pm to 4:10 pm

Grand Foyer & Salon C

MULTIPLE PATHS TO RELEVANCE

4:00 pm to 5:30 pm

Salon D

*Keisha Cutright, Jeff Inman, Amna Kirmani, Brent McFerran, Vicki Morwitz,
Anirban Mukhopadhyay, Stephanie Tully*

Emerging and established leaders in the field will provide different perspective on how researchers can conduct consumer-relevant research – both in crafting a paper and in developing a stream of research.

SESSION 5

4:10 pm to 5:30 pm

5.1 Symposium: Big Data & Computational Approaches to Consumer Behavior (Salon A)

5.2 Symposium: The Hidden Persuaders of Prosocial Contribution (Salon B)

5.3 Symposium: When Do Consumers Prefer Uncertainty? (Salon E)

5.4 Symposium: Food Choices and Consumption: Implications for Identity, Health, and Sustainability (Salon F)

5.5 Symposium: What Makes Consumers' Lives Better? From Enjoyment and Happiness to Meaning and Satisfaction with Life (Salon G)

JCP ERB MEETING

5:00 pm to 7:00 pm

Vista Ballroom & California Courtyard

RECEPTION

5:45 pm to 8:00 pm

Lighthouse Courtyard

LATE NIGHT HANGOUT & CASH BAR

8:00 pm to 1:00 am

Red Chair Lounge

Saturday, 7 March 2020

SCP 2020 REGISTRATION

7:00 am to 4:30 pm

Grand Foyer

CONTINENTAL BREAKFAST

7:30 am to 9:30 am

Grand Foyer South and Terrace

SATURDAY WORKING PAPERS AVAILABLE

8:00 am to 5:30 pm

Grand Foyer & Salon C

CO-AUTHORS LOUNGE

8:00 am to 5:30 pm

Red Chair Lounge

SESSION 6

8:00 am to 9:00 am

6.1 Symposium: The (Social) Influencer Age: New Perspectives on the Consumer-
Recommender Relationship (Salon A)

6.2 Competitive Paper Session: Teamwork and Joint Decisions (Salon B)

6.3 Competitive Paper Session: Time Perspective & Planning (Salon E)

6.4 Competitive Paper Session: Understanding Willingness to Share & Trade (Salon
F)

6.5 Competitive Paper Session: Sensorimotor and Visual Effects in Persuasion
(Salon G)

BREAK

9:00 am to 9:10 am

Grand Foyer South and Terrace

SESSION 7
9:10 am to 10:30 am

- 7.1 Symposium: Technology and Transformative Consumer Research (Salon A)
- 7.2 Symposium: The Limited Wisdom of Crowds: New Perspectives on Collective Beliefs (Salon B)
- 7.3 Symposium: Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit (Salon E)
- 7.4 Symposium: Experiencing “MINENESS”: Extensions of Psychological Ownership in New Consumer Contexts (Salon F)
- 7.5 Symposium: On Certain Mechanisms of Uncertainty in the Formulation of Beliefs (Salon G)

BREAK & POSTER PRESENTATIONS
10:30 am to 10:50 am
Grand Foyer & Salon C

PLENARY 2: CONSUMERS AND TECHNOLOGY
CARL MARCI AND ADAM ALTER
10:50 am to 12:10 pm
Salon D



Neuroscientist Dr. Carl Marci is Chief Medical Officer at CompainionMx, a digital health technology company, and an Assistant Professor of Psychiatry at Harvard Medical School. He has previously served as chief neuroscientist at Nielson Consumer Neuroscience and co-founder, former Chairman, and former Chief Science Officer of Innerscope Research. Dr. Marci will discuss his extensive work on the topics of consumer psychology and media technology, including his current work on mobile solutions to mental health issues. He is joined on stage by Dr. Adam Alter, Associate Professor of Marketing at NYU Stern and bestselling author of the books *Drunk Tank Pink* and *Irresistible*. Dr. Alter will then consider how consumer researchers can build on these ideas while discussing his own work on consumer psychology and addictive technology. There will also be time for questions from the audience.



AWARDS AND BUSINESS LUNCHEON

12:10 pm to 1:20 pm

Mariners Ballroom

SESSION 8

1:20 pm to 2:20 pm

- 8.1 Competitive Paper Session: New Ways to Pay: Emerging Technologies and Psychology of Paying (Salon A)
- 8.2 Competitive Paper Session: Political Ideology Influences on Consumer Behavior (Salon B)
- 8.3 Competitive Paper Session: Determinants of Goal Pursuit and Progress (Salon E)
- 8.4 Competitive Paper Session: Willingness to Spend Time and Money (Salon F)
- 8.5 Competitive Paper Session: Consumer Effort & Deliberation (Salon G)

BREAK

2:20 pm to 2:30 pm

Grand Foyer South and Terrace

SESSION 9

2:30 pm to 3:50 pm

- 9.1 Symposium: Communication Modalities and New Technologies (Salon A)
- 9.2 Symposium: Toward a Further Understanding of How Political Ideology Drives Motivation and Values (Salon B)
- 9.3 Competitive Paper Session: Starting, Progressing and Completing Goals (Salon E)
- 9.4 Symposium: In the Eye of a Mental Accountant: Mental Accounting Shapes How People View Investments and Promotions (Salon F)
- 9.5 Competitive Paper Session: Consumer Inferences (Salon G)

BREAK & POSTER PRESENTATIONS

3:50 pm to 4:10 pm

Grand Foyer & Salon C

SCP AWARD WINNERS SESSION

4:00 pm to 5:30 pm

Salon D

This session will contain insights from this year's special award winners from all career stages. Speakers will be announced at the awards luncheon on Saturday.

SESSION 10

4:10 pm to 5:30 pm

10.1 Symposium: Context Impacts Privacy Preferences (Salon A)

10.2 Symposium: Everyday Politics: The Impact of Political Context on Attitudes, Social Interactions, Media Perceptions, and Corporate Advocacy (Salon B)

10.3 Symposium: When the Going Gets Tough: Strategies to Help Consumers Reach their Goals (Salon E)

10.4 Symposium: The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making (Salon F)

10.5 Symposium: Persuasion 2.0 (Salon G)

CLOSING EVENT

7:30 pm to 1:30 am

BEACH PARTY at the **BEACH SHACK!**

featuring Almost Classy and DJ Zammy Z

Doors at 7:30pm, band at 8:30pm! Steps from the sand and under the iconic Huntington Beach Pier, this networking event is sure to raise the waves. Inside, you'll enjoy live music, an open bar, and 25 surf-inspired craft beers and cocktails. Outside, you'll enjoy the beachfront fire pit, Tiki Bar, and classic beach games, like giant Jenga and cornhole (they're classic to us, at least...). After light SoCal snacks and desserts, you'll dance it off with DJ Zammy Z.

TAB:
Friday Morning Sessions

1.1 Competitive Paper Session: When Digital Assistants and Personalization Backfires

Room: Salon A

Chair: Rumela Sengupta, *University of Illinois at Chicago*

Remember Me Not: Personalization as Identity Threat

*John J Yi (*University of Arizona*); Caleb Warren (*University of Arizona*)

Advances in information technology have enabled firms to personalize products and services for individual consumers. Although many believe personalization will benefit both firms and consumers, we illustrate that personalization can backfire by making consumers aware of undesirable aspects of their identity.

No Alexa, Don't Order Me That! Embarrassing Effects of Socially Present Digital Assistants

*Brett Christenson (*University of Alabama*)

This research investigates situations in which the voice of a digital assistant, like Siri or Alexa, serves as a cue for social presence, and how this effect can lead to negative user reactions. While prior research has examined positive effects of creating more visually humanlike service robots, this work examines potential negative effects of creating more anthropomorphized voices in products. Through three studies, more realistic sounding voices are shown to increase feelings of user embarrassment when purchasing medical or stigmatized products. Increased embarrassment then leads to lower intentions to use the assistant in the future and take its recommendations.

The Paradoxical Effects of Personalized Product Recommendations on Consumer Choice Satisfaction

Gerald Häubl (*University of Alberta*); Benedict G. C. Dellaert (*Erasmus University Rotterdam*); *Nahid Ibrahim (*University of Alberta*)

This research sheds light on a paradoxical separation between decision quality and subjective decision appraisal when consumers' choices are aided by personalized product recommendations. We theorize that although providing consumers with a screening of available alternatives increases consumers' perceived attractiveness of the presented alternatives, it also increases their difficulty of identifying the most attractive alternative. Across five experiments, we find that these two opposing forces govern the overall effect of personalized recommendations on consumers' subjective appraisal of their product choices – i.e., choice satisfaction. While the former – the “attractiveness” effect – increases choice satisfaction, the latter – the “difficulty” effect – reduces choice satisfaction.

1.2 Competitive Paper Session: Going Green or Not? Transparency, Over-Recycling & Returns

Room: Salon B

Chair: Ishani Banerji, *University of Texas at San Antonio*

Transparent Green Practices Boost Perceptions of Price Fairness

**Anna Tari Sanchez (Boston University); Chiara Longoni (Boston University); Remi Trudel (Boston University)*

We investigate perceived fairness of prices that are derivatives of green manufacturing practices. Across eight studies and a variety of domains, we show that consumers view green cost-based price increases as fairer than price increases of equivalent magnitude that are due to non-green costs. Green costs boost price fairness perceptions (studies 1A-1D) because consumers ascribe the firm with morality attributes (study 2). However, the boost in fairness perceptions is eliminated when morality attributions are undermined: when green practices reflect opportunistic motives (study 3), or are attributed to exogenous causes (study 4). Fairness perceptions also positively affect behavior (study 5).

Over-Recycling: When Motivated Sustainability Goes Wrong

**Atar Herziger (Ohio State University); Grant Donnelly (Ohio State University); Rebecca Walker Reczek (Ohio State University)*

Consumers have a strong association that recycling is good, and that good people recycle. This paper examines the phenomenon of over-recycling—engaging in incorrect, often harmful, recycling behavior. We show that recycling is associated with moral goodness and environmental benefit, regardless of the correctness of the behavior (Study 1), that recycling is used as a compensation mechanism for low moral self-worth (Study 2), and that over-recycling is not eliminated by information provision (Study 3). Taken together, these findings suggest that motivated reasoning may drive consumers to knowingly recycle non-recyclable items, causing substantial harm to recycling facilities, employees, and business revenue.

How Revealing the Reason for Return Can Remove the “Ugh” from Returned Products

**Ishani Banerji (University of Texas at San Antonio); Samuel Skowronek (University of Pennsylvania); Kurt Carlson (College of William and Mary); Richard Gretz (University of Texas at San Antonio)*

Returned products represent annual losses of over \$260 billion, but previous research offers no strategies on how best to minimize margin losses when re-selling a returned product. This paper examines the reasons underlying consumers' aversion toward returned products and identifies a strategy for reducing this aversion. Across three experiments and an eBay auction study, we demonstrate that providing prospective buyers with word-of-mouth about the reason for return can alleviate their purchase risk concerns thereby increasing the purchase likelihood and willingness to pay. Thus, the research presents a novel feasible strategy for improving the resale value of returned products.

1.3 Competitive Paper Session: Risk & Uncertainty: Effect of Spatial Location, Language and Mystery

Room: Salon E

Chair: Ruouo Li, *University of South Carolina*

Risk on the Edge: The Effect of Socio-spatial Location on Consumer Preferences

**Sina Esteky (Miami University); Amar Cheema (University of Virginia)*

This paper explores how the relative spatial location of consumers in a group (i.e., their socio-spatial location) primes concepts related to safety and risk and affects consumer preferences. We find that being located close to the center versus edge of a group primes the concepts of safety versus risk, respectively. As a result, being farther away from the center heightens risk-seeking. We demonstrate this effect in a variety of consequential decisions related to product choice, risky gambles in the lab, and financial decisions in a popular TV game show.

Impact of Foreign Language Labeling on Food Valuation and Choice

**Akshina Banerjee (University of Chicago); Oleg Urminsky (University of Chicago)*

We demonstrate that adding an unknown foreign language to a known native language in a food-related stimulus (e.g., restaurant menu and product labels) significantly increases perceptions of authenticity and quality, resulting in higher consumer-related measures, including choice. We combine a known and an unknown language, creating a context with redundant information that is incomprehensible and potentially uncertain, which normatively should not affect preferences. Nevertheless, these mixed language cues were more effective because they elicited context relevant intangible evaluations of authenticity and quality. Thus, a non-informative and incomprehensible cue can create consumer value by instilling feelings of intangible experiences.

Misguided Preference for Mysterious Consumption

*Eva C. Buechel (University of Southern California); *Ruouo Li (University of South Carolina)*

We argue that mysterious consumption, whereby the nature of a product is unknown at the time of purchase, represents a rare case in which consumers seek out uncertainty. We find that people are willing to pay more for mysterious consumption items and that they prefer them over comparable non-mysterious ones. We also show this preference to be misguided. The uncertainty associated with mysterious consumption items leads consumers to engage in wishful thinking with respect of the nature of the purchase. As a result, consumers are less satisfied with mysterious consumption items than comparable non-mysterious consumption items.

1.4 Competitive Paper Session: Impression Management: Minimalism, Handmade Products and Political Neutrality

Room: Salon F

Chair: Ike Silver, *University of Pennsylvania*

Minimalism as a Status Symbol: When and Why we Admire Conspicuous Non-Consumption

**Anne Wilson (Harvard Business School); Silvia Bellezza (Columbia University); Michael I. Norton (Harvard Business School)*

Despite the increased prevalence of 'minimalism' in consumer culture, the concept of minimalism is not presently well-defined or concretely understood. In this research, we establish a clear definition of consumer minimalism and develop a scale to measure the construct. We identify three key dimensions of consumer minimalism: 1. Number of possessions; 2. Sparse aesthetic; and 3. Mindful consumption. Next, we demonstrate that minimalism operates as a particular form of conspicuous non-consumption that signals heightened social status. We show that such positive status attributions are mediated by self-concept clarity inferences and moderated by observers' minimalist tendencies.

The Handmade Halo Effect: The Social Benefits of Buying Handmade Goods

**Freeman Wu (Vanderbilt University); Kelly Haws (Vanderbilt University)*

While prior work has found that consumers are drawn to handmade products, we identify additional benefits to purchasing handmade (versus machine-made) goods that are social in nature. Specifically, observers are more likely to infer that purchasers of handmade goods are supporting small firms (underdogs) through their consumption decisions, which in turn increases warmth perceptions and ultimately enhances overall evaluations of the handmade consumer. Multiple studies demonstrate the robustness of this handmade halo effect, elucidate the underlying process, and explore both boundary conditions and its strength relative to other types of purchases typically associated with positive perceptions.

Political Neutrality Aversion: When and Why 'Staying out of it' Backfires

**Ike Silver (University of Pennsylvania); Alex Shaw (University of Chicago)*

Consumers increasingly care to know where influential public figures stand on contentious social/political issues. Yet when faced with the prospect of choosing sides and the possibility of alienating supporters, politicians, business leaders, and celebrities often choose to remain neutral. We demonstrate that despite its intuitive appeal, remaining neutral can harm trust even relative to outright opposition, a phenomenon we term political neutrality aversion. Five studies (N=1,714) find that neutrality harms trust in leaders because it often unintentionally signals non-neutral underlying beliefs. Specifically, participants interpret neutrality as tacit opposition to its audience and therefore as a dishonest reputation management tactic.

1.5 Competitive Paper Session: Emotions in Consumer Behavior: Cases of Greed, Sadness and Sucker Aversion

Room: Salon G

Chair: Stephen Baum, *University of California Berkeley*

The Absolute More, The Merrier - How Dispositional Greed influences Individual Numerical Thinking Styles

*Goedele Krekels (*IÉSEG School of Management*); Mario Pandelaere (*Virginia Tech*)

Consumer decisions are often affected by relative gains, even when the absolute gains are identical. Although evidence for such relative thinking appears robust, large heterogeneity exists. This study uses dispositional greed to explain this heterogeneity. Five studies show that the less greedy display relative thinking, whereas greedier people exhibit a more absolute thinking style. Furthermore, greedier people do not necessarily make better decisions than less greedy relative thinkers; in certain situations, absolute thinking also lead to suboptimal decisions. This difference in thinking style is associated with a difference in diminishing utility: greedier people exhibit lower rates of diminishing marginal utility.

What Makes Content Viral in the Prosocial Domain? The Surprising Power of Sadness

*Julie Schiro (*University College Dublin*); Lauren Min (*University of Kansas*)

What makes online content viral? Emotion is a major factor. The literature suggests that positive and high arousal content is more viral than sad content, which is negative and low arousal. This paper challenges those findings. Across two experiments and a dataset of 104,279 Facebook posts across 178 of the largest for-profit and non-profit brands, we show that sad content can be more viral than its positively valenced or high arousal counterparts. However, a condition must be met. Sad posts must offer a solution to the issue raised so that by sharing, people feel they are furthering the cause.

Sucker Aversion in Product Discrimination

*Stephen Baum (*University of California Berkeley*); Ellen Evers (*University of California Berkeley*); Yoel Inbar (*University of Toronto*)

Eight experiments demonstrate that consumers find a firm's downgrading of a product and selling it at a lower price less acceptable than a firm's upgrading of a product and selling it at a higher price. We rule out mechanical (e.g., information ordering) and mundane (e.g., participant inattention) explanations for this effect, and provide convergent evidence that the effect is driven by consumers' feeling of sucker aversion: the feeling that a firm that decreases a product's quality is attempting to take advantage of consumers. Finally, we demonstrate how this preference sequentially impacts consumers' engagement in negative word-of-mouth (WOM) about a firm.

Notes:

Notes:

2.1 Symposium: Objective and Subjective Value of Humans and Algorithms

Room: Salon A

Chairs: Gizem Yalcin, *Erasmus University Rotterdam*

Evan Stuart Weingarten, *Arizona State University*

The Expert vs. the Algorithm: Consumers' Perceived Competence Impacts Their Valuation of Product Recommendations

**Gizem Yalcin (Erasmus University Rotterdam); Anne-Kathrin Klesse (Erasmus University Rotterdam); Darren W. Dahl (University of British Columbia)*

Companies frequently utilize algorithms to make product recommendations. Interestingly, they use different strategies when explaining the source of the recommendation to their customers. Whereas some companies communicate that the recommendation was generated by an algorithm, others disguise the algorithm and suggest that the recommendation stems from a human expert. Across seven studies and in five different domains, we demonstrate that customers value recommendations differently depending on the framing of the source of a recommendation—an algorithm versus human expert—and their perceived knowledge in a focal domain.

Stress, Addiction, and Artificial Intelligence

**Mohamed Hussein (Stanford University); Szu-chi Huang (Stanford University)*

Only 9.8% of people suffering from mental illness ask for help. Can artificial intelligence (AI) be leveraged to increase people's likelihood to seek mental health services? Across four studies, we find that consumers avoid AI mental-health advisers and rate these advisers as inferior to human advisers. We replicate this avoidance across different mental health domains, such as stress (e.g. relationship, financial, and academic) and addictive behaviors (e.g. porn addiction). We further find that self-affirmation increases the likelihood of consumers choosing an AI mental-health adviser.

Consumers Reject Even the Best Possible Algorithm in Uncertain Decision Domains

**Berkeley Dietvorst (University of Chicago); Soaham Bharti (University of Chicago)*

Across eight studies, we find that consumers are less likely to use the best possible algorithm to make predictions the more irreducible uncertainty there is in the decision domain. But why? We propose that people choose to rely on the decision-making method that they believe to have the highest likelihood of providing a perfect answer. This decision strategy creates risk-seeking preferences. When the amount of irreducible uncertainty in the forecasting task is high, making a perfect forecast improbable for even the optimal algorithm, consumers reject algorithms and turn towards riskier (and often worse performing) options like human judgment.

Experts Outperform Technology in Creative Markets

**Evan Stuart Weingarten (Arizona State University); Michael Meyer (University of California San Diego); Amit Ashkenazi (Fiverr); On Amir (University of California San Diego)*

Artificial intelligence is encroaching on creative design domains. An important and valuable example of this is the logo design market. We test whether AI-generated logos can compete with those produced via human experts. Two logo design elicitation studies from human experts and AI, and seven follow-up studies evaluating these logos with ratings (from novices and experts) and incentivized choice reveal why and when human experts outperform AI. That is, human experts outperform AI on average, but users with a clear design vision may find AI sufficient.

2.2 Symposium: The Waste Problem: Understanding Disposal Decisions to Reduce Waste

Room: Salon B

Chair: Christine Kim, *Hong Kong University of Science and Technology*

Expiration Date Perception and Food Disposal Decision

**Christine Kim (Hong Kong University of Science and Technology); Young Eun Huh (Korea Advanced Institute of Science and Technology)*

Despite the important role that expiration dates play in shaping consumers' food disposal decisions, information about foods' expiration dates is often absent or ambiguous. We study how consumers infer expiration dates and how such inferences influence subsequent disposal decisions. We propose that consumers use the perceived healthiness of a food as a cue to infer its expiration date, thereby forming an intuition that healthy food expires quickly. Hence, a mere framing of a food item as healthy increases the perception that it expires quickly and decision to discard.

Stating the Obvious: How "Ugly" Labels Can Increase Purchase of Unappealing Produce and Reduce Waste

**Sid Mookerjee (University of British Columbia); Yann Cornil (University of British Columbia); Joey Hoegg (University of British Columbia)*

Food producers and retailers throw away large amounts of edible produce that fail to meet beauty standards. One field and three online experiments show that using the word "ugly" to label unappealing produce can increase purchase. This happens because unambiguously pointing out a visible aesthetic flaw improves seller credibility, which increases purchase and helps mitigate negative tastiness and healthiness expectations. We further delineate the type of label that increases purchase, and demonstrate that 'ugly' labeling can be just as effective as a food waste awareness campaign, a costlier and more cognitively taxing intervention.

Symbolic Disposal

**Aaron Brough (Utah State University); Mathew S. Isaac (Seattle University)*

Marketers have long understood that consumption can be symbolic as well as functional. In this paper, we focus on the corollary notion that disposal can be symbolic as well as functional. Three studies document a symbolic disposal effect, in which disposing of an object that symbolically represents a barrier to goal pursuit can inflate one's perception of goal progress, even when the act of disposal has no impact on actual goal progress. We attribute this effect to the notion that symbolic disposal serves as an active and emphatic signal of commitment.

Rediscovering Consumer Wastefulness

**Saurabh Rawal (University of Alberta); Robert Fisher (University of Alberta); Jennifer Argo (University of Alberta)*

Wastefulness is one of the most disconcerting outcomes of consumerism. While extant literature studied the social, ecological and economic impact of wasteful consumer behaviors, we know little about what comprises consumer wastefulness. We argue that indefinitely storing usable possessions, a seemingly prudent choice for the individual, is wasteful for the environment and society. In doing so we advance past conceptualizations and inform definition of what is being wasted, when behaviors are assessed as wasteful and how consumers can be less wasteful.

2.3 Symposium: The Value of What's Hidden: Understanding the Process and Consequences of Hiding & Discovering Information About the Self & Others

Room: Salon E

Chairs: Soo Kim, *Cornell University*; Peggy Liu, *University of Pittsburgh*;
Kate Min, *Cornell University*,

Secret Consumer Behavior in Close Relationships

**Danielle Brick (University of New Hampshire); Kelley A Gullo (Duke University); Gavan Fitzsimons (Duke University)*

This research explores secret consumer behavior in close relationships. Across several studies, including an experimental study and studies with both members of a couple, we find that keeping consumption activity a secret from one's partner does happen in relationships, which can have positive outcomes. Specifically, we find that although consumption secrets lead to greater feelings of guilt, this guilt drives greater pro-relationship spending. We further find that partners report greater satisfaction with this spending, highlighting additional positive downstream consequences.

Some Things, You Can Only Tell a Stranger: Avoidance of Friends as an Audience for One's Insecurities and the Role of Rumination

**Soo Kim (Cornell University); Peggy Liu (University of Pittsburgh); Kate Min (Cornell University)*

Four pre-registered studies show that, when disclosing one's personal insecurities (vs. neutral personal information or other negative but non-personal information), people significantly lessen their natural tendency to turn to friends and instead turn to an unlikely audience for self-disclosure: strangers. We demonstrate that this effect occurs because people do not want to ruminate over their personal insecurities, which they risk happening with friends—who may end up being a source of reminder throughout the course of the continued relationship—but less so with strangers.

Presenter's Paradox? Downstream Consequences of Non-truthful Communication

**Christine Kang (California State University Long Beach); David Wooten (University of Michigan)*

This research examines the Presenter's Paradox in customer-server interactions. We find that, in response to service predicaments, servers frequently exhibit two tendencies that are misaligned with the preferences of their customers: offer uninformative explanations to avoid revealing information that results in an unfavorable impression and manage impressions of coworkers who cause service predicaments. These tendencies do not satisfy the information needs of their customers and result in less favorable outcomes (e.g., lower tips) for servers. Results contribute to knowledge of impression management and customer service interactions.

The Road Not Taken: Consumption of Unfamiliar Products Increase Feelings of Self-Discovery and Product Engagement

*Dafna Goor (Harvard Business School); *Grant Donnelly (Ohio State University); Michael I. Norton (HBS)*

Three studies evaluating the consumption of music, food, and consumer goods, demonstrate that consumer unfamiliarity (vs. familiarity) of a product increases product engagement (which is distinct from liking that decreases with unfamiliarity). This is because an unfamiliar experience enhances self-discovery, leading to greater interest exploring the product. Consistent with theories in developmental psychology, our effects are moderated by the degree to which the discovery is proximal to familiar consumption experiences.

2.4 Symposium: Liking, Retweeting, Feeling and Buying - Exploring the Consequences of Social Media Consumption

Room: Salon F

Chair: Gizem Ceylan, *University of Southern California*

When Facebook Doesn't Forget: The Effect of Cumulative Purchase Signals on Impressions

*Kristin Diehl (University of Southern California); *Francesca Valsesia (University of Washington)*

Consumers repeatedly use their purchases as signals. On social media, cumulative purchase signals may become particularly salient to receivers. We investigate the impact of cumulative purchase signals on social media in the context of material (vs. experiential) purchase signals. We find that impressions of individuals sending repeated material (vs. experiential) purchase signals become increasingly more negative, because these posts appear less and less authentic compared to repeated experiential purchase posts. However, experiential purchase posts no longer have that advantage if these posts are perceived to be extrinsically motivated.

Look What I Am Re-sharing: How Self-Presentation Goals Impact What Consumers Re-Transmit on Social Networks

**Gizem Ceylan (University of Southern California); Norbert Schwarz (University of Southern California)*

Consumers share content from sources of varying credibility. We find that consumers who want to fit-in prefer to share popular information from well-known credible sources, whereas consumers who want to stand out are willing to share information from less credible sources as well as information that is not shared by others. These differences emerge even though both groups find information more likely to be truthful when it comes from a credible source, indicating that the desire to stand out motivates people to share information despite concerns about its veracity.

Self-Promotion, Social Comparison, and Meaning in Life

*Young Eun Huh (Korea Advanced Institute of Science and Technology); Irene Scopelliti (City University of London); *Seo Young Myaeng (Northwestern University)*

We observe that search of meaning in life is associated with a stronger tendency to engage in social comparison, and with more negative emotional responses to others' self-promotional attempts. A simple intervention involving a reflection on the presence of meaning in one's life significantly improves recipients' responses to others' self-promotion.

Wish You Were Here? How Social Media Photos of Local Brand Community Events Influence Brand Intentions

**Jacqueline Rifkin (Duke University); Cindy Chan (University of Toronto); Barbara E. Kahn (University of Pennsylvania)*

To drive traffic to stores and build brand-loyal communities, retailers are increasingly hosting in-store events and then posting social media photos. While this strategy likely promotes desirable brand outcomes among attendees, it is unclear how it affects consumers who do not attend, but see the social media photos. Using field and lab studies, we find that seeing social media photos of missed brand-community events can trigger FOMO (Fear of Missing Out). This increases intentions to engage with the brand in the future, particularly among those less connected to the brand and more anxious about their belonging within the brand community.

2.5 Symposium: What Consumers Don't Know About the Role of Affect in Decision-Making

Room: Salon G

Chairs: Colton Pond, *University of Miami*; Uzma Khan, *University of Miami*,

So Difficult to Smile: When and Why Unhappy People Avoid Enjoyable Experiences

Hao Shen (*Chinese University of Hong Kong*); *Aparna Labroo (*Northwestern University*); Robert Wyer Jr. (*University of Cincinnati*)

Engaging in enjoyable activities can help regulate a negative mood. In this research, we instead show consumers in a negative mood often may avoid enjoyable activities. We posit the facial expression that accompany a negative mood conflict with those elicited when imagining engaging in an enjoyable activity. This conflict evokes subjective feelings of difficulty, and consumers misattribute the negative feelings to enjoyableness of the activity, leading them to evaluate the activity less favorably and to avoid it.

Consuming Mementos with Experiences: Predicting When Consumers Desire Mementos

*Charlene Chu (*Chapman University*); Suzanne Shu (*University of California Los Angeles*)

Consumers often desire material goods that are connected to an experience, as reflected in behaviors such as taking photos of an event, purchasing souvenirs on a vacation, or saving ticket stubs from a concert. We examine the conditions and motivations that predict when consumers desire such mementos. We propose that sadness associated with the end of an experience prompt consumers' desire for mementos, implying that mementos are more likely to be acquired as endings become more salient. We demonstrate this novel across six studies using laboratory experiments, field surveys, and field experiments using different mementos and experiences.

What's in a Click? The Simple Act of Clicking Can Facilitate Motivated Reasoning for Indulgent Choices

*Jen H. Park (*Stanford University*); Szu-chi Huang (*Stanford University*)

Despite the prevalence of "click to read more" features online, little work has explored how these interactive features impact consumers' information processing and decision making. Four incentive-aligned studies using digital menus manipulated whether or not a click is necessary to load additional product information (e.g., customer reviews and ratings), and found that clicking resulted in more biased recall of product information in favor of indulgent choices such as unhealthy food and hedonic mobile apps. Importantly, this effect was driven by the physical act of clicking rather than the perceived freedom to click.

Affective Experience of Hedonic versus Self-Conscious Emotions

Uzma Khan (*University of Miami*); *Colton Pond (*University of Miami*)

Extant research shows that people have difficulty predicting future affective states as they tend to overpredict both the duration and intensity of emotions. These forecasting errors occur as individuals often underpredict the degree to which emotions will diminish over time. However, prior research primarily focused on understanding hedonic emotions, such as happiness, life satisfaction and sadness. We expand this literature by showing that while individuals experience increased decay for hedonic emotions over time, self-conscious emotions sustain their emotional intensity. The results suggest that people might be more accurate in forecasting self-conscious emotions.

Notes:

Notes:

TAB:
Friday Afternoon Sessions

3.1 Competitive Paper Session: Consumers' Data Interpretation & Algorithm Aversion

Room: Salon A

Chair: Ipek Demirdag, *University of California Los Angeles*

Same Data, Diverging Decisions: Perceptual Salience Drives Data Interpretation and Decision Making

*Cindy Xiong (*Northwestern University*); Lianne van Weelden (*Utrecht University*); Adam Waytz (*Northwestern University*); Steven Franconeri (*Northwestern University*)

People routinely rely on data to make decisions, but the process is riddled with biases: visual representation of data might make some relations or patterns more salient than others.

Participants viewed graphs and indicated which patterns they found most visually salient before predicting an outcome. We found that differences in perceived visual saliency of graph patterns drove viewers' conclusions. Viewers who perceived global patterns as the most salient made differing predictions compared to those who saw local patterns as more salient, suggesting that the graph interpretation processes could be influenced by perceptual processes where perceived feature saliency impacts viewer conclusions.

Defending the Human Need to Be Seen: The Identifiable Human and Algorithm Aversion in Resource Allocation Decisions

*Jasper Teow (*National University of Singapore*); Adelle Xue Yang (*National University of Singapore*)

In four pre-registered experiments, we examine algorithm aversion in resource allocation decisions and find that highlighting an identifiable decision recipient elicits stronger algorithm aversion than when no identifiable is highlighted, resulting in an internal preference inconsistency over the use of algorithm versus human decision-makers for the same allocation decision. We replicate this finding across decisions involving the allocation of charity funds, college admission, and financial assistance. Moreover, we find these findings are attributable to a sentiment that an identifiable human's hardship need to be attended to by fellow human beings, which arises from strong empathic reactions.

A Look Inside the Black Box: Explainability of Algorithms Drives Consumer Satisfaction in the Digital World

*Ipek Demirdag (*University of California Los Angeles*); Suzanne Shu (*University of California Los Angeles*)

Despite potential benefits of algorithmic decisions, people often opt to choose for themselves and are uncomfortable with algorithms that choose on their behalf. Nonetheless, we demonstrate that in some instances, people are more content with algorithmic choice. The effects of algorithmic choice on satisfaction are driven by trust in the algorithm, which result from people's perception that the algorithm is not a black box and that its decision is explainable relative to the explainability of human choice.

3.2 Competitive Paper Session: Why do People Give? The Role of Social Class, Taxation & Social Investments

Room: Salon B

Chair: Jake An, *Raiz Invest Limited*

Your Need Doesn't Appeal to Me: How Social Class Shapes Charitable Giving Across Causes

**Yan Bernardes Vieites (Brazilian School of Public & Business Administration); Rafael Burstein Goldszmidt (Brazilian School of Public & Business Administration); Eduardo B. Andrade (Brazilian School of Public & Business Administration)*

Although existing research demonstrates that social class influences charitable giving (i.e., how much consumers give), little is known about the potential moderating role of type of cause. This article assesses how the degree of necessity of the cause under consideration shapes the social class-prosociality relationship. Across four field experiments, we demonstrate that higher- (vs. lower-) class consumers donate more to causes targeted at less pressing/basic needs (e.g., promotion of cultural activities), whereas the effect reverses to causes targeted at more pressing/basic needs (e.g., hunger alleviation). Consumers' sensitivity to the degree of necessity of the target cause helps explain the phenomenon.

Dirty Motivation: Using Donations to Mitigate Overhead Aversion

*Shirly Eilona Bluvstein (New York University); Dafna Goor (Harvard Business School); Alixandra Barasch (New York University); *Vicki Morwitz (Columbia University)*

Four studies show that money donated for material benefits (e.g., tax break) compared to money that is donated for other benefits, would be used in a nonprofit to cover overhead expenses. That is because such money is perceived as tainted and could contaminate the cause. Furthermore, we found that potential donors prefer charities that use materially motivated money to cover overhead expenses. Our results contribute to a large body of research invested on ways to reduce overhead aversion and to a literature examining the moral standards of using tainted money in charitable giving.

Social Investments Substitute for Charitable Donations

*Jake An (Raiz Invest Limited); Donnel Briley (University of Sydney); *Shai Danziger (Tel Aviv University); Shai Levi (Tel Aviv University)*

Do consumer investments in social funds influence their charitable giving? To test this question, we examine the change in donations of investors using an investment app after a social fund is introduced. Investors who switched their investment to the social fund reduced their charitable donations; whereas investors who switched to a non-social fund, or did not switch funds, did not significantly change donation levels. Results suggest social investing may substitute for charitable donations, because these two financial activities share a common mental account. Social investing is increasing in popularity suggesting public donations to charities addressing similar societal concerns may decline.

3.3 Competitive Paper Session: Is Ambiguity Good or Bad?

Room: Salon E

Chair: Maximilian Gerrath, *Leeds University Business School*

Ambiguity Vigilance: The Effect of Knowledge Calibration on Consumer Assessments of Product Claim Informativeness

**Joel A Mohr (Queens University); Peter A. Dacin (Queens University)*

This research provides evidence for the moderating role of knowledge calibration within a persuasion framework that models consumer perceptions in response to ambiguous product claims. Specifically, when consumers hold a sufficiently accurate (i.e. “calibrated”) understanding of their topic knowledge, they perceive relatively ambiguous product claims to be less informative for making product judgments. In turn, this informativeness leads calibrated consumers to perceive ambiguous product claims to be increasingly misleading, leading to negative downstream effects on their purchase intentions. These effects attenuate at higher levels of knowledge miscalibration. Three experiments provide evidence for this framework.

Aiming for the Stars When Unsure: Preference Uncertainty in Rewards Leads to Greater Persistence

**Marissa Sharif (University of Pennsylvania); Raghuram Iyenger (University of Pennsylvania)*

How does being uncertain (vs. certain) about which reward you want impact your motivation to earn a reward? We demonstrate that consumers are more motivated if they are uncertain about their reward preferences (vs. certain about their reward preferences). We find that consumers who are uncertain about their reward preferences exert more effort because they rely on a motivating heuristic: they set more difficult goals, often aiming to exert the maximum amount of effort in a task. In contrast, consumers who are certain about their reward preferences often aim to exert only enough effort to achieve their desired reward.

When You Hope for the Best, It Gets Worse: Mere Chance of Future Improvement Can Impede Adaptation to a Painful Experience

**Min Ju Han (Yale University); Guy Voichek (Yale University); Ravi Dhar (Yale University)*

Consumers often evaluate their consumption experience in light of other experiences in the same consumption sequence. While prior work has identified a preference for improving sequences, the current research examines how the belief that one’s consumption sequence may improve negatively impacts her current experience. Our main finding is that consumers believing there is even a small possibility of a positive future experience find the same painful experience more unpleasant than those without such hope. Across four studies employing various stimuli, we demonstrate that even mere possibility (e.g. a 5% chance) of a pleasant experience can significantly deter hedonic adaptation.

3.4 Symposium: Food Evaluation and Preferences: The Roles of Firm, Societal, and Product Level Factors

Room: Salon F

Chair: Kelly Haws, *Vanderbilt University*

Effects of Retail Food Sampling on Subsequent Purchases: Asymmetric Effects of Sampling Healthy versus Unhealthy Foods on Choices of Other Foods

**Dipayan Biswas (University of South Florida); J. Jeffrey Inman (University of Pittsburgh); Johanna Held (Bayreuth University)*

Bite-sized sampling, such as at a retail store, can influence subsequent purchase behavior. Specifically, the results of three field experiments and three lab studies show that sampling a bite-sized healthy (vs. unhealthy) item leads to subsequent greater purchase likelihood of unhealthy foods. The effects are asymmetric whereby sampling a healthy item leads to feeling good and hence greater urge to indulge, there are no such effects of sampling a bite-sized unhealthy item on perceived guilt.

Healthy Relationships and Healthy Eating: How Stressors and Social Support Influence Indulgence

**Chiraag Mittal (Texas A&M University); Kelly Haws (Vanderbilt University)*

What role does support from social others play in food consumption decisions? We examine the role of felt social support on food choice and consumption during times of stress. Findings show that people with lower perceived social support are more likely to indulge in response to a stressor than those with greater perceived social support. In addition, we find that the effect of social support and contextual stress on indulgence is mediated by situational perceptions of self-control.

Aesthetic Imperfections and Food Choices: The Effect of Food Processing

*Jacob Suher (Portland State University); *Courtney Szocs (Louisiana State University); Koert van Ittersum (University of Groningen)*

Restaurants (e.g., McDonalds, Domino's) design processed foods (e.g., egg patties, pizzas) with aesthetic imperfections (non-uniformities in color, shape, or texture). Yet, consumers discard unprocessed foods (e.g., fruits, vegetables) with the same types of imperfections. Why do consumers purchase aesthetically imperfect processed foods but discard imperfect unprocessed foods? Building on social presence theory, the authors propose that, depending on the level of food processing, the presence or absence of aesthetic imperfections signals human care in food production, leading to a reversal in consumer preferences. Six experiments provide evidence for the proposed preference reversal and the mediating role of human care.

3.5 Competitive Paper Session: Spending Past and Future Time

Room: Salon G

Chair: Matthew Farmer, *University of Arizona*

Signaling Meaning: How Extracurricular Activities Convey Variety and Eudaimonic Well-Being

**Michelle Elizabeth Daniels (Arizona State University); Adriana Samper (Arizona State University); Andrea C. Morales (University of Arizona)*

From personal conversations to social media posts, individuals are constantly sharing information about how they spend their time with others, whether it is attending a fitness class, learning Spanish, or watching a movie. Across five studies, we demonstrate that as consumers participate in more extracurricular activities—regardless of the type of activity, they are perceived by others as having greater variety in their life. These perceptions of variety then enhance perceptions of an individual's eudaimonic well-being (e.g., meaningfulness and fulfillment), and subsequently lead observers to want to affiliate more closely with and be more helpful to the individual.

Spending Gained Time

*Selin Malkoc (Ohio State University); *Gabriela Tonietto (Rutgers University)*

Consumers are strapped for time and want more of it! We examine what they want the time for and how they eventually use it. Paradoxically, we find that while consumers desire time to engage in more leisure, when they actually gain time they show more interest in work-oriented activities. We propose that the desired “free” time is psychologically distinct from the “gained” time. While free time is associated with having no obligations, consumers want to account for gained time and turn to their to-do list in doing so. Seven studies support these predictions.

Conceptualizing and Measuring Integral Nostalgia

*Matthew Farmer (University of Arizona); *Caleb Warren (University of Arizona)*

Marketing researchers and practitioners would benefit from a scale that measures the extent to which consumers feel nostalgic for different time periods (i.e., integral nostalgia). In this paper, we develop and validate an 11-item integral nostalgia scale. The scale measures three dimensions of nostalgia – warmth, loss, and simplicity associated with the time. Across six studies, we demonstrate the scale's validity, show that it responds to manipulations of both incidental and integral nostalgia, show that it better predicts nostalgic choices than alternative scales, and show that it can predict consumer responses to a nostalgic advertisement.

Notes:

Notes:

4.1 Symposium: Algorithms and Minds: How Algorithm Perceptions Affect Consumer Judgments and Behaviors

Room: Salon A

Chair: Bernd Schmitt, *Columbia University*

Algorithms, Mind and Speciesism: A Meta-Hypothesis to Guide Future Consumer Research

**Bernd Schmitt (Columbia University)*

Algorithms, which are part of the internet of things, artificial intelligence and robotics, have reached a stage where they raise questions regarding free will, autonomy and a conscious mind. Key ideas from the field of computer-user interactions, philosophy, psychology, and evolution (such as the Turing Test, The Chinese Room Thought Experiment, Philosophical Zombies, the Uncanny Valley, and the idea of Speciesism) can shed light on the consumer psychology of these new technologies. This conceptual presentation argues that people are likely to be naïve dualists that display speciesism and further research should examine the consequences of these biases.

“Word-of-Machine” (WOM): Algorithmic Recommenders Shift Hedonic and Utilitarian Trade-offs

**Chiara Longoni (Boston University); Luca Cian (University of Virginia)*

We examine how algorithmic recommendations shift hedonic and utilitarian trade-offs along the consumer journey and test a “word-of machine” effect. We show that people have a lay belief that algorithms are better at assessing utilitarian value, and people are better suited than algorithms in the assessment of hedonic value. As a consequence, algorithmic recommenders lead to (a) relatively higher (lower) weight on utilitarian (hedonic) attributes, (b) perceiving higher (lower) utilitarian (hedonic) value in a recommendation, and (c) better (worse) evaluation and (d) higher (lower) choice than human recommenders for utilitarian (hedonic) items.

Into the Mind of the Machine: Perceptual and Behavioral Consequences of Pre-Programmed and Adaptive Algorithms

**Melanie Clegg (University of Lucerne); Reto Hofstette (University of Lucerne); Emanuel de Bellis (University of St. Gallen)*

Many kinds of algorithms exist; for consumers, however, the inside of a machine constitutes a black box. We open the box and inform consumers about two major categories of algorithms: pre-programmed and adaptive. A series of correlational and experimental studies, including a Turing test paradigm, shows that consumers perceive pre-programmed algorithms more predictable while they perceive adaptive algorithms more human-like and creative. This is the first study to provide a consumer-based understanding of perceptions of different algorithms.

What Matters is the Mind of the Consumer: How Consumer's Perceived Control Elevates the Anthropomorphized Robot Interaction Experience

**Sonia Seung-Eun Kim (Columbia University)*

Given the rise of robots in retail settings, we examine whether consumers want to control their interaction with robots, or want the robot “do its own thing”? We find that consumers feel more comfortable about the encounter with an anthropomorphized robot when they have a higher sense of control over the robot's interacting algorithm, and that this role of control differs across robots with different levels of human-like appearances. Results has implications for managers plan retail settings where human-like robots is intended to enhance the shopping experience.

4.2 Symposium: (Mis)Predicting the Consequences of Prosocial Nudges: Considering Unpredictable and Optimizing Predictable Nudge Outcomes

Room: Salon B

Chair: Fuad Shennib, *Stanford University*

No Substitute for the Real Thing: The Importance of In-Context Field Experiments in Fundraising

*Oleg Urminsky (University of Chicago); *Goswami Indranil (University of Buffalo)*

Research on standard matching nudge interventions in fundraising find mixed results. We designed a novel “giving-credit” matching intervention based on models of impure altruism and predicted to yield higher contributions by professional fundraisers. Results from the lab, with participants playing the role of donors, were inconclusive. However, two field experiments showed that the intervention performed significantly worse than standard matching. Our results highlight the indispensability of in-context field experiments in testing behavioral interventions, even when hypotheses are supported by theory, lab experiments and expert opinion.

People Can Predict the Intended Effects of Nudges, But Cannot Predict their Side Effects

**Fuad Shennib (Stanford University); Leif D. Nelson (University of California Berkeley); Minah Jung (New York University)*

The advent of nudge-science has shown that nudges have both intended and unintended consequences, and policy setters are aware of only some of these. Two large-scale studies (N = 3,361) compared donation and buyer behaviors in response to anchoring and default nudges to behaviors predicted by others. Increasing donation suggestions strongly increased donation amounts, a result that predictors strongly intuited. However, increased donation suggestions also decreased the likelihood of donation, a result in opposition to the increase intuited by predictors. This suggests that nudges can be a risky tool for naïve policy-makers to deploy.

Should We Encourage the Good or Discourage the Bad? Consumers' Reactions to Nudges Depends on How They Are Framed

**Elanor F. Williams (Washington University); Mary Steffel (Northeastern University); Daniella Kupor (Boston University)*

Across four studies (N=1120), we find that nudges that are framed as encouraging good behavior are seen as more ethical than those framed as discouraging bad behavior. This effect occurs when nudges are meant to help consumers, not when nudges are designed to help a business (vs. its customers). The perception that positively framed nudges are more ethical is driven by a belief that discouraging bad behavior constrains consumer freedom more than encouraging good behavior, which decreases interest in patronizing a business that institutes negatively framed nudges.

Setting a Price for Charitable Giving Increases Donations

**Kraft-Todd Gordon (Yale University); David Rand (Massachusetts Institute of Technology); Michael I. Norton (Harvard Business School)*

We demonstrate a novel intervention to increase donations - set a price for giving. A series of online experiments (N=4,838) and a field experiment (N=24,030), show that when donors' options are limited to a binary choice between giving nothing or giving a substantially larger amount than average, many still choose to give. We show that this is because donors derive affective value (“warm glow”) from giving, which is subject to diminishing marginal returns.

4.3 Symposium: Boon or Bane? The Utility and Disutility of Uncertainty

Room: Salon E

Chair: Randy Yang Gao, *New York University*

Risk It All Again? People Are Less Risk Taking When Sure Options Were Previously Uncertain

**Alice Moon (The Wharton School)*

Do people treat a sure option differently based on whether it was previously uncertain or not? Across three studies, people appear to be more risk averse when the sure option came from a random draw (Sequential Choice condition) than when the sure option was always known (One Choice condition). This seems to stem in parts because people would feel worse if the risky option resulted poorly (i.e., with a lower value gift card than the sure option) when the sure option was previously risky than when the sure option was always known.

Should Advisors Provide Confidence Intervals Around Their Estimates?

**Celia Gaertig (University of Chicago); Joseph Simmons (University of Pennsylvania)*

Are consumers more likely to follow advice that communicates uncertainty in the form of a confidence interval? In six studies (N = 5,504), participants predicted the outcomes of upcoming sporting events. We provided them with an advisor's best guess, and we manipulated whether or not the best guess was accompanied by a confidence interval. In all six studies, we found that participants were either directionally or significantly more likely to follow the advice when it was accompanied by a confidence interval. These results suggest that advisors may be more persuasive if they provide confidence intervals around their estimates.

A Curious Case of Curiosity: An Integrative Review of Recent and Seemingly Contradictory Findings

*Christopher K Hsee (University of Chicago); *Bowen Ruan (University of Iowa)*

Many recent studies have been published on curiosity and its antecedent—uncertainty. However, the findings of these studies are disparate and even contradictory, some showing negative effects of curiosity/uncertainty and some showing positive effects. In this paper, we offer an integrative review of some of the seemingly contradicting findings, proposing that the resolution of uncertainty (and the accompanying curiosity) has a positive utility above and beyond the utility of the associated outcome.

Risk Aversion or Profit Seeking? Explaining the Uncertainty Effect

**Randy Yang Gao (New York University, USA); Minah Jung (New York University)*

Why are people willing to pay less for an uncertain prospect than for its worst payoff, a dominated certain item? Results from eight studies (N = 4815) suggest that this normatively peculiar phenomenon does not stem from an inherent aversion to risk, but reflects an attempt to exploit the uncertain prospect by paying little. Market norms prohibit excessive exploitation with regular purchases, but the game-like features in the typical uncertain offer change consumer's construal of the transaction, and make people less fair-minded and more exploitative.

4.4 Symposium: Overwhelmed, Over-nudged, Overweight – Helping Consumers to Eat Healthier in the Age of Rising Inequality and Information Overload

Room: Salon F

Chair: Grant Donnelly, *Ohio State University*

Eyes on the Price: Low-income Individuals Prioritize Attention to Price over Calorie Information

*Eric VanEpps (University of Utah); *Julie Downs (Carnegie Mellon University); George Loewenstein (Carnegie Mellon University); Christopher Olivola (Carnegie Mellon University)*

Do financial constraints lead to prioritization of price information, thus impairing the use of calorie labels by lower-income consumers? In incentive-compatible studies using novel menus that featured researcher-generated “errors”, low-income individuals were more likely to notice incorrect prices but less likely to notice incorrect calorie labels on restaurant menus than higher-income participants. Follow-up surveys identify that this effect is driven by low-income consumers consciously directing less attention to calorie information, rather than by inability to use or understand calorie information.

Promoting Better Food Choices By Prioritizing Choice Targeting Over Message Content

**Eleanor Putnam-Farr (Rice University); Paul Edgar Stillman (Yale University); Ravi Dhar (Yale University)*

In recent years, both researchers and policy makers have put a substantial effort into trying to shift people’s diets toward healthier choices. In this research, we posit that the central theme underlying successful information provision has less to do with the type of messaging than it does with the type of choice. Specifically, we propose that consumption choices will be more malleable, and messaging campaigns more successful, when trying to influence secondary choices (e.g., selection of a side dish) rather than primary ones (e.g., selection of a main dish).

Saliency of Sugary Beverage Tax Reduces Sugary Beverage Purchases

*Paige Guge (San Francisco State University); *Grant Donnelly (Ohio State University); Ryan Howell (San Francisco State University); Leslie John (Harvard Business School)*

Consumption of sugar-sweetened beverages has been linked to negative health outcomes including obesity. In response many cities have implemented a sugary beverage tax. A field experiment in a convenience store tested the impact of labeling a sugary beverage tax. Relative to no label, a label advertising the tax and a label advertising the tax with information about the charitable recipient of the tax reduced the share of drinks purchased that were sugar-sweetened beverages.

Choosing the Light Meal: Real-time Aggregation of Calorie Information Reduces Meal Calories

**Andras Molnar (Carnegie Mellon University); Eric VanEpps (University of Utah); Julie Downs (Carnegie Mellon University); George Loewenstein (Carnegie Mellon University)*

We test the impact of an innovation – providing instantaneous, intuitive, and dynamic feedback about the total calorie content of their meal – that can easily be implemented. Across four pre-registered studies, we demonstrate that real-time dynamic feedback guides consumers to order healthier meals, by prompting them to choose both fewer items and lower-calorie items. We find that this innovative method is superior to existing calorie labeling policies (static numeric information and guidelines), and it further reduces the total calorie content of ordered meals, even when static guidelines and item-level calorie labels are already present.

4.5 Symposium: Causes, Consequences, and Alleviation of Boredom

Room: Salon G

Chair: Alicea Lieberman, *University of California San Diego*

A Top-Down Neural Mechanism for Satiation

*Joseph P. Redden (*University of Minnesota*); Jeff Galak (*Carnegie Mellon University*); Kameko Halfmann (*University of Wisconsin – Platteville*); William Hedgcock (*University of Minnesota*)

Research on satiation—a correlate of boredom—continues growing with a recent focus on cognitive (vs. physiological) causes. We use fMRI to understand the nature of such top-down, higher-level processes. Activity in the rostral anterior cingulate cortex (rACC), a part of the brain associated with regulation of conflict, is correlated with behavioral measures of satiation, and this activity is further correlated with subsequent activity in the ventromedial prefrontal cortex (VMPFC), a part of the brain associated with goal values. We discuss this novel perspective of satiation being actively constructed via a top-down mechanism, and identify the concomitant neural underpinnings.

That's Interesting: People Find Self-Focused (vs. Other-Focused) Conversations More Interesting

*Sonya Mishra (*University of California Berkeley*); Juliana Schroeder (*University of California Berkeley*)

Most people strive to make their daily conversations more interesting. But what makes a conversation interesting versus boring? In Study 1, people believed they should ask partner-focused questions more than talk about themselves (self-focus) to have interesting (vs. boring) conversations. But when Study 2 participants actually conversed, they found the self-focused conversation more interesting than partners-focused ones. In Study 3, people's "most interesting" questions elicited less interesting answers than their "most interesting" statements; it may be harder to unearth interesting (vs. boring) information from others than people expect.

When Context Matters: The Experience of Boredom Under Time Pressure

*Maximilian Gaerth (*University of Mannheim*); Min Ju Han (*Yale University*); Ravi Dhar (*Yale University*); Florian Kraus (*University of Mannheim*)

This research investigates how the context in which a task is embedded can affect consumers' experience of boredom. Across three studies, we manipulate one contextual element—perceived time pressure—and find that it can significantly change the experience of boredom. We further demonstrate that the effect of task context on boredom can be attributed to reduced mind-wandering. The same effect does not hold for tasks in which mind-wandering is inherently low (e.g., interesting tasks). Taken together, we show that, holding the core features constant, manipulating contextual elements of a task can reduce how boring it is perceived to be.

The Paradox of Tangential Immersion

*Alicea Lieberman (*University of California San Diego*); On Amir (*University of California San Diego*); Andrea C. Morales (*University of Arizona*)

Consumers often fail to sufficiently engage in "ought" behaviors, such as exercise, hygiene behavior, or chores. We examine why people cut these beneficial behaviors short and provide an intervention to prolong them. We posit that because ought behaviors often require suboptimal attentional resources, they induce boredom, causing people to end them prematurely. Four studies show that immersing consumers in an unrelated tangential activity—paradoxically increasing effort and dividing attention—reduces boredom and increases persistence in the focal behavior.

Notes:

Notes:

5.1 Symposium: Big Data & Computational Approaches to Consumer Behavior

Room: Salon A

Chair: Christopher Olivola, *Carnegie Mellon University*

Predicting Consumer Brand Memory Across Demographic Segments

Zhihao Zhang (*University of California Berkeley*); *Ming Hsu (*University of California Berkeley*)

Consumer memory is anything but monolithic; it may differ vastly in consumer populations with different demographics and cultural background. Leveraging recent advances in the cognitive sciences, we demonstrate that the feasibility of predicting differences in top-of-mind brand recall and accessibility across segments. Specifically, we show that vector semantic models derived from distinct natural language text corpora have differential predictive power aligning with brand memory from different segments, which has implications for consumer memory.

Computational Brand Perception: Using Machines and Big Data to Predict and Map Consumer Brand-Trait Associations

Sudeep Bhatia (*University of Pennsylvania*); *Christopher Olivola (*Carnegie Mellon University*)

We introduce a novel, computational approach to predicting and mapping brand trait perceptions. Specifically, we model the perceptions of brands with a powerful class of machine learning techniques, which derive high-dimensional vector representations for brands and traits from word-distributions in large-scale natural language data. We show that our models accurately predict how consumers perceived brands (e.g., Volvo) on a wide variety of trait dimensions (e.g., “reliable”). Moreover, we show the generality and scalability of our approach by using it to predict ratings for hundreds of brands (20 plus categories) on 76 trait dimensions.

We Are What We Watch: Movies Contents Predicts The Personality Of Their Social Media Fans

*Gideon Nave (*University of Pennsylvania*); Jason Rentfrow (*Cambridge University*); Sudeep Bhatia (*University of Pennsylvania*)

The proliferation of streaming services has drastically increased the breadth of media content, offering consumers a wide range of options. What determines which content consumers choose? We address this question by investigating associations between movie characteristics and personalities of their Facebook fans. We find that movies' plots, as quantified via user-generated keywords on IMDb, are predictive of the personalities of their fans above and beyond demographics, genre and movie metadata. We reveal robust links between personality and movie preferences and have implications for media marketing recommendation systems.

The Consumer DNA Revolution: Why Marketers Should Care About Genomic Data

*Remi Daviet (*University of Pennsylvania*); Jerry Wind (*University of Pennsylvania*); Gideon Nave (*University of Pennsylvania*)

Advances in molecular genetics have led to the growth of the direct-to-consumer genetic testing industry, resulting in assembly of massive genetic databases. Here, we investigate the potential of using genetic data for health-related consumer-centric marketing. Specifically, we conducted a study (N=186,468) to test whether individuals' BMIs were predictable from their genetic data. We find that genetic measurements explained ~3.3% of the variance in BMI above demographics, psychographics and behavior (including self-reported food intake). We discuss the potential use of genetic data and raise ethical and legal challenges.

5.2 Symposium: The Hidden Persuaders of Prosocial Contribution

Room: Salon B

Chairs: Jen H. Park, *Stanford University*; Daniella Kupor, *Boston University*

Nudging Generosity in Consumer Elective Pricing

*Silvia Saccardo (Carnegie Mellon University); Anya Samek (University of Southern California); *Charis Li (University of Florida); Ayelet Gneezy (University of San Diego)*

Consumer elective pricing (CEP)—allowing each consumer to decide how much to pay for a product or service—is now widespread. Organizations using this pricing scheme have adopted a wide variety of phrasings to communicate it. In this paper, we propose that seemingly negligible differences in the phrasing of CEP can substantially increase payments, arguably by increasing the salience of other-regarding considerations. We further propose that the malleability of consumers' selfishness (versus generosity) extends to markets governed predominantly by concerns for others' well-being, such as charitable donations. Three field experiments and two online studies offer support for our propositions.

Subjective Age and the Greater Good

**Jen H. Park (Stanford University); Szu-chi Huang (Stanford University); Daniella Kupor (Boston University)*

Seven studies find that people contribute more to the greater good of society (e.g., helping strangers in need) when they feel subjectively older. We show this effect through shifting people's subjective age in both the lab and the field, and find that this heightened prosocial contribution occurs because feeling subjectively older increases consumers' perceived responsibility for others' welfare. These findings illuminate a previously undocumented benefit to feeling older and uncover a new contextual driver that nudges people toward actions that benefit the society.

Allocating Money to Multiple Charities Simultaneously

**Nazli Gurdamar Okutur (London Business School); Jonathan Berman (London Business School)*

Six studies show that when donating to multiple charities, individuals contribute less money when they determine their total donation budget before identifying which charities to support than vice versa. This order effect holds regardless if charity options are selected from a list or self-determined, and does not go away when participants are made to deliberate over the choice set in advance of setting a budget. Rather, we argue that individuals have difficulty parting with their money when the target charities are not yet concretely identified, causing them to donate less than they would after they have identified the charities.

Charity Avoidance: Understanding Why Consumers Walk the Other Way (and When They Won't)

**Wade Sean Wade (University of British Columbia); Katherine White (University of British Columbia)*

Many organizations presume that an emphasis on their prosocial attributes will be perceived favorably by consumers. Contrary to this intuition, we show that consumers actively avoid interacting with charitable organizations. Interestingly, this behavior is not observed when the for-profit attributes of a company are emphasized. We account for this phenomenon by building upon the focus theory of normative conduct and exploring how consumers' anticipated guilt and injunctive norms differ when considering these two types of organizations. Additionally, we show that invoking an interdependent self-construal attenuates this charity avoidance effect.

5.3 Symposium: When Do Consumers Prefer Uncertainty?

Room: Salon E

Chairs: Evan Stuart Weingarten, *Arizona State University*

Discussant: Stephen Spiller, *University of California Los Angeles*

Consumer Items are Risky Sure Things

**Evan Stuart Weingarten (Arizona State University); George Wu (University of Chicago); Yuval Rottenstreich (University of California San Diego)*

Researchers traditionally label sure things as safe and uncertain prospects as risky. However, it is not the case that a sure thing is always safe. That is, there may be uncertainty around what the subjective experience of an outcome will be like. In sixteen studies we observe that because people are less sure of their utility for items, receiving an item for sure is perceived as riskier than receiving cash for sure. We show item sure things are chosen less often than cash sure things.

"Once? No. Twenty times? Sure!" Uncertainty and Precommitment in Social Dilemmas

**David J. Hardisty (University of British Columbia); Amir Sepehri (Western University); Poonam Arora (Manhattan College); Howard Kunreuther (University of Pennsylvania); David H. Krantz (Columbia University)*

Many social dilemmas require interdependent players to protect against a large loss that has a low annual probability. Decisions on whether to invest in protection may be made year by year, or precommitted. We found that precommitment increases the subjective time horizon and the subjective probability of loss, and thus increases investment rates. This precommitment effect is reduced as the explicit probability of the large loss is increased, and the precommitment effect is eliminated or reversed for gains; both of these findings are consistent with the subjective probability account we propose.

Slop(p)y Inferences: Upward Trends Foster an Illusion of Learning and Control

**Quentin Andre (Erasmus University Rotterdam); Bart de Langhe (ESADE Business School)*

We investigate how the outcome bias (people's tendency to infer the quality of a decision from its outcome) can favor illusory correlations. To do so, we use a simulation in which consumers make repeated investment decisions, and try to learn the characteristics that predict a higher payoff. Unbeknownst to them, the payoffs are independent of their choices. Instead, we manipulate the payoffs so that they increase (vs. stay flat vs. decrease) over time. This manipulation exerts a significant impact on people's sense of learning, confirming that upward trends can make people overconfident in their ability to control their environment.

5.4 Symposium: Food Choices and Consumption: Implications for Identity, Health, and Sustainability

Room: Salon F

Chair: Dipayan Biswas, *University of South Florida*

You are What (and Why, and with Whom) You Eat: Understanding Consumer Food Identity

*Lauren Grewal (*Dartmouth College*); Cait Lambertson (*University of Pennsylvania*); Nicole Verrochi Coleman (*University of Pittsburgh*)

We suggest that, beyond interacting with food simply as a matter of indulgence or restriction, individuals have food consumption-based identities. We argue that food identities can be conceptualized in terms of two sets of chronic food consumption priorities: those related to social and individual functions and those related to utilitarian and hedonic concerns. Using a four-item food identity measure, we find that the fit of identity-congruence between food-based messages and food identities can be a better predictor of attitude/behavior than traditional food-consumption measures. We present studies involving identity-based stimuli and identity-relevant moderators.

Counting Calories: Consumers' Perceptions and Estimates of Calories Diverge

Kaitlin Woolley (*Cornell University*); *Peggy Liu (*University of Pittsburgh*)

Whereas prior research treats calorie perceptions (e.g., "how many calories does this activity burn"; 1=a little to 7=a lot) and estimates (e.g., numeric answer to the same question) as equivalent, we show that calorie perceptions and calorie estimates systematically diverge (five studies; N=1326). When assessing calories burned for exercise activities, calorie perceptions are more sensitive to intensity, whereas calorie estimates are more sensitive to duration. Likewise, in the food domain, when assessing a food portion's caloric content, calorie perceptions are more sensitive to the food's healthiness, whereas calorie estimates are more sensitive to the food's amount.

Effects of Ambient Color on Unhealthy Food Choices: Findings from Field and Lab Studies

Dipayan Biswas (*University of South Florida*); Courtney Szocs (*Louisiana State University, USA*); *Annika Abell (*University of Tennessee, Knoxville*)

Ambient color is an integral part of any retail setting, stores, restaurants, and cafeterias. We examine how different ambient colors influence consumer food purchases. The results of four field experiments show that prominent presence of red (vs. non-red) in the ambience enhances likelihood of purchasing relatively unhealthy items. Series of lab studies replicate these effects and examine relevant boundary conditions. Process evidence suggest that red ambient color enhances arousal and excitement, which increases preference for unhealthy items.

When Valuation Decreases with Duration of Ownership: The Influence of Mere Duration-of-Ownership on Food Waste Behavior

*Jieru (Vivian) Xie (*Virginia Tech*); Rajesh Bagchi (*Virginia Tech*)

We examine how the difference in duration of ownership affects food waste behavior. Across four experiments, we provide evidence for a negative duration-of-ownership effect, where the same food items are more likely to be wasted when they are owned for a longer duration. This occurs because food products owned for a longer (vs. shorter) duration are perceived as being less fresh. This negative effect of duration-of-ownership persists even when manufacturing and expiration information are provided, and actual freshness level is controlled for.

5.5 Symposium: What Makes Consumers' Lives Better? From Enjoyment and Happiness to Meaning and Satisfaction with Life

Room: Salon G

Chair: Rodrigo da Silva Dias, *Duke University*

What's for Dinner? The Effect of Planning on People's Happiness With What They Have for Dinner

**Rodrigo da Silva Dias (Duke University); Gavan Fitzsimons (Duke University)*

Every day, billions of people decide what to have for dinner. Although people vary in their motives for eating what they eat, seeking pleasure is one of their primary motivations. But what makes people happy with what they have for dinner? We investigate the role of planning. In three experiments and one longitudinal study, we find that planning what to have for dinner in advance increases people's happiness with it. Our data suggest that this effect occurs because of anticipation: planning generates anticipation, which in turn increases happiness.

Growth Experiences Bring More Enjoyment than People Expect

**Emily Powell (New York University); Adam Alter (New York University)*

Do consumers believe they can derive both immediate enjoyment and a lasting sense of meaning from the very same experience? We investigate this question in the context of growth-experiences, those meant to change, develop, or improve the consumer. In four studies, we show that growth-experiences, compared to purely fun ones, provide more meaning but just as much enjoyment. Despite this two-fold benefit, consumers expect growth-experiences to be relatively unenjoyable. This erroneous belief may lead to a paradox: because consumers often make choices based on expected enjoyment, they may forego growth-experiences despite their two-fold benefits.

The Enjoyment Is in the Evaluation

**Jinseok S Chun (Duke University); Michael I. Norton (Harvard Business School)*

Our research examines how the methods used by consumers to evaluate products influence the positivity of those evaluations. We specifically compare the impact of qualitative formats (comments) versus quantitative formats (ratings). Study 1 shows that participants provide more positive evaluations for a restaurant using qualitative as compared to quantitative formats. In Study 2, participants evaluate drawings of differing quality; the increased evaluation positivity from qualitative formats emerges more strongly for drawings with higher quality, whereas this effect is reduced or even reversed for drawings with lower quality. Our findings suggest that the structural environment of evaluation can influence consumers' experience.

A Bird's Eye View of Time

**Taylor N Bergstrom (University of California Los Angeles); Joseph Reiff (University of California Los Angeles); Cassie Mogilner (University of California Los Angeles); Hal E. Hershey (University of California Los Angeles)*

We developed, tested, and validated a scale to assess the extent to which individuals tend to take a "bird's eye view of time"—viewing time as if looking down on a calendar with all the days, weeks and months laid out. Individuals who tend to take this perspective of time experience greater well-being, reporting higher positive emotion, life satisfaction, and meaning in life. These effects are highly reliable and hold controlling for other time-related individual difference scales and demographic factors.

Notes:

Notes:

TAB:
Friday Working Papers

Friday Working Paper Session 1 - Advertising, Communication, and Persuasion

WF 1.1 Sexual Agency and Advertising

*Elika Kordrostami (Rowan University); *Melika Kordrostami (California State University San Bernardino)*

In a multi-method approach and by using three separate studies, this research showed how viewers perceive female sexual power portrayals different than sexual objectification in advertisements. Sexual power portrayals show female models embracing their sexuality and having power over others because of their attractiveness. Specifically, it is shown that female sexual power in advertisements could lead to higher attitude toward ad, attitude toward brand, and purchase intention in women compared to ads that portray sexual objectification of women.

WF 1.2 Female Empowering Music and Advertisements

**Melika Kordrostami (California State University San Bernardino); Elika Kordrostami (Rowan University)*

There is a relationship between listening to music and different emotional and behavioral responses. While songs that encourage female empowerment (e.g. I will survive by Gloria Gaynor-1978, Sit Still, Look Pretty by Daya-2016) has been prevalent in the pop culture, there is a dearth of research examining the impact on receivers. We show that listening to these songs will lead to higher self-esteem, self-efficacy, and hope for individuals with higher levels of feminism. We continue with investigating the impact of such music on marketing campaigns.

WF 1.3 I Can Find it Myself: Advertisement Disclosure in Persuasion Attempts Cause a Threat to Competence

**Stephan Carney (Carnegie Mellon University); Laurence Ashworth (Queens University)*

Online search is likely one of the first places consumers look for product information. Not surprisingly, marketers frequently attempt to elevate their own information through sponsored listings. This research investigates how consumers react to such non-organic search content. In one experiment, we investigate whether consumers avoid online search results when disclosed as an "ad", and whether this disclosure threatens their perceived competence. We identify that persuasive content may threaten consumers' self-perceived competence specifically, undermining their ability to make a good decision and causing them to opt for another source of information altogether.

WF 1.4 Are Interdisciplinary Ideas Always Good? Field Insights on New Information Consumption

*Amir Sepehri (Western University); Seyednasir Haghighibardineh (Washington State University); *Rod Duclos (Western University)*

Using a language-processing software, we text-mined a famous repository of online talks presenting "novel" ideas. Contrary to expectations, we find that presentations featuring numerous topics within themselves generate less rather than more interest (i.e., fewer views). We identify boundary conditions wherein this negative main-effect is counteracted.

WF 1.5 Cognitive Order Theory: "Zoom-in" vs. "Zoom-out" Cognitions Affect Preference for Visual Information

**Yoko Sugitani (Sophia University); Taku Togawa (Chiba University of Commerce); Minoru Karasawa (Nagoya University)*

This study demonstrated that aspects of consumers' environments such as language and cultures determine their cognitive preferences. Linguists have classified different languages as "zoom-in" or "zoom-out" languages based on their grammatical structure. In line with this

argument, we identified two different cognitive styles of consumers: “zoom-in cognition,” which tends to process macro or more comprehensive information followed by micro or more detailed information and “zoom-out cognition,” which prioritizes micro over macro information. The results of two experiments showed that zoom-in (out) language speakers fluently processed and strongly preferred advertisement that visually describes a product with zoom-in (out) perspective.

WF 1.6 GIF It to Me: The Effect of Animation on Sense of Urgency and Impulse Buying

**Lana Mulier (Ghent University); Hendrik Slabbinck, (Ghent University); Iris Vermeir, (Ghent University)*

GIF marketing is omnipresent in today’s digital environment, but understanding of consumer responses to animated Graphics Interchange Format (GIFs) is still scarce. Although previous research shows that animation increases advertising effectiveness, its underlying psychological process remains largely unknown. Relying on scarcity and impulse buying theories, two studies investigate whether animation functions as a sensory cue that triggers a sense of urgency. We show that animated (versus static) products and ads evoke a sense of urgency, which increases anticipated regret, and consequently increases impulse buying and improves brand attitude.

WF 1.7 Repeated Exposure Increases Perceived Verifiability

**Daniel Mirny (University of California Los Angeles); Stephen Spiller (University of California Los Angeles)*

Repeated exposure increases the likelihood that factual claims are endorsed as true and that opinion statements are endorsed as agreeable. Yet recent research finds that there is not always agreement across people regarding whether a given statement is a matter of fact or opinion. In two preregistered experiments, we find that repeated exposure increases the likelihood of classifying a statement as a matter of fact rather than opinion.

WF 1.8 How Does Power Distance Belief Influence Coupon Use? Evidence from Field and Laboratory Experiments

*Minkyung Koo (University of Illinois at Urbana-Champaign); *Nadia Danienta (University of Illinois at Urbana-Champaign); Ashok Lalwani (Indiana University)*

Power distance belief (PDB) indicates the extent to which individuals accept and endorse inequality and hierarchy and we examine coupon proneness as a novel consequence of PDB. The present research identifies PDB as a determinant of coupon redemption with quality sensitivity as a key mechanism, using field and lab experiments. We find that those high (vs. low) in PDB are more quality sensitive and perceive a brand that offers coupons to be of lower quality.

Friday Working Paper Session 2 - Affect and Emotions

WF 2.1 A Tale of Two Secrets: Exploring the Divergent Effects of Secrecy on Consumption Enjoyment

**Lei Jia (Ohio State University); Xiaojing Yang (University of South Carolina); Xiaoyan Deng (Ohio State University)*

Across three experiments, we found support for our theory that keeping a consumption activity as a secret has a polarizing effect on consumption enjoyment, increasing enjoyment when social response is positive but reducing enjoyment when social response is negative.

WF 2.2 Curiosity in Marketing: How Does it Work?

**Raymond Lavoie (Merrimack College); Kelley Main (University of Manitoba)*

Although curiosity has intuitive appeal for marketers, its influence on consumer behavior has yet to be fully realized. We demonstrate that curiosity (as manipulated or an individual difference) facilitates flow, an enjoyable state of high engagement during usage. Flow in turn mediates increases in attitudes and behavioral intentions. However, the relationship between curiosity and flow is moderated by the valence of information which elicits curiosity, where negative valence thwarts the relationship. In addition to demonstrating the process through which curiosity positively influences consumers, we develop practical insights related to manipulating curiosity.

WF 2.3 Different Effects of Incidental Disgust on Recycling Judgment and Recycling Behavior

**Meng Liu (University of Cincinnati); Ruomeng Wu (Western Kentucky University); Aparna Sundar (University of Washington)*

Based on a framework offered by contagion theory and disgust specificity hypothesis, we predict and find that incidental disgust derived from product components can have opposing effect on post-consumption behaviors and the evaluation of morality of such behavior. We show that strong feeling of disgust can lead to less recycling, which is moderated by advertising orientation, consequential belief, and awareness of disposal condemnation. Interestingly, consumers punish others for not recycling a product that has disgusting (vs. normal) properties.

WF 2.4 Disgust Sensitivity and Diversity Beliefs in Groups and Society

**Afra Koulaei (University of South-Eastern Norway); Bjørn Ove Grønseth (University of South-Eastern Norway)*

Does disgust play a role in how people think about diversity in groups? We examined the novel hypothesis that an individual difference variable central to the behavioral immune system (i.e., disgust sensitivity) predicts how people think and respond to diversity. Individuals predisposed to heightened disgust sensitivity, especially contamination-based disgust that pertains directly to other people, exhibited less positive diversity beliefs in groups (Study 1a) and society (Study 1b). A final study demonstrates that feeling disgusted results in decreased positive attitudes towards companies that promote diversity versus those that promote individuality (Study 2).

WF 2.5 How Do Scarcity Appeals Affect Consumer Intentions Toward the Brand? The Role of Brand Warmth

**Gunben Ceren Aksu (Rutgers University); Gabriela Tonietto (Rutgers University) Alokparna (Sonia) Monga (Rutgers University)*

We examine the role of brand warmth in consumers' responses to scarcity appeals. Two studies show scarcity appeals benefit high-warmth brands benefit over low-warmth brands. Although scarcity as a persuasion tactic has low perceived fit with warmth, consumers assume that high-warmth brands are more well-intentioned than low-warmth brands, leading consumers to have more positive behavioral intentions toward warmer brands that use scarcity appeals.

WF 2.6 Compensating for Powerlessness Through Consuming “Attractiveness Enhancers”

**Sahoon Kim (University of Illinois at Urbana-Champaign); Carlos Javier Torelli (University of Illinois at Urbana-Champaign)*

Powerlessness is aversive. When in such a state, individuals engage in compensatory behavior. We argue that boosting physical attractiveness, more specifically consuming products that boost it, can compensate for powerlessness. This is because physical attractiveness is a source of status, and status is one basis of power. Further, as cultures vary in the nature of associations with power, individuals' cultural orientation is expected to affect the adoption of using attractiveness. Gender is also expected to moderate the adoption of the proposed compensatory strategy.

WF 2.7 Negative Memories as Assets: Applying Strategic Memory Protection Processes to Both Positive and Negative Experiences

**Melanie Paul Austin (Stony Brook University); Peter Caprariello (Stony Brook University)*

The “asset value” of positive events can be protected through strategic memory protection processes. Do memories of special negative events also have asset value that consumers feel motivated to protect? Two studies examined strategic memory protection of negative events. Study 1 showed that special negative events create memories with substantial asset value that consumers are motivated to protect. Study 2 showed that memories of negative events, though high in asset value, were less likely to be protected than memories of positive events. Future research should examine how present-day decisions function to protect negative versus positive memories.

WF 2.8 The Effect of FOMO on Variety-Seeking Behavior

**Jane Park (University of California Riverside); Thomas Kramer (University of California Riverside)*

Despite the prevalence of social media-driven fear-of-missing-out (FOMO) in consumers' lives, little is known about how FOMO affects consumers' decision making. Conducting studies across different experimental contexts and different product categories, we evince that FOMO lowers self-esteem, which increases variety-seeking. Further, differences in decisiveness and relationship closeness to the person posting on social media both moderate this effect.

WF 2.9 The Role of Hedonic and Utilitarian Motives on the Effectiveness of Partitioned Pricing

**Hyun Young Park (CEIBS); Jungsil Choi (Cleveland State University)*

We examine the role of hedonic and utilitarian purchase motives on the effectiveness of partitioned (vs. combined) pricing. In two pilot and four main studies, we show that partitioned (vs. combined) pricing increases hedonic, but not utilitarian purchases. This is because consumers considering a hedonic purchase engage in motivated underprocessing of surcharge, and this, perceive the price of the product as lower than its actual price. Lower price perception helps justify hedonic purchase as a saving money act, and consequently, alleviates guilt.

Friday Working Paper Session 3 - Food Evaluation and Consumption

WF 3.1 Get Your Science Out of My Yogurt: The Negative Impact of Invoking Science in Promotions for Hedonic Products

**Aviva Philipp-Muller (Ohio State University); John P Costello (Ohio State University); Rebecca Walker Reczek (Ohio State University)*

The scientific process is often perceived as competent yet cold, which may seem antithetical to the presumed warmth of hedonic products. Across three studies, we examined whether invoking science to promote hedonic products impacts purchase intentions. In study 1, we found that scientific (vs. control) slogans reduced intentions to purchase an indulgent yogurt brand. In studies 2A and 2B, when good taste (a hedonic dimension) was featured in a promotion as the primary product benefit, scientific (vs. control) slogans reduced purchase intentions, whereas when the featured benefit was digestive health (a utilitarian dimension), the scientific slogans increased purchase intentions.

WF 3.2 Having Less But Wasting More? The Counterintuitive Effect of Scarcity on Food Waste

*Bonnie Simpson (Western University); Rhiannon Mesler (University of Lethbridge); *Jennifer Chernishenko (University of Lethbridge); Katherine White (University of British Columbia)*

Across three studies we test scarcity's effect on food waste behavior. Study 1 explores scarcity's effect on food-related behavior in the lab. Study 2 is a field study examining food waste behavior in control versus scarcity-induced conditions. Study 3 tests temporal distance as a moderator of food waste within consumers experiencing scarcity. Participants chose a meal from an online store and later assessed how appetizing the meal seemed (same day vs. one week later). Altogether, we find scarcity heightens choice variety, increases waste, and scarcity's effect is attenuated when temporal distance allows consumers to abstract out of scarcity's narrowing effects.

WF 3.3 Is There A "Gestalt Bias Effect" In Indulgence? Subjectively Constructing Food Units Into Wholes (Versus Parts) Leads To Increased Indulgence

**Yannick Joye (ISM - University of Management and Economics, Vilnius); Sabrina Bruyneel (Katholieke University Leuven); Bob Fennis (University of Groningen)*

This work extends research into the unit bias effect by demonstrating the existence of a "Gestalt bias effect". Drawing on the tenets of Gestalt psychology, we show that a unit bias is observed for food portions that are composed of identical basic units, but which are subjectively constructed into, or perceived as a Gestalt – a larger whole. Five studies show that such subjectively constructed food wholes constitute a new (perceptual) unit that is deemed bigger than the units it is constructed from, thus prompting increased eating and willingness to indulge.

WF 3.4 Vanishing Calories: How the Amount of Time Spent Eating Impacts Consumers' Estimation of Energy Intake

**Hoori Rafeian (University of Pennsylvania); Barbara E. Kahn (University of Pennsylvania); Yanliu Huang (Drexel University)*

In this research, we hypothesize that the shorter the duration of food consumption is, the lower people's estimate of the food's calorie count will be. Across three studies, we show that consumers underestimate the energy they receive from consumption that takes less time compared to one that takes longer. Additionally, people will predict the food to keep them full for a less amount of time when it is consumed in a shorter (than longer) period of time. We further show that this affects the subsequent amount of food consumers choose to consume.

WF 3.5 Never 'Freed From Desire'? Consumption Imagery As A Driver For Consumers' Food Desire

**Evelynn Regine Devos (Ghent University); Mario Pandelaere (Virginia Tech); Anneleen Van Kerckhove (Ghent University)*

Food desire— an intense motivational state a consumer experiences toward food, and which accounts for much of consumption— is a major driver of obesity. While desire has been often theorized about in consumer behavior literature, little empirical study has aimed at it, especially in the context of food consumption. This paper identifies imagined consumption as an antecedent of food desire and shows that a sense of deprivation explains the impact. These findings have behavioral consequences as the increase in desire translates into higher consumption volumes.

WF 3.6 Shared Consumption Impacts Perceived Fattening by Food

**Nukhet Taylor (York University); Theodore Noseworthy (York University)*

Shared consumption is believed to be a healthier alternative to committing to a full portion— especially when the food is indulgent in nature. This seems to be such a prevalent belief that some restaurants are even advertising their food sharing options as a facilitator for a healthier lifestyle. Across two studies, we find that this belief may have detrimental consequences on consumers' ability to manage their weight effectively. Specifically, our results suggest that consumers are discounting how fattening the consumption episode is when they eat an indulgent food in a shared (vs. individual) consumption setting.

WF 3.7 Sharing #foodporn or #healthyfood? The Liberating Effects Of Online Public Networks On Consumption Enjoyment

**Marie Ozanne (Cornell University); Anna S. Mattila (Pennsylvania State University)*

Food pictures are everywhere online. Yet, there is scant research explaining how sharing pictures of food we consume affects our consumption enjoyment. Results of four studies suggest that consumers derive greater levels of consumption enjoyment when sharing pictures of indulgence foods under a public (vs. private) online network. Specifically, self-interested pleasure gained from eating indulgence foods leads consumers to anticipate lower positive judgement from a private (vs. public) audience. This effect occurs because individuals put more weight on potential negative reactions of a private audience. Conversely, sharing pictures of healthy foods don't elicit beliefs of negative judgements.

WF 3.8 The Link Between the Beliefs In A Just World And The Unhealthy = Tasty Lay Belief In Food Consumption

**Sandra Laporte (Toulouse School of Management); Barbara Briers (Vlerick Business School)*

This research looks at some specific psychological antecedents of obesity. We investigate the link between Belief in a Just world (BJW), the Unhealthy = Tasty Intuition (UTI) and Body Mass Index (BMI). We find that BJW increases the belief that the healthiness of food is negatively correlated with its tastiness. Further, the effect of BJW on BMI is mediated by the UTI. These findings contribute to the understanding of the role of lay beliefs in obesity and their cultural variability.

WF 3.9 The Neglect of Positive Aspects in Novel Food Products

**Arnd Florack (University of Vienna); Teresa Koch (University of Bath); Simona Haasova (University of Vienna); Hans Alves (University of Cologne)*

A current trend in marketing is to design food products that are very similar to existing ones, but made healthier with a special composition of ingredients. This trend addresses the goal of consumers to eat healthier, but without forgoing the preferred type of food (e.g., consuming a burger). However, despite having this goal consumers often neglect the similarities of products and base their judgments on distinct information. In four studies, we illustrate that this evaluation bias leads to a negative evaluation of novel, healthier food alternatives.

WF 3.10 Why We Cannot Make Nice With Spice: The Link Between Spicy Food Consumption and Aggressive Behavior

**Tanuka Ghoshal (Baruch College); Rajagopal Raghunathan (University of Texas at Austin)*

Many researchers have studied how contextual cues such as hot temperatures, weapons, alcohol, violent video games etc. may prime aggression (intention to inflict harm on an individual) in individuals, a subject of increasing societal relevance. In two laboratory studies and a planned field study we examine the less explored relationship between spicy food consumption and aggressive behavior. Consumption of spicy food increases physiological arousal, as measured by increased heart rate, which in turn leads to higher aggressive behavioral intent in hypothetical consumer scenarios. Conversely, a cooling food such as a mint candy decreases stated aggressive intent.

WF 3.11 Men Don't Share Food: Intimacy Avoidance in Dyadic Consumption

**Sherrie Ying Ying Xue (Singapore Management University); Stephanie C. Lin (Singapore Management University)*

We examine how the gender composition of dyads influences food sharing, and find that men (vs. woman) are less willing to share food with same-gendered dining partners. This can lead them to order a less desirable dish (Study 1) and less variety than desired (Study 2). However, this gender effect does not occur for opposite-gendered dining partners (Study 2). This is because men perceive sharing food with other men as too intimate (supported by mediation evidence in both studies). This suggests that sharing food threatens men's heterosexual identities, contributing to limited research on dyadic consumption and gender roles.

WF 3.12 The Interactive Effects of Variety and Processing Strategy on Calorie Estimates

**Liang Shen (University of Cincinnati); Fengyan Cai (Shanghai Jiao Tong University); Robert Wyer Jr. (University of Cincinnati)*

Given the inconsistent findings about the relationship between food variety and calorie estimates, we propose the effect of variety on calorie estimation and its downstream consequences depends in part on how those items are processed. Three studies confirm the interactive effect of variety and processing strategy on both consumers' calorie estimation and its downstream consequence (e.g., the effectiveness of an exercise plan and choice of food portion size), and the underlying mechanism and practical implications were discussed.

Friday Working Paper Session 4 - Identity and Self-Concept

WF 4.1 Adopt or Not: How Consumers' Implicit Beliefs Influence Innovation Resistance

**T.J. Weiten (University of Washington); Shailendra Pratap Jain (University of Washington)*

We utilize the concept of implicit theories (or lay beliefs) about the malleability of human attributes, to illustrate how certain individuals can be dispositionally poised to resist (or seek) new and innovative products. We find that entity theorists, or those who believe in the fixedness of traits, will be more likely to resist innovative new products due to a fear of negative evaluation if they struggle to adopt the new product, while incremental theorists, or those who believe in the malleability of traits, will be more likely to seek out new products due to a desire to learn.

WF 4.2 Can Skinnier Body Figure Infer Higher Self-Control, Integrity, and Social Status?

**Trang Mai-McManus (University of Manitoba); Luming Wang (University of Manitoba); Olya Bullard (University of Winnipeg)*

Signaling of social status is often achieved by conspicuous consumption. This research shifts the focus from scarce and valuable goods and services to scarce and valuable individual human qualities, a new form of conspicuous consumption. A thinner (vs. heavier) body serves as a conspicuous symbol of status. Thinner body figures result in a positive perception of social status, which is influenced by belief in valuable human qualities like self-control and integrity.

WF 4.3 The Beautified Me is Me: How Interdependence Increase Willingness to Digitally Enhance Appearance

**Qin Wang (Arizona State University); Andrea C. Morales (University of Arizona); Adriana Samper (Arizona State University)*

This research investigates when and why consumers are willing to digitally enhance their physical appearance by using photo-editing apps to modify their photos. Five studies show that people with an interdependent (vs. independent) self-construal have higher intentions to digitally enhance their appearance because they see larger overlap between their beautified selves and true selves. This depends on the evaluation mode (joint vs. separate) when they see the photos.

WF 4.4 Placing Identity into the Self-Concept: Causal Centrality of Identities and Identity-Based Consumption

**Stephanie Chen (London Business School); Oleg Urminsky (University of Chicago); Jiaqi Yu (University of Chicago)*

This work investigates differences in the degree to which members of a social category act in identity-consistent ways by exploring consumers' beliefs about how these identities fit into their broader self-concepts (including other social categories as well as individual-level traits). Across five studies, using a range of identities and behaviors, we demonstrate that among consumers who share an identity, those who believe it is causally related to more aspects of their self-concept consider it more important, and are more likely to display identity-consistent behaviors, whether or not the identity is manipulated to be salient.

WF 4.5 Self-found, Spellbound! The Sense of Own Discovery of Hospitality Venues Forges Customer Bonds

**Michail Kokkoris (Wirtschafts University); Erik Hoelzl (University of Cologne); Bernadette Kamleitner (Wirtschafts University)*

We propose that the sense of own discovery can benefit hospitality venues because customers tend to bond more with what they discovered for themselves. Results of four studies (field study, representative survey, online experiment and lab experiment) confirm that the sense of

own discovery strengthens customer bonds (self-connection, emotional attachment, psychological ownership) with service venues, and in turn predicts positive behavioral intentions (i.e., patronage intentions). These findings provide novel insights into customer relationships and highlight the importance of boosting perceptions of own discovery as a way to build stronger customer bonds.

WF 4.6 Social Functioning and Consumer Behavior

**Shiyun Chen (University of Iowa); Gary Gaeth (University of Iowa); Irwin Levin (University of Iowa); Aron Levin (Northern Kentucky University)*

Our interest is the impact of social functioning on consumption and consumer decision making. We investigate this using a number of measures of social functioning and consumption activities. We found that people lower in social functioning are less satisfied with their social environment, make poorer “every-day” decisions and have more consumer-related problems. Finally, we show that those lower in social functioning preferred and were more influenced by advertisements depicting personal product usage while those higher in social functioning preferred ads depicting social usage

WF 4.7 It Works if You Work It? Protestant Work Ethic Makes Consumers Vulnerable to Multi-Level Marketing

*Katharine Howie (University of Lethbridge); Rhiannon MacDonnell Mesler (University of Lethbridge); Jennifer Chernishenko (University of Lethbridge); *Ke Tu (University of Lethbridge)*

We investigate how protestant work ethic (PWE) affects consumer intentions towards multi-level marketing (MLM) opportunities, whose appeals describe business opportunities with substantial potential for personal success. We propose strong beliefs that “hard work leads to success” among high, as compared to low, PWE consumers will lead them to invest more in MLMs (studies 1 and 2), even in the presence of strongly negative word-of-mouth (study 2). We propose that high PWE consumers attribute low effort to explain the reviewer’s failure, and find mixed (i.e., positive + negative) worth of mouth attenuates ease of attribution, and hence, investment intentions.

WF 4.8 The Debtor Identity: The Effect of Anticipated and Actual Stigmatization on Debtors and Debt Reduction Behaviors

*Miranda Goode (Western University); *Michael Moorhouse (Western University); June Cotte (Ivey Business School); Jennifer Widney (Financial Fundamentals)*

Stress, shame, and loneliness are experienced when carrying debt, and may occur because indebted consumers anticipate or experience stigmatization. In four studies, we identify that debtors are stigmatized and anticipate stigmatization, resulting in behaviors that may restrict support or increase overspending. Fortunately, as demonstrated by a field study with a financial education company, community-based debt education may improve debtors well-being and debt repayment.

WF 4.9 How Insecure Narcissists Become Cultural Omnivores: Consuming Highbrow Culture for Status Seeking and Lowbrow Culture for Integrity Signaling

**Hanna Shin (Hongik University); Nara Youn (Hongik University)*

The current research examines how individual personality traits affect cultural consumption. Through two studies, we demonstrate that narcissists with a sense of insecurity—i.e., low self-esteem or low self-perceived authenticity tend to become cultural omnivores preferring both highbrow and lowbrow culture.

WF 4.10 Think Global or Local?: How Consumer Identity Affects Variety Seeking

*Minkyung Koo (University of Illinois at Urbana-Champaign; *Nadia Danienta (University of Illinois at Urbana-Champaign); Ashok Lalwani (Indiana University)*

Rapid globalization has brought about significant changes in the global marketplace. However, research has not determined how global versus local identity influences consumer variety-seeking behavior. We propose that a salient global (vs. local) identity is associated with more exposure to ethnic diversity, which in turn leads people to have a greater sense of mistrust, and then to seek more variety. Converging and robust evidence for the effect of global-local identity on variety seeking is demonstrated in a field study (Study 1A), lab study with a real choice (Study 1B), and three experiments (Studies 2, 3, 4).

WF 4.11 What Makes People Cool

**Todd Pezzuti (Universidad Adolfo Ibanez); Caleb Warren (University of Arizona)*

Understanding the characteristics and traits that distinguish cool people from uncool people is essential for marketers that want to develop cool brands and products through associations with cool people. Our research finds that the following attributes successfully differentiate cool people from uncool people: hedonism, extroversion, powerfulness, autonomy, openness, and excitement seeking. Importantly, these attributes relate to coolness more than they relate to being socially desirable in general. Moreover, the relationships between these attributes, coolness, and social desirability were stable across two distinct cultures.

WF 4.12 Hiding in Plain Sight- Low Self-Concept Clarity and Ironic Consumption

**Karan Pratap Singh Lohan (Hong Kong University of Science and Technology)*

Ironic consumption refers to using a product with the intent of signaling a meaning that reverses its conventional meaning. Consumers low in self-concept clarity (SCC) are more likely to engage in ironic consumption because it enables them to try out transitory identities without actually committing to it. This allows consumers to signal different meanings- one to people who detect the irony and one to those who don't. Low SCC consumers are drawn to this dual (ambiguous) signal since it insulates them from risk of instability as well as from others' disapproval.

Friday Working Paper Session 5 – Inferences and Preferences

WF 5.1 The Smaller the Size, the Higher the Price? How Size-range Influences Brand-status Inferences and Willingness to Pay

**Trang Mai-McManus (University of Manitoba); Olya Bullard (University of Winnipeg); Luming Wang (University of Manitoba)*

In the current research we demonstrate that consumers are willing to pay more for brands that carry smaller size-ranges because they infer smaller-size-range brands to be higher in status/luxury value. This happens because smaller-sized brands are worn by thinner consumers, and in Western society thinner people are often attributed higher social status—the extent to which they are respected and admired by others. This research has conceptual implications for the understanding of the meaning of thinness in Western cultures and practical implications for the managers of clothing brands.

WF 5.2 “Show Me How You Decide”: Decision Strategy and Confidence Inferences

**Maximilian Gaerth (University of Mannheim); Florian Kraus (University of Mannheim)*

Previous research has demonstrated that choice versus rejection decisions can have important consequences for decision makers. We extend this work by examining to what extent observers infer others' confidence on the basis of their decision strategy. In a series of studies, we provide evidence suggesting that—independent of the choice outcome—decision makers adopting a choice (vs. rejection) decision strategy in binary choices are perceived to be more confident in their decisions. As a consequence, when deciding between two advisors, observers prefer to receive advice from people using a choice (vs. rejection) decision strategy.

WF 5.3 Slow Lies: Slower Responses Are Perceived As Less Sincere, Because Of Inferences of Thought Suppression

**Ignazio Ziano (Grenoble Ecole de Management)*

Nine experiments (total $n = 5,518$) show that slower responses are considered less sincere and more likely to be judged guilty. This effect is driven by inferences of spontaneous thought suppression. The effect is reduced when the delay can be attributed to a different, believable source. The effect is muted when giving a socially undesirable response. Instructing participants to ignore speed moderates the effect, indicating that it can be intentionally controlled. I discuss theoretical implications for the understanding of speed-of-response generated inferences, judgments of guilt, sincerity, and practical implications for the social, organizational, and legal consequences of sincerity inferences based on response time.

WF 5.4 You'd Use It More than Me: Overestimating Products' Usefulness to Others Because Of Self-Serving Materialism Attributions

**Ignazio Ziano (Grenoble Ecole de Management); Daniel Villanova (University of Arkansas)*

Six experiments ($N = 3,552$, four preregistered, three incentivized) show that consumers believe similar others would find products more useful than they would. This effect is caused by the overestimation of others' materialism. This bias reverses when consumers estimate products' usefulness for someone very low on materialism, and is muted for less materialistic purchases. Overestimation of usefulness is muted for well-known others, and our findings help explain the “X effect” (Frederick 2012). We discuss theoretical implications for consumers' above and below average biases, materialism, and the X effect and practical implications for pricing, negotiation, proxy decision-making, and gift-giving.

WF 5.5 Made To Order: Artisanal Archetype and Consumer Preference Beyond Operational System

**Elina Y Hur (Cornell University); *Sarah Lim (Cornell University); Christoph Fuchs (Technical University Munich); Stijn Van Osselaer (Cornell University)*

Decisions to make products to order versus to stock are motivated by operational efficiency, and marketers rarely mention production mode to customers. However, across seven studies (N=1,769), we demonstrate that describing products as made-to-order (vs. made-to-stock) can increase consumers' preferences, even when the products are identical, because it activates a producer archetype, of the Artisan. It leads consumers to infer several characteristics associated with an artisanal producer, such as producer expertise, smaller-scale production, product quality, and lesser use of automation. This effect is attenuated when we clarify that the products are made through a fully-automated production process.

WF 5.6 The Importance of Instructor Playfulness for Identity Development and Flow in Higher Education

**Raymond Lavoie (Merrimack College); Antje Graul (Utah State University)*

It is imperative for post-secondary institutions to understand and meet the needs of their customers - students. What predicts their enjoyment, attitude and learning outcomes derived from class? Our research advances existing literature by demonstrating the importance of instructor playfulness. We suggest and test that instructor playfulness – the level of which an instructor is gregarious, uninhibited, comedic and dynamic in class – significantly positively correlates with students' perception of enjoyment, attitude and learning outcomes. The positive effects of instructor playfulness are mediated by the extent to which students develop a subject-related identity and experience flow states in class.

WF 5.7 Prediction by Replication: Consumers Prefer to Make Predictions by Replicating the Event in Question

**Lin Fei (University of Chicago); Berkeley Dietvorst (University of Chicago)*

Consumers often need to choose between prediction methods (e.g. recommendation systems, financial advisors). However, they don't always prefer the best performing method. But why? We find that people prefer forecasting methods that replicate the prediction task. For example, people prefer to predict the outcome of a die roll by rolling a separate die. This leads consumers to overfit random errors in domains where random chance plays a role in determining outcomes, leading to suboptimal performance. We further find that simulation acts as an intervention that satisfies consumers' desire for replication while offering improved performance.

WF 5.8 Repetitive Decimals Lead to Stability

**Jintao Zhang (Drexel University); Hongjun Ye (Drexel University); Haeyoung Jeong (Drexel University); Siddharth Bhatt (Pennsylvania State University); Rajneesh Suri (Drexel University)*

Consumers are constantly exposed to varying forms of numbers in different contexts. Traditionally, numerical information with decimals is perceived to be less stable when exposed to consumers. However, we argue that exposure to the repetitive pattern of numbers leads to a reversal effect. Moreover, when introducing the repetitive pattern of numbers in the pricing context, we found that the perception of stability holds. Two lab experiments have been conducted to examine the repetitive number effect and results showed that compared to non-repetitive numbers, specifically in decimal level, repetitive pattern of round numbers lead to consumers' perception of stability.

WF 5.9 Prospective Outcome Bias: When Do Consumers Invest to Improve Chances of Success?

**Joshua Lewis (University of Pennsylvania); Joseph Simmons (University of Pennsylvania)*

Consumers invest more to increase their chances of obtaining positive outcomes that were already likely than positive outcomes that were previously unlikely. For example, patients are more motivated to pursue a medical treatment that will increase the probability of a cure from 70% to 80% than one that will increase the probability of a cure from 20% to 30%. Results such as these seem to arise because consumers expect to feel better about their investments when they are accompanied by good outcomes, whether or not the investments themselves actually influence the outcomes.

WF 5.10 “Then and Now”: Exploring the Impact of Time on Consumer Behavior Across the Adult Lifespan

**Faizan Imtiaz (Towson University); Li-Jun Ji (Queens University)*

The current research documents how the concept of time influences consumer preferences and choices across the lifespan. Study 1 reported that older adults (>65 years old) rated persuasive advertisements presented with a past-focus higher compared to future-focused and control ads, with positive general views of the past, and not nostalgia, mediating this relationship. Study 2 found that older adults opted for a past-focused training and development service more frequently (68%) than a future-focused alternative (32%). The practical implications of these results on marketing, decision-making, and group dynamics will be discussed.

WF 5.11 The Moderating Effect of Temporal Borders on Consumers’ Construal of Market Events

**David DeFranza (University of Utah); Promothesh Chatterjee (University of Utah)*

Imagine your in-laws are planning a visit in which they will stay at your house. Would the stay feel longer if it spanned September 16 to September 29 or September 23 to October 6? This scenario depends on two bodies of literature: chunk-wise processing and construal level theory. Preliminary evidence from nearly 4 million tweets suggests a temporal border, like the one between two months, is associated with the use of more abstract language, controlling for the objective distance of the event. The results offer ecological support for construal level theory and introduce a useful moderator of the phenomenon.

Friday Working Paper Session 6 – Consumer Morality, Ethicality and Well-Being

WF 6.1 The Effects of Power on Moral Judgment

**Setayesh Sattari (Linnaeus University); Aylin Cakanlar (Stockholm University)*

We examine how power influences consumers' perceptions of other consumers who consume ethical products. Across two studies, we demonstrate that high power individuals denigrate others who engage in ethical consumption and this effect is observed, especially when they are provided information about ethical consumer compliance with the social norms. These findings extend the literature in social influence and moral judgment in ethical consumption literature and offers practical insights regarding the use of social norms to promote ethical consumption.

WF 6.2 Good Logos Save the World: The Importance of Logo Design for Sustainable Foods

**Hongjun Ye (Drexel University); Jintao Zhang (Drexel University); Siddharth Bhatt (Pennsylvania State University); Haeyoung Jeong (Drexel University); Jonathan Deutsch (Drexel University); Hasan Ayaz (Drexel University); Rajneesh Suri (Drexel University)*

"Upcycled" foods are products made from ingredients that are safe to consume but are generally discarded (e.g., powdered soup made from carrot peels). Such approach tackles the food waste problem closest to the source and hence exerts the highest benefits on the environment. Despite these advantages, little research has examined the marketing of "upcycled" foods. Using cue utilization theory, the current study demonstrated the importance of logo design in marketing a novel category of products that can solve the food wastage problem.

WF 6.3 Relative Performance Transparency: Effects on Sustainable Consumer Behavior

*Ryan W. Buell (Harvard Business School); *Shwetha Mariadassou (Stanford University); Yanchong Karen Zheng (Massachusetts Institute of Technology)*

We study how transparency into the levels and changes of relative sustainability performance affects customer choices. We find that revealing levels of relative performance (vs. changes) is more motivating for customers in the process transparency domain, in which customers receive information about the company's sustainability performance relative to other companies. Conversely, revealing relative changes in performance (vs. levels) is more motivating in the customer transparency domain, in which customers receive information about their own sustainability performance relative to other customers. This asymmetry is partially driven by changes information mitigating self-serving attribution biases in the customer transparency domain.

WF 6.4 Was it a High-Performer or Ethical Brand? Pre-Crisis Brand Commitments in Building Brand Resilience

**Jiyun Kang (Texas State University); Judy Seunghee Lee (Seoul National University); Woo Jin Choi (University of Seoul)*

This research explores how consumer perceptions of a firm's prior commitments toward corporate social responsibility and corporate ability deviate post-crisis firm's blame and build brand resilience, considering that either known as being ethical or a high-performer will not shield a brand to every kind of crisis. Multi-group structural equation modeling with data collected from US nation-wide consumers (n = 1,045) revealed that commitment to social responsibility lessens firm's blame in both value-related crises and performance-related crises. It further strengthens brand resilience more powerfully under performance-related crises than value-related crises. Effects of commitment to product responsibility are minimal or insignificant.

WF 6.5 The Relationships Between Environmental Identity Intensity, Salience and Pro-Environmental Consumption

**Sandor Czellar (HEC Lausanne); Leila Rahmani (HEC Lausanne); Valentina Clergue (HEC Lausanne); Christian Martin (Maynooth University)*

This paper investigates the relationships between environmental identity intensity, its salience and pro-environmental behavior. We have conducted four studies (an online survey, two lab experiments and an online experiment). Our findings reveal a stronger influence of environmental identity salience (vs. intensity) on both self-reported and real sustainable consumption. We also highlight a mediating mechanism that may underlie the effects. Our findings bear implications for research and practice aiming to promote sustainable consumption.

WF 6.6 Consumer Confession Styles: Crafting Confessions for Positive Emotion Regulation and Compensatory Consumption Outcomes

**Daniele Mathras (Northeastern University); Tamanna Hossain (Prospective PhD student)*

Analysis of over 900 environmental and health confessions revealed five core consumer confession styles: implementation intentions, moral emotions, external justifications, moral judgments, and moral balancing. Results find that stating implementation intentions leads to both positive well-being and consumer outcomes. Moral judgments, moral balancing, and external justification have negative or null effects on well-being and consumer outcomes. Admitting guilt and regret in a confession might make individuals experience negative emotions, but also helps individuals get back on track with their consumption goals. Results suggest how consumers can best confess about transgressions to aid in emotion regulation and compensatory consumption processes.

WF 6.7 Social Exclusion and Consumer Boycotting

**Xiaoqi Han (Western Connecticut State University); Ruomeng Wu (Western Kentucky University)*

This research evaluates the effects of social exclusion on boycotting decisions. Specifically, we compare two types of social exclusion, being ignored and being rejected and demonstrates that consumers who feel ignored, but not rejected, in a social or political context boycott socially irresponsible companies: seek alternative options when no substitute is available, choose an alternative option when it is immediately available, and decline free gifts.

WF 6.8 On the Attenuated Tendency to Engage in the Compromise Effect with Older Age

**Verena Wackershauser (Otto-von-Guericke University); Matthew J. Betts (Otto-von-Guericke University); Claudia Brunnlieb (Association of German Engineers); Ivayla Apostolova (University Hospital Hamburg-Eppendorf); Ralph Buchert (University Hospital Hamburg-Eppendorf); Emrah Düzel (German Centre for Neurodegenerative Diseases); Theo O. J. Gründler (Otto-von-Guericke-University); Bodo Vogt (Otto-von-Guericke-University)*

The compromise effect represents one of the most prominent decision biases in consumer research. It is commonly studied for its tendency to nudge consumers' decisions towards higher-priced products. Theoretical accounts consider the effect to relate to available cognitive resources, which, in their turn, depend on dopaminergic innervation. Referring to the correlative triad between cognition, dopamine and aging suggested by literature, the present study demonstrates an attenuated compromise effect for older adults, which positively relates to their striatal dopamine synthesis capacity. It, thus, supports the idea of necessary cognitive resources as a prerequisite to engage in the compromise effect.

WF 6.9 Sharing to Thrive, Not Survive: Maximizing Financially-Constrained Consumers' Happiness from Access-based Consumption

**Yang Guo (University of Pittsburgh); Cait Lambertson (University of Pennsylvania); Nicole Verrochi Coleman (University of Pittsburgh)*

The "sharing economy" offers consumers, especially those who are financially-constrained, temporary access to unaffordable goods. However, we find that for financially-constrained consumers, such access-based consumption framed in terms of affordability is anticipated to create less happiness than it does for their non-constrained counterparts. By contrast, variety-based framing maximizes happiness for financially-constrained consumers, bringing happiness to the same level as their unconstrained counterparts. Such findings suggest that, as a default, financially-constrained consumers may feel that access-based consumption is less a varied option than a constrained choice created by their limited budgets.

WF 6.10 The Path to Financial Peace: Understanding Cultural Meanings Within the Anti-Consumer Debt Subculture

**Nicholas J. Pendarvis (California State University Los Angeles); Mitchel Richard Murdock (Utah Valley University)*

We examine sociocultural factors and discursive processes involved as an emerging consumer subculture simultaneously abandons traditional markers of high status in Western society and supplants these consumption objects and their associated meanings with practices that represent "debt-free living". Findings from radio broadcast transcripts and ethnographic interviews show that consumers develop frameworks around sacralization of personal finance and making debt manifest to achieve morally-based goals related to stewardship and to engage in more mindful consumption. These practices appear to act as socializing mechanisms that facilitate the broader frame transformation processes necessary to sustain a debt free lifestyle.

Friday Working Paper Session 7 – WOM and Social Media

WF 7.1 Who Should Post Your Ads on Instagram? How Consumers Respond Differently to Social Media Influencers and Traditional Celebrities

**Yu Ding (Columbia University); Jaeyeon Chung (Rice University)*

This paper investigates consumers' responses to contents on social media platforms (e.g., posts on Instagram) posted by social media influencers and traditional celebrities. Three studies including analyses of two large datasets – an online dataset (N = 825) and panel data scraped online (N = 30,729) – and a lab study find that compared to traditional celebrities, social media influencers are more likely to 1) have more engaged followers and 2) use linguistic features that increase followers' trust. Findings suggest that ads endorsed and posted by social media influencers are more effective in creating more positive ad engagement.

WF 7.2 Can Brands be Sarcastic? The Effect of Sarcastic Responses and Social Identity on Attitudes Towards Activists Messages

*Lucia S. G. Barros (FGV-EAESP); *Juliana Moreira Batista (FGV-EAESP); Fabricia Peixoto (FGV-EAESP); Delane Botelho (FGV-EAESP)*

Brand activism often touches on controversial issues, so consumers on social media platforms may uncivilly respond to them. Brands usually use either a sarcastic or an explanatory tone to reply to those comments, although it is unclear which tactics are the most effective for their reputation. In two experiments we provide initial evidence that participants evaluate the response as more positive when it is explanatory than when it is sarcastic, due to perceived aggressiveness. However, those who belong to the offended group evaluate explanatory or sarcastic responses similarly, even seeing the sarcastic response as more aggressive than the explanatory.

WF 7.3 Consumer Reactions to Social Media Brand Blunders

**Ceren Hayran (Ozyegin University); *Melis Ceylan (Sabanci University)*

This research explores how brand blunders - humorous and accidental business mistakes - that take place on social media influence consumers' attitudes and relationship with the brand. Two studies show that loyal consumers (compared to non-loyal consumers) are more negatively influenced by blunders as they think blunders are not funny but offensive.

WF 7.4 Increasing Participation Rates in Customer Referral Programs: The Surprising Power of Disclosing Referrer-rewards

*Yanping Tu (University of Florida); *Minzhe Xu (University of Florida); Zhihao Yu (University of South Florida)*

Customer referral programs usually offer rewards for both the referrer and the referee, yet referrer-rewards are rarely mentioned in the referral message. Four studies, in different product domains (e.g., coffee, meal delivery, music streaming, and mobile games), find that disclosing referrer-rewards in the referral message increases referrers' likelihood of sending the message, because disclosure changes the perception of the referral program from a commercial one (i.e., "I'm taking advantage of my friend") to a communal/cooperative one (i.e., "My friend and I are taking this win-win opportunity offered by the company") that is compatible with one's relationship with friends.

WF 7.5 It's Not You, It's Me: How to Make Word-of-Mouth Meaningful and Impactful

**Wilson Bastos (Catolica Lisbon School of Business and Economics); Sarah G. Moore (University of Alberta)*

This paper advances a novel determinant of word-of-mouth's (WOM) impact: purchase type (experiential vs. material purchases). Evidence from four studies shows that WOM about

experiential versus material purchases is superior in evoking from WOM receivers reactions that are valuable for firms (e.g., purchase intention); and that this difference emerges from receivers' perception that WOM about an experience (vs. material object) is more substantive (i.e., meaningful, involving). Further, we test two potential antecedents of substantive WOM: receiver- and sender-identification with the purchase. Mediation- and moderation-based evidence indicates that receiver-, but not sender-, identification drives substantiveness.

WF 7.6 Need to Evaluate as a Predictor of Sharing and Seeking Online Recommendations

**Mengran Xu (Ohio State University); Rebecca Walker Reczek (Ohio State University); Richard Petty (Ohio State University)*

In this research we characterize who is likely to engage in two types of online word of mouth as a function of their need to evaluate, an individual difference measure consisting of two motives, the need to express attitudes and the need to acquire information in order to have attitudes. We demonstrate that consumers with a high need to express are more likely to make recommendations and consumers with a high need for learning are more likely to ask for recommendations. We further demonstrate that these motivations have interactive effects when the specific WOM behavior is relevant to multiple goals.

WF 7.7 Provision of Sales Volume Information Influences Consumer's Preferences via Perceived Purchase and Word-of-Mouth Popularity

**Adrian R. Camilleri (University of Technology Sydney)*

Previous research has shown that consumers prefer more popular products. We propose that a product's perceived popularity has two elements: (1) "purchase popularity" relates to how often people are buying the product and is informed by information such as the number of sales; and (2) "word-of-mouth popularity" relates to how often people are talking about the product and is informed by information such as the number of reviews and the ratio between the number of reviews and sales (the "reviewer percentage"). Across two online experiments, we find a positive association between both types of popularity and purchase intentions.

WF 7.8 When Abs Don't Sell: The Impact of Male Influencers Conspicuously Displaying a Muscular Body on Female Followers

**Yiran Su (University of Georgia); Thilo Kunkel (Temple University); Ning Ye (Stockton University)*

Our research investigates how flaunting a muscular body, especially a male influencer's muscles as a symbolic bodily marker, impacts the effectiveness of influencer marketing. We have found that conspicuous (versus inconspicuous) display of muscles reduces perceived trustworthiness among women, leading to lower purchase intentions.

WF 7.9 When Brands Repost User-Generated Content Do Consumers Feel Threatened?

**John P Costello (Ohio State University); Daniel M Zane (University of Miami); Rebecca Walker Reczek (Ohio State University)*

Brands increasingly use user-generated content on social media (e.g., sharing a customer's post). Across two studies, we demonstrate that a brand's act of sharing user-generated content that features successful or aspirational individuals (compared to the same content shown in a company-generated advertisement) can have the unintended consequence of leading consumers to engage in negative social comparisons with the individuals portrayed in the post. Further, since negative social comparisons lead to a variety of aversive and threatening effects to the self, we find that these comparisons lead to decreased consumer preference for the brand.

WF 7.10 A Penny for Self-Disgust: The Interactive Effect of Favorable Review Reward and Relationship Norm on Post-Purchase Behavior

**Guo Qingqing (Shanghai Jiao Tong University)*

Prior research has mainly examined the positive effect of money reward on referral likelihood. The present research investigates the unfavorable effect of monetary reward to encourage consumers write favorable reviews on post-purchase behavior (repurchase and recommend). Study 1 revealed that favorable review reward (FRR) is not as beneficial as review reward (RR). Based on relational theory, we predict and find support in studies 2,3 that exchange consumers are more likely to repurchase and recommend after receiving FRR while communal consumers are not. The underlying mechanism is that exchange consumers have less feeling of self-disgust elicited by FRR than communal consumers.

TAB:
Saturday Morning Sessions

6.1 Symposium: The (Social) Influencer Age: New Perspectives on the Consumer-Recommendation Relationship

Room: Salon A

Chair: Wendy De La Rosa, *Stanford University*

All Consensus Cues Are Not Equal: Why Others' Actions Don't Speak to "Us"

**Aaron Barnes (University of Illinois at Urbana-Champaign); Sharon Shavitt (University of Illinois at Urbana-Champaign)*

We examine the cross-cultural effectiveness of attitudinal (e.g., "Top Rated") and behavioral (e.g., "Best Seller") consensus cues. We find that behavioral versus attitudinal consensus cues can backfire among interdependents. Compared to information about others' preferences, others' actions may provide less valuable information to connect with others.

Who are They and Why do I Follow Them? The Characteristics of Social Media Influencers and their Followers

**Jared Watson (New York University); Lauren Grewal (Dartmouth College)*

This research investigates the valued traits of social media influencers and the characteristics of their followers. Furthermore, we investigate consumer acceptance of products when advertised by an influencer vs. the brand itself, and contexts by which influencers are more vs. less effective.

I (Don't) Recommend That: The Impact of Recommendation Framing on Recommendation Adherence

**Wendy De La Rosa (Stanford University); Zakary Tormala (Stanford University)*

We investigate the effect of choice recommendations ("I recommend A") versus rejection recommendations ("I do not recommend B") on recommendation adherence and recommender perceptions. While rejection recommendations increase recommendation adherence, rejection recommenders are perceived less favorably and are sought out less frequently in subsequent decisions.

6.2 Competitive Paper Session: Teamwork and Joint Decisions

Room: Salon B

Chair: Kelly Eunjung Yoon, *University of Mary Washington*

Asynchronous Joint Consumption: How Initiator-Responder Roles Affect Preference Communication

**Peggy Liu (University of Pittsburgh); Kate Min (Cornell University)*

This research introduces the “asynchronous” joint consumption decision-making framework, wherein consumers take on “initiator” or “responder” roles. We use this framework to document a robust preference communication asymmetry: “initiators” (requesters of others’ consumption preferences) desire specific responses, whereas “responders” (those asked to provide consumption preferences) provide non-specific responses. Different role motives underlie this asymmetry: initiators aim to ease their decision-making burden, whereas responders aim to signal likability. Responders’ strategy is suboptimal, entailing a “preference cost” (when masking specific preferences) and a “social friction cost” (initiators like them to provide specific preferences). Finally, we demonstrate how initiators can encourage specific responses.

The Streaking Star Effect: Why People Want Superior Performance by Individuals to Continue More than Identical Performance by Groups

**Jesse Walker (Ohio State University); Thomas Gilovich (Cornell University)*

In eight studies, consumers exhibited a greater desire for streaks of individual success to continue than identical streaks of success by groups. Fairness, or concern about the other competitors, and the experience of awe inspired by an individual streak mediate this effect. This phenomenon has several consequences for consumer behavior. Consumers are willing to pay more for artifacts that are associated with individual (rather than group) runs of dominance and consumers are willing to pay more for a ticket to see an individual on a run of dominance than a group on a run of dominance.

The Wisdom of Teamwork: Well-Calibrated Teams Benefit more from Group Discussion

**Ike Silver (University of Pennsylvania); Barbara Mellers (University of Pennsylvania); Philip Tetlock (University of Pennsylvania)*

When does working together improve vs. erode group judgment accuracy? We propose that groups learn more from and perform better after discussion if they collectively exhibit higher degrees of knowledge-confidence calibration. That is, groups in which relatively more knowledgeable individuals are relatively more confident in their independent judgment (and vice versa) prior to discussion benefit more from working together. Data from 966 face-to-face group conversations about a variety of judgment problems provide support for our predictions. Calibration strongly predicts when conversation will improve group judgment, in part because it facilitates the identification of knowledgeable group members.

6.3 Competitive Paper Session: Time Perspective & Planning

Room: Salon E

Chair: Gustavo Schneider, *University of South Carolina, USA*

When Experiences Go Badly: The Buffering Effect of Scheduling on Dissatisfaction

**Gabriela Tonietto (Rutgers University)*

The author proposes that scheduling can reduce dissatisfaction when an experience goes badly. Seven studies, including a yelp.com dataset, demonstrate that consumers expect to be more satisfied with scheduled (vs. impromptu) experiences, and this higher anchor leads to greater satisfaction and positive word of mouth when something goes poorly within an experience. In line with this anchoring mechanism, manipulating prior expectations mitigates the buffering effect of scheduling. The effects are found to be robust to brand (well-known vs. unknown), attribution of blame for the poor experience (the marketer vs. the self), and the solitary (vs. social) nature of the experience.

How Using A Paper versus Mobile Calendar Influences Consumer Planning and Plan Fulfillment

**Yanliu Huang (Drexel University); Zhen Yang (Creighton University); Vicki Morwitz (Columbia University)*

This research examines how using a paper versus mobile calendar influences consumer planning and plan fulfillment behavior. The authors argue that using paper calendars helps consumers better organize and plan because they lead consumers to take a broader perspective and a big picture view of their scheduled events. As a result, paper calendar users develop higher quality and more effective plans and are more successful in implementing their plans. Five studies were conducted in both lab and field to support the hypotheses.

Circular Time Is Greener: The Impact of Temporal Perspective on Pro-environmental Behaviors

*Lan Xu (Wuhan University); *June Cotte (Ivey Business School); Nan Cui (Wuhan University); Shuangshuang Zhao (Wuhan University)*

The natural environment is increasingly deteriorating. However, humans have not slowed down their pace of resource depletion and environmental destruction. Our research takes a particular path (i.e., temporal perspective) to address consumers and environmental issues. We demonstrate that individuals with a cyclical temporal perspective are more likely to behave pro-environmentally than those with a linear temporal perspective, and that this perspective can be primed. This effect is serially mediated by inclusion of environment in the self (IES) and environmental beliefs. However, the effect of temporal perspective on pro-environmental behavior is attenuated when residential mobility is low.

6.4 Competitive Paper Session: Understanding Willingness to Share & Trade

Room: Salon F

Chair: Lambrianos Nikiforidis, *SUNY Oneonta*

Consumers' Attribution of Mind to Possessions as an Impediment to Sharing

**Chi Hoang (Norwegian School of Management); Klemens Knoferle (Norwegian School of Management); Luk Warlop (Norwegian School of Management); Aradhna Krishna (University of Michigan)*

Mind attribution refers to the human tendency to attribute a human-like mind to nonhumans; this tendency is quite pervasive and can influence various consumer behaviors. In the current research, we examine one consequence of mind attribution, specifically consumers' sharing behavior. Across six experiments, we show that cues that facilitate mind attribution to products (e.g., 'smart' features) reduce both hypothetical and real sharing behaviors. We proposed and tested a mechanism underlining the effect of mind attribution on sharing. Our findings suggest that two ongoing technological innovations, namely the sharing economy and the ever-increasing intelligence of products, may be difficult to reconcile.

Mixing Morals and Markets

**Sarena Hagerty (Harvard Business School); Michael I. Norton (Harvard Business School)*

In our society it is considered immoral, or "taboo", to monetize certain sacred goods. The present research investigates whether exposure to monetization makes individuals more likely to accept market formations in sacred domains? Across four studies we demonstrate that while individuals have an initial moral aversion to monetization of sacred goods, exposure to such transactions increases perceived morality of the monetization of similar goods. Exposure to monetization (direct or indirect) decrease reactions of moral disgust to the monetization of similar goods, subsequently increasing judgments of moral acceptability.

Ownership Alters Learning and Beliefs About Products

**Samuel D Hirshman (University of Chicago); Abigail Sussman (University of Chicago); Alex Imas (Carnegie Mellon University); Samuel M. Hartzmark (University of Chicago)*

Consumers often make repeated purchase decisions. We investigate the causal effect of initial purchases on subsequent learning about goods within a product category. Across both experimentally controlled and naturally occurring purchase behavior, we show that owners (vs. non-owners) update their beliefs more extremely in response to information. This exacerbates the effects of motivated reasoning in the positive domain, but attenuates it in the negative domain. Examining error in recall, we propose that differential attention to information drives these patterns of updating. Our results suggest that ownership alters the way information about products and brands is incorporated into beliefs.

6.5 Competitive Paper Session: Sensorimotor and Visual Effects in Persuasion

Room: Salon G

Chair: Ziqi Shang, *Sun Yat-sen University*

Going Against the Flow: Understanding the Role of Volition and Direction of Dynamic Sensorimotor Experiences in Persuasion

**Mina Kwon (University of Louisville); Rashmi Adaval (University of Cincinnati); Dolores Albarracín (University of Illinois at Urbana-Champaign)*

How do dynamic sensorimotor experiences of going against the flow affect persuasion - specifically the inclination to oppose an advocated position? Does the active or passive experience of the sensation lead to different effects? Across four experiments we show that such experiences of flow not only provide input about direction but also volition (i.e., whether the individual actively engages in the experience) and that these components can have independent effects on how much people resist persuasive messages. Actively going against the flow typically increases the likelihood of oppose a persuasive message.

Advertising Blink: Seeing but not Remembering Serially Presented Visual Marketing

*Yunlu Yin (University of Hong Kong); *Jayson S. Jia (University of Hong Kong)*

A common strategy in visual marketing is to display multiple advertisements in clusters in order to capture greater attention (e.g., marketers purchase entire rows of adjacent poster spaces in a mass transit station, buy back-to-back television commercials timeslots). Five studies show that such visual presentation strategies can backfire by making the information presented less memorable, an effect we call “advertising blink”. The results suggest that the effect is driven by an over-investment of attentional resources into the first visual target, which temporarily makes those attentional resources unavailable for the processing of the second target and then influences memory encoding.

When Cuteness Backfires: Cuteness Decreases Product Evaluation and Choice when Consumers Have Utilitarian Goals

**Lei Jia (The Ohio State University), Xiaoyan Deng (The Ohio State University); Rebecca Walker Reczek (The Ohio State University)*

Across seven studies, this research demonstrates that cuteness decreases consumers' evaluation of a utilitarian product when they have utilitarian goals. This backfire effect occurs because cuteness adds an extra, fun dimension in addition to the product's utilitarian benefits, which turns it into a multifinal means but dilutes the inferred instrumentality of the product in fulfilling the utilitarian goal.

Notes:

Notes:

7.1 Symposium: Technology and Transformative Consumer Research (TCR)

Room: Salon A

Chair: Benjamin Eli Borenstein, *University of Miami*

A Feast for the Eyes: How Augmented Reality Influences Food Craving and Evaluation

**William Fritz (Oxford University); Rhonda Hadi (Oxford University); Andrew Stephen (Oxford University)*

Augmented Reality (AR) technology has generated impressive amounts of industry investment and buzz, yet little research has empirically explored consumer responses. We focus on food domain, demonstrating across three studies (including two field experiments using real purchases) that because AR can visually superimpose objects into a consumer's current real-time environment, it increases mental simulation of consuming a pictured food. This simulation translates into increased craving and influences downstream variables including overall evaluation and purchase. Findings provide insights and actionable recommendations for brands, service providers and developers.

Google-Induced Confidence in Decision Skills Changes Experiences

**Tito L. H. Grillo (University of Texas at Austin); Cristiane Pizzutti (Universidade Federal do Rio Grande do Sul); Adrian F. Ward (University of Texas at Austin)*

Consumers often search the Internet for information prior to choosing and consuming experiences. This research investigates the potential experience-enhancing consequences of online search. Prior work suggests that Internet search resembles internal memory search and may induce a false feeling of familiarity with new information (Ward, 2013). We find that this feeling increases confidence in decision skills (Studies 1-3), which, in turn, enhances enjoyment of chosen experiences (Studies 4-6). In experiential contexts, the Internet may induce a self-fulfilling prophecy where people believe they are capable of making objectively superior choices and then experience subjectively superior outcomes of their choices.

Computing Closeness: Differences in Online Prosocial Behavior across Device Mobility

**Benjamin Eli Borenstein (University of Miami); Claudia Townsend (University of Miami); Caglar Irmak (University of Miami)*

Consumer prosocial giving is increasingly online and increasingly occurring via mobile devices. Across seven studies using random assignment, natural variation, and a Facebook ad campaign with real donations, we show those solicited on a device with more (versus less) mobility (e.g., smartphones) are more prosocial towards psychologically far recipients, while those solicited on a device with less (versus more) mobility (e.g., desktops) are more prosocial towards psychologically close recipients. We find that online donors' perceived closeness to recipients mediates the relationship between device mobility and prosocial behavior.

Perception of Justice by Algorithm

**Gizem Yalcin (Erasmus University Rotterdam); Erlis Themeli (Erasmus University Rotterdam); Stefan Philipsen (Utrecht University); Evert Stamhuis (Erasmus University Rotterdam); Stefano Puntoni (Erasmus University)*

Widespread adoption of technology is changing the nature of social institutions, including the justice system. We investigate how interacting with algorithmic (vs. human) judges affects trust perceptions and their intentions to submit their cases to a local court. 3 studies (N= 3,039) and an internal meta-analysis demonstrate that consumers trust human (vs. algorithmic) judges more and have greater intentions to go to court when a human (vs. an algorithm) adjudicate. Further, consumers' perceptions depend on the nature of the case: trust for algorithmic judges are especially penalized when cases involve emotional (vs. simple vs. technical) complexities.

7.2 Symposium: The Limited Wisdom of Crowds: New Perspectives on Collective Beliefs

Room: Salon B

Chair: Christopher Olivola, *Carnegie Mellon University*

Too Much Trust in Group Decisions: Uncovering Hidden Profiles by Groups and Markets

**Boris Maciejovsky (University of California Riverside); David Budescu (Fordham University)*

A crucial challenge for organizations is to pool and aggregate information effectively. Traditionally, organizations have relied on groups and committees, but recently many organizations are exploring the use of information markets. The results of three experimental studies (1,032 participants) show that groups outperform markets in the absence of conflicts of interest, whereas markets outperform groups when conflicts of interest are present. Participants do not anticipate these results and generally trust groups more than markets. Drawing on experienced forecasters from Good Judgment Open, we found that familiarity and experience with markets increase their endorsement and trust relative to traditional committees.

Aggregating Beliefs Using A Model Of People's Predictions Of Other's Beliefs

**John McCoy (University of Pennsylvania); Drazen Prelec (Massachusetts Institute of Technology)*

It is often important to aggregate beliefs either of managers or consumers. However, the average judgment is often incorrect, and weighting judgments by confidence does not solve the problem reliably. We propose a Bayesian hierarchical model of how people form predictions about the judgments of others, and apply it to belief aggregation. The model is more cognitively plausible than previous such methods, allows for the estimation of expertise, and provides a framework for easily modeling biases in prediction. Model performance is assessed by reanalyzing data from seven studies and comparing the results to leading statistical models.

The Statistical Self-Fulfilling Selection Fallacy: How Erroneous Beliefs Reinforce Themselves

**Yeonjeong Kim (Massachusetts Institute of Technology); Christopher Olivola (Carnegie Mellon University)*

We identify a previously overlooked collective belief mechanism that inadvertently leads consumers to maintain --and even strengthen-- erroneous beliefs concerning the relationship between variables (e.g., overestimating the link between brand prestige and product quality). This mechanism, which manifests even in the absence of motivated reasoning, doesn't merely hide the truth: it produces deceptively compelling evidence that actually appears to support those false beliefs, thereby reinforcing them. Moreover, we show that it mainly produces 'Type I Errors' (overestimating the strength of a relationship), but not 'Type II Errors' (failing to observe a true relationship).

What You Predict And What You Would Do: Reverse-Projection Beliefs in Strategic Contexts

**Oleg Urminsky (University of Chicago); Yesim Orhun (University of Michigan)*

We show that predictions about people's traits are seen as informative of the predictor's own traits, even when they are, in fact, not diagnostic. As a result, such predictions influence decisions in strategic contexts. For example, we show that people who predict that others will vote for a particular candidate, cheat in a task, or behave selfishly are assumed to be more likely to exhibit those traits themselves even when that is not the case.

7.3 Symposium: Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit

Room: Salon E

Chair: Sarah Memmi, *Duke University*

Budgeting Time First Increases Multiple Goal Achievement

**Sarah Memmi (Duke University); Jordan Etkin (Duke University)*

Consumers have multiple goals and limited time. When the demands of goals exceed available time, goal failure ensues. How can consumers leverage time to achieve not just one, but all of their multiple goals? Six incentive-compatible experiments demonstrate that budgeting time before setting goals increases multiple goal achievement. This is because, by increasing consideration of time trade-offs between multiple goals, budgeting time first reduces optimism bias in multiple goal setting (i.e., reduces goal levels). Importantly, budgeting time does not reduce how much people do and benefits well-being.

Achieving Multiple Shopping Goals in the Marketplace

**Jacob Suher (Portland State University); Szu-chi Huang (Stanford University); Leonard Lee (National University of Singapore)*

We develop and test a novel psychophysics theory of multiple-goal pursuit in the marketplace. Four online grocery-shopping experiments and one field study using video-tracking technology at a grocery store uncover unique motivational patterns as consumers achieve multiple sub-goals to complete a trip: a monotonic decrease in motivation for shoppers with a list, versus a curvilinear decrease then increase in motivation for shoppers without a list. Our findings demonstrate how the stuck-in-the-middle theory, which applies to single-goal pursuits, can apply more broadly to consumer domains like grocery shopping, where multiple sub-goals are generated and completed.

The Better Path Not Taken: Goal-Setting Undermines Opportunity Cost Consideration

*Liz Friedman (Columbia University); Min Ju Han (Yale University); *Guy Voichek (Yale University); Ravi Dhar (Yale University)*

We explore the interplay of goals and preferences and finds that setting goals can undermine achieving objectively better outcomes. Across five studies, we demonstrate that goal-setting lowers people's likelihood of switching to dominant alternative options. Our data show that the lower switching rates result both from decreased attention to and devaluing of alternatives that do not directly benefit goals. We document this effect across a variety of contexts, and with naturalistic, incentive-compatible, and hypothetical designs. We also identify a boundary condition where setting broader goals increases switching, but remains lower than no goals.

A Multi-Goal Approach to Food Consumption: How Food Restrictions Affect Social-Relationship Goals

**Kaitlin Woolley (Cornell University); Ayelet Fishbach (University of Chicago); Michelle Wang (Cornell University)*

Food consumption is inherently a social process. As such, when consumers eat with others, they simultaneously pursue multiple goals, including reducing hunger, meeting nutritional needs, and managing social relationships. Across seven studies, we examined the consequences of these goals conflicting. In field, lab, and online studies, we found that pursuing a health goal (i.e., navigating a food restriction when eating) harms social-relationship goals, identifying food restriction as a contributing factor to loneliness. Together, these findings highlight the social and cultural importance of food consumption beyond nutrition and health.

7.4 Symposium: Experiencing “MINENESS”: Extensions of Psychological Ownership in New Consumer Contexts

Room: Salon F

Chair: Ipek Demirdag, *University of California Los Angeles*

Creating Ownership where Ownership Does not Exist: Psychological Ownership Increases Enjoyment in Sharing Economy

**Ipek Demirdag (University of California Los Angeles); Suzanne Shu (University of California Los Angeles)*

Across 4 studies, we investigate psychological ownership in a context where consumers' legal ownership does not exist: sharing economy. We find that psychological ownership of experiences is lower in the sharing economy than in legal-ownership based consumption. Higher the psychological ownership, the higher the enjoyment of the experiences. Our findings demonstrate that information increases satisfaction through psychological ownership, whereas accountability decreases satisfaction via psychological ownership. Implications of enhanced psychological ownership, such as increasing consumers' willingness to take care of the goods they access, are discussed.

Virtual Touch Facilitates Psychological Ownership of Products in Virtual Reality

*Andrea Webb Luangrath (University of Iowa); Joann Peck (University of Wisconsin - Madison); William Hedgcock (University of Minnesota); *Yixiang Xu (University of California Berkeley)*

This research documents the vicarious haptic effect in virtual reality. Observing a virtual touch affects consumers' psychological ownership and product valuation, due to a felt sense of body ownership of a virtual limb. This occurs when vicarious touch is presented with an egocentric (i.e., self) as opposed to allocentric (i.e., other) orientation and persists even if the consumer's hand is otherwise occupied. We find that the vicarious haptic effect is strongest for people who are highly stimulated by the immersive virtual reality experience (i.e., elevation in heart rate).

“It Can (Cannot) Be Mine:” How a Person in a Photo Impacts the Viewer’s Perception of a New Experiential Product

**Zoe Y. Lu (University of Wisconsin - Madison); Joann Peck (University of Wisconsin - Madison)*

Consumers and marketers often post photos of extraordinary experiences on social media. This research examines when and how the presence of a person in the photo of an experiential product impacts the viewer's perception of the product. Through five controlled experiments and a field data set from Instagram, we find that compared to not including a person in the photo, including a person that faces the viewer will lessen the viewer's anticipated ownership and thus the evaluation of the product. However, that effect will be attenuated and even reversed if the person in the photo faces away from the viewer.

Psychology of Heritage: The Endowment Effect for Extraordinary Goods

**Kate Christensen (University of California Los Angeles); Suzanne Shu (University of California Los Angeles)*

Building on the endowment effect, where ownership enhances the value of an ordinary good we propose an endowment effect for extraordinary goods where ownership is 1) collective 2) extending the self by 3) connecting owners to history and traditions that matter. We define this collective ownership as a good's heritage value, and demonstrate that heritage value predicts the difference in prices charged to family vs. stranger. Further, we find that the heritage buyer-seller gap affects the seller's willingness to trade.

7.5 Symposium: On Certain Mechanisms of Uncertainty in the Formulation of Beliefs

Room: Salon G

Chair: Rory M Waisman, *University of Alberta*

Perceived Drivers of Change in Financial Well-Being Predict Partisan Lean and Response to Policy Messages

*Job Krijnen (University of California Los Angeles); Jon Bogard (University of California Los Angeles); *Gulden Ulkumen (University of Southern California); Craig Fox (University of California Los Angeles)*

Perceptions of uncertainty governing consumer financial well-being reliably loads on three independent dimensions, respectively capturing the extent to which these changes are seen as: (1) knowable and within individuals' control ('rewarding'), (2) knowable and outside of individuals' control ('rigged'), (3) inherently unpredictable ('random'). Study 1 (N = 1102; representative sample) finds that political conservatives score higher on the rewarding dimension and liberals score higher on the rigged and random dimensions. Importantly, political orientation isn't the ultimate determinant of support for redistribution policies. In Studies 2-4, frames compatible with people's beliefs about future financial well-being increased support for redistribution policies.

How Probability Representations Influence Uncertain Decisions: Probing the Reflection Effect

**Kristen Duke (University of Toronto); Daniel Mochon (Tulane University); On Amir (UCSD)*

Consumers tend to be risk averse in gains and risk seeking in losses, but four experiments demonstrate that small changes to how probabilities are explained can eliminate risk-attitude asymmetry. Probability representations that are easier-to-simulate (e.g., a coin toss) make risky outcomes seem more likely, which increases risk-taking among gains and decreases risk-taking among losses. Findings underscore the malleability of how consumers make sense of uncertainty, and shed light on when gain/loss framing can have a stronger or weaker influence.

People See the World as Flat, Intuitively

**Lin Fei (University of Chicago); Luxi Shen (Chinese University of Hong Kong)*

While much literature focuses on how consumers update beliefs over time, our research seeks to reveal the beginning of belief updating: the intuitive distribution. For example, do consumers intuit that the maximum miles per gallon (MPG) of most SUVs are similar or evenly spread out? Our research (N=1,394) shows that across a variety of real-life scenarios, people generate a uniform distribution under uncertainty, that is, with no prior knowledge of the variable. As their familiarity with the variable (e.g., MPG) increases, they generate a less flat and more bell-shaped distribution, even when the actual distribution is neither flat nor bell-shaped.

How Uncertainty Boosts Confidence in Decisions

**Rory M Waisman (University of Alberta); Gerald Haübl (University of Alberta)*

Can consumers gain confidence from uncertainty? 3 studies reveal that confidence in subjective decisions is boosted by incidental uncertainty. But, prior research showed negative effects of uncertainty on confidence. I reconcile these results in light of different effects of uncertainty on decision processing depending on decision's subjectivity (vs. objectivity). When making subjective decisions, uncertain decision-makers think in a more structured way and generate thoughts favorable to their chosen option. Consequently, metacognitive monitoring of processing—experienced as faster, more fluent, and less deliberative—signals confidence.

Notes:

Notes:

TAB:
Saturday Afternoon Sessions

8.1 Competitive Paper Session: New Ways to Pay: Emerging Technologies and Psychology of Paying

Room: Salon A

Chair: Marina Girju, *California Baptist University*

When Payments Go Social: The Use of Person-to-Person Payment Methods Attenuates the Endowment Effect

**Liang Huang (University of Arizona); Jennifer Savary (University of Arizona)*

Person-to-person (P2P) payment platforms are an increasingly common way for consumers to make and accept payments. P2P platforms allow consumers to directly exchange money with peers and are marketed as a social payment option. As a consequence, consumers develop unique mental associations that link P2P payment with social connection. We posit that the use of P2P activates these mental associations, makes concepts related to social connection more accessible, resulting in convergent pricing decisions in the context of the endowment effect. This manifests as sellers willing to accept lower prices, and buyers willing to pay more, attenuating the endowment effect.

Pay Me with Venmo: Mental Accounting of Payment Methods

**Liang Huang (University of Arizona); Anastasiya Pocheptsova (University of Arizona); Ruouo Li (University of South Carolina); Elise Chandon Ince (University of South Carolina)*

Novel forms of payment, such as Peer-to-Peer (P2P) payment methods, have exploded in the marketplace, changing the way consumers spend money. Yet, little is known about the consequences of business owners adopting these payment methods in the marketplace. We propose and show in five experiments that consumers develop mental accounts for different payment methods through repeated exposure to payment type-transaction context pairs, which subsequently affect their perception of service providers. In the service context where competence of service providers is important, adopting a payment method that is associated with warmth can decrease competent perceptions and hiring likelihood.

Touch Screen Technology and Charitable Donations: The Mediation Effects of Psychological Distance and Empathy

**Debra Basil (University of Lethbridge); Janelle Marietta-Vasquez (University of Lethbridge); Ying Zhu (University of British Columbia)*

Touchscreen technology has been widely adopted by both businesses and consumers. Technology changes how consumers interact with information around them. By understanding the effects of touchscreen technology on consumer behavior, charities can better utilize this tool when making donation requests. Three studies were conducted to understand the impacts of touchscreen technology on donor intention. Findings revealed that using a touchscreen device increased donor intention. Psychological distance and empathy mediate this effect, and touchscreen technology increases empathy and reduces psychological distance. Distant charitable appeals are less effective than domestic appeals, and this study showed that touchscreen technology does not help lessen distant charity effect.

8.2 Competitive Paper Session: Political Ideology Influences on Consumer Behavior

Room: Salon B

Chair: Nailya Ordabayeva, *Boston College*

Sincere, Not Sinful: The Unique Role of Brand Personality in Shaping Liberals' and Conservatives' Views of LGBT Ads

**Steven Shepherd (Oklahoma State University); Tanya L. Chartrand (Duke University); Gavan Fitzsimons (Duke University)*

Conservatives (vs. liberals) see ads with LGBTQ content as lower on brand sincerity, which uniquely predicting more negative ad attitudes (vs. other brand personality dimensions).

Conservatives also show more negative attitudes toward ads with LGBTQ content when the brand is already established as having a sincere personality due to perceptions of poor model-brand fit. However, this effect disappears for exciting brands, where conservatives perceive relatively higher fit between the brand's exciting personality and LGBTQ content. Additional evidence (archival, measured mediation) shows that LGBTQ consumers see LGBTQ representation more favorably when the brand is sincere (vs. exciting).

How Political Ideology Shapes Preferences for Inferior Products

*Monika Lisjak (Arizona State University); *Nailya Ordabayeva (Boston College)*

Although political ideology is known to shape preferences for high-status and typically superior products, little is known about how political ideology may shape preferences for products that are objectively inferior to alternatives. This is an important question because inferior products are often wasted despite being safe to use. In contrast to the presumption that conservatives should be less interested in inferior products than liberals due to their stronger desire to signal superiority, we propose that in non-status related domains, conservatives may actually find inferior products to be more attractive than liberals. Five studies document this effect and its underlying mechanism.

Similar but Unequal: Political Polarization in the Effect of Social Similarity on Support for Redistribution

**Nailya Ordabayeva (Boston College)*

The wealth inequality in the U.S. is record high, but public support for inequality reducing redistributive policies is divided. Prior literature suggests that perceiving high (vs. low) similarity should boost support for redistribution. However, the present research proposes that the effect of perceived social similarity on redistribution support may be more complex. Perceiving high (vs. low) social similarity may increase liberals', but lower conservatives', support for redistribution, because it may weaken liberals', but strengthen conservatives', beliefs that individuals deserve their unequal outcomes. Three studies demonstrate this political polarization in social similarity effects, test the psychological process, and rule out alternatives.

8.3 Competitive Paper Session: Determinants of Goal Pursuit and Progress

Room: Salon E

Chair: Annabelle Roberts, *University of Chicago*

The Effect of Material and Experiential Consumption on Consumer Goal Pursuit

**Cony Ho (University of Hartford); Robert Wyer Jr. (University of Cincinnati)*

Seven studies show that experiential/consumption can induce different motivational orientations that generalize to goal-related behavior that consumers perform subsequently. Experiential consumption focuses consumers' attention on their enjoyment of an activity. Consequently, the results of their performance of one task have little effect on their behavior in later situations. In contrast, material consumption induces an outcome focus, leading consumers to use the feedback they receive about their performance as an indication and motivating them to work harder in later goal-directed activity if the feedback they have received is negative. This work contributes to how consumption could influence subsequent goal pursuit.

Play it Again, Sam! An Empirical Examination of the Motivations and Consequences of Volitional Reconsumption

**Yael Zemack-Rugar (University of Central Florida); Sarah G. Moore (University of Alberta)*

Building on Russel & Levy's (2012) framework, we develop a measure that captures consumers' attitude towards and their motivations to engage in volitional reconsumption. The attitude dimension predicts reconsumption frequency and willingness-to-pay, and two temporally focused motivations predict different downstream consequences. Those with a past-focused motivation to reconsume respond positively to reconsumption opportunities even after service failures, while those with a future-focused motivation to reconsume respond positively to changes in reconsumed experiences, such as sequels.

Love is Patient: People are More Willing to Wait for Things They Like

**Annabelle Roberts (University of Chicago); Franklin Shaddy (University of California Los Angeles); Ayelet Fishbach (University of Chicago)*

How does liking affect patience in intertemporal choice? One possibility is that liking yields impatience, as it is more difficult to resist the smaller-sooner option. However, in this research, we make the opposite prediction: Liking increases patience. Across six studies (N=2,913), we find when people like products and services more (compared to when they like them less) they are more willing to wait for a better quality version of it or larger amount of it, because liking leads people to perceive a greater difference in subjective value between the smaller-sooner and larger-later options.

8.4 Competitive Paper Session: Willingness to Spend Time and Money

Room: Salon F

Chair: Alessandro Biraglia, *Leeds University Business School*

Depletion Aversion: People Dislike Spending Accounts Down to Zero

**Scott Roeder (University of South Carolina); Dongju Lee (Washington University); Robyn LeBoeuf (Washington University)*

In nine studies ($n = 4083$), we show evidence for “depletion aversion:” people avoid spending from accounts when doing so would deplete those accounts (even when the accounts perhaps should, normatively, be depleted). For example, people would rather pay \$500 from an account with a \$1000 balance than from one with a \$500 balance, even if the \$1000 account pays interest at a higher rate. Broadly, depletion aversion seems to emerge when people are focused on savings-oriented accounts rather than spending-oriented accounts (such as gift cards or accounts earmarked for a specific expense, such as a vacation account).

The Impact of Daily Pay on Discretionary Spending

**Wendy De La Rosa (Stanford University); Stephanie Tully (Stanford University)*

Daily pay schedules are becoming increasingly popular, especially among gig-economy platforms which typically employ low-income consumers. However, little research has explored the role of payment frequency on consumer behavior. In this novel work, we demonstrate that daily pay increases discretionary spending. Across two pre-registered lab studies, we find that this effect is explained through differences in perceptions of financial constraint. Next, we examine the impact of a gig-economy company's decision to introduce a daily payment option. We find that this introduction predicts increased discretionary spending, despite no increase in income.

When Time is Like Money: Thinking of Monetary Value of Time Decreases Willingness to Spend Time on Others, But Increases Time Spent on Self

*David Falco (Ohio State University); Selin A. Malkoc (Ohio State University); *Grant Donnelly (Ohio State University)*

Thinking about the monetary value of time has been found to decrease consumer interest in spending time on unpaid activities. This work has primarily evaluated interest in volunteering, an other-focused activity. We propose, and demonstrate across five studies, that monetary valuation of time makes people more self-focused, and a heightened self-focus reduces interest in other-oriented unpaid activities like volunteering, but increases interest in self-focused unpaid leisure, challenging the notion that thinking about the opportunity costs of time makes people less interested in unpaid activities in general.

8.5 Competitive Paper Session: Consumer Effort & Deliberation

Room: Salon G

Chair: Fang Wan, *University of Manitoba*

Nuanced Effects of Decision Effort on Decision Confidence in Matters of Quality versus Matters of Taste

**Nahid Ibrahim (University of Alberta); Gerald Häubl (University of Alberta)*

In this research, we propose and test a conceptual model that sheds light on the nuanced effects of decision effort on decision confidence. We find that exerting more effort in the decision process diminishes confidence when decisions are considered “matters of quality,” whereas it increases confidence when decisions are considered “matters of taste.” These nuanced effects can be explained by the wide divergence in consumers’ effort-sensitivity (i.e., the strength of the relationship between exerted decision effort and metacognitive difficulty) in quality versus taste domains, which differentially activates two distinct but related inferential systems – preference clarity and preference correctness.

The Pros and Cons of Pros and Cons: Consumer Deliberation has Opposite Implications for Post-Choice Satisfaction and Consistency

**Alexander DePaoli (Northeastern University)*

Deliberation during a hedonic choice can simultaneously lead to lower post-choice satisfaction while paradoxically promoting choice consistent behaviors (e.g., increasing the likelihood of choosing the same product again). This is a consequence of deliberation leading consumers to make an initial choice through reasoning: the identification or generation of strong reasons. Reasoning shifts consumers’ initial choice preferences toward justifiable rather than hedonically satisfying options, while simultaneously equipping consumers with justifications for choosing the same option again. The current research demonstrates this paradoxical effect of deliberation on hedonic post-choice evaluations, and tests the proposed reasoning mechanism against alternative explanations.

The Endowment Effect: Unique Predictions from a Cognitive Elaboration Account

**Christopher Cannon (Northwestern University); Derek Rucker (Northwestern University); David Gal (University of Illinois at Chicago)*

The endowment effect is a phenomenon where sellers indicate a higher valuation of goods than buyers. This research introduces a cognitive elaboration account of the endowment effect that generates novel predictions. Specifically, sellers (vs. buyers) exhibit decreased cognitive elaboration and thus less sensitivity to the strength of product arguments. Consequently, when product arguments are weak, the classic endowment effect is observed: Sellers have a higher reservation price than buyers. However, when product arguments are strong, an elimination or reversal of the endowment effect occurs: Buyers’ reservation price is similar to, or even greater than, that of sellers.

Notes:

Notes:

9.1 Symposium: Communication Modalities and New Technologies

Room: Salon A

Chair: Shwetha Mariadassou, *Stanford University*

A Cross-modality Turing Test: People are More Likely to Mistake Minds for Machines in Written Than Spoken Statements

**Juliana Schroeder (University of California Berkeley); Nicholas Epley (University of Chicago)*

Treating a human like a machine is dehumanizing, whereas treating a machine like a human is anthropomorphizing. Four experiments demonstrate that a cue closely connected to a person's actual mental experience—a humanlike voice—affects the likelihood of mistaking a person for a machine, or a machine for a person. Adding a humanlike voice to computer-generated text increased the tendency to infer that it was actually created by a real person, whereas removing a voice from human-generated speech increased the tendency to presume the content was actually created by a computer.

Digital Commitment: Voice Interface and Mind Attributions

**S. Adam Brasel (Boston College)*

This work explores how voice interfaces (in comparison to touch or type interfaces) generate a 'theory of mind' in the interface device. These perceptions of mind and agency turn interface interaction into a social task, turning the interface device into a partner. An initial pilot study reinforces the voice – mind attribution link, and an experimental e-commerce lab study compares voice and touch interfaces on identical choice scenarios, showing how the voice increases commitment to choices while splitting responsibility between the participant and the interface.

Recommendation Modality Affects Choice: Auditory Recommendations are Followed More Than Visual

**Shwetha Mariadassou (Stanford University); Christopher J. Bechler (Stanford University); Jonathan Levav (Stanford University)*

We explore the effect of recommendation modality on recommendation adherence. We suggest that technology can create different physical experiences despite identical information, which leads to different behavioral consequences. Across eight main experiments, we find that consumers are more likely to follow recommendations that they hear than those they read. This effect persists regardless of whether the auditory recommendation is spoken by a human or an automated voice. We theorize that because the brain recognizes auditory information faster than visual information and speed is inherently linked to ease, people find auditory information easier to internalize, which increases evaluations of auditory stimuli.

Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure

**Shiri Melumad (University of Pennsylvania); Robert Meyer (University of Pennsylvania)*

The effects of smartphone versus PC usage on the sensitivity of information consumers disclose are explored. Results across two large-scale field studies as well as two controlled experiments show that user-generated content written on smartphones tends to be more self-disclosing than that written on PCs. Evidence for the proposed mechanisms underlying this effect is also provided: namely, that consumers experience greater psychological comfort as well as greater private self-awareness while on their smartphone (vs. PC), which combine to facilitate greater self-disclosure on the device.

9.2 Symposium: Toward a Further Understanding of How Political Ideology Drives Motivation and Values

Room: Salon B

Chairs: Der-Wei Huang, *Indiana University*; Adam Duhachek, *University of Illinois at Chicago*

Are Conservatives Always More Averse to Change than Liberals? Political Ideology & Innovation

*Der-Wei Huang (*Indiana University*); Adam Duhachek (*University of Illinois at Chicago*)

The current research examines various aspects of the distinct ways liberals and conservatives perceive and experience change and finds that, in certain instances, conservatives actually prefer change as compared to liberals. This research builds theory related to different conceptualizations of change perceptions in a product innovation context.

May I Have Your Attention Please? The Impact of Political Ideology on Tasks of Stable Versus Varying Attentional Demands

Bryan Buechner (*University of Cincinnati*); Joshua J. Clarkson (*University of Cincinnati*); Ashley S. Otto (*Baylor University*); *Edward R. Hirt (*Indiana University*); Cony Ho (*University of Hartford*)

Though models of political ideology traditionally focus on the motivations that separate conservatives and liberals, the present work proposes a key cognitive difference that distinguishes these two ideologies. Three studies demonstrate the importance of political ideology in predicting consumer performance on tasks requiring stable (vs. varying) attentional demands, while documenting the role of cognitive flexibility in mediating this performance difference. Collectively, findings offer a unique perspective on the cognitive underpinnings that define conservatives and liberals, detailing the fundamental impact of political ideology on critical consumer behavior domains (creativity, problem-solving, self-control).

Fair or Not? Political Ideology Shapes Observers' Responses to Service Failures

*Chethana Achar (*Northwestern University*); Nidhi Agrawal (*University of Washington*)

We use a combination of experimental, big data, and survey methods to show that political ideology shapes observing consumers' responses to service failures. Following a service failure, liberal (vs. conservative) observers are likely to respond more negatively to the brand, driven by their greater endorsement of the fairness moral foundation. This research highlights the morality-driven process by which political ideology predicts consumer behavior in non-political contexts such as service failures. At a broader level, our studies show that moral processes diverge consumer judgments even in the absence of overt moral or ethical dilemmas.

Helping Few a Little or Many a Lot: Political Ideology and Charitable Giving

*Adam Farmer (*Mississippi State University*); Blair Kidwell (*University of North Texas*); David M. Hardesty (*University of Kentucky*)

The authors examine political ideology on the distribution of donations across multiple charities. Liberals and conservatives donate similar overall amounts of money, however, liberals give to a greater number of charities overall while giving less to each (breadth). Conservatives donate to fewer charities overall while giving more to each (depth). Using the Model of Moral Motives (Janoff-Bulman & Carnes, 2013), social order and social justice are identified as mediators, such that conservatives were more likely to endorse social order leading them to give with depth and liberals were more likely to endorse social justice leading them to give with breadth.

9.3 Competitive Paper Session: Starting, Progressing and Completing Goals

Room: Salon E

Chair: Didem Kurt, *Boston University*

The Effect of Task Initiation Difficulty on Consumers' Perceived Goal Progress and Motivation

**Hoori Rafieian (University of Pennsylvania); Marissa Sharif (University of Pennsylvania)*

Across six pre-registered studies, we demonstrate that consumers perceive they have made more progress towards their goal after completing a goal-relevant task that was difficult to initiate vs. easier to initiate, holding the actual effort in the goal-relevant task constant. We suggest that people misattribute the effort they put into initiating the task to be effort they have put towards the goal itself, leading them to feel like they have made more progress towards their goals than they actually have. We further show that completing tasks that are more difficult to initiate can increase motivation to do additional related tasks.

All Work and No Play? Examining the Relationship between Consumer Grit and Indulgence

*Scott A. Wright (Providence College); *Ainslie E Schultz (Providence College)*

Grit—perseverance in striving for goals despite adversity, failure, and challenge (Duckworth et al. 2007)—has been studied extensively in the educational and psychological literature and has spurred grit-based interventions, but what remains unanswered is how this construct affects consumption. A field study and three experiments reveal that individuals high (vs. low) in grit are less willing to choose and purchase indulgent products. Results suggest that grit may inhibit indulgence by increasing the conflict individuals feel when considering indulgence. However, subtle descriptive manipulations (e.g., french fries with 199 [vs. 200] calories per serving) can attenuate the beneficial effects of grit.

Don't Worry, Be Healthy: Subjective Feelings of Busyness Lower Self-Control

**Elina Y Hur (Cornell University); Keith Wilcox (Columbia University)*

The present research examines how the subjective state of feeling busy influences self-control. Seven studies (N=1,509) demonstrate that subjective busyness impairs cognitive performance and reduces self-control. When consumers feel busy, and therefore have many tasks to complete in the immediate future, they begin to ruminate about tasks even when they are not currently engaged in the activities. These ruminative thoughts reduce their ability to exercise self-control. These effects are attenuated when consumers hold strong beliefs about internal control because these consumers are less prone to rumination.

Obesity and Compensatory Consumption: Evidence from Jewelry Shopping

**Didem Kurt (Boston University)*

Online search and field data reveal that jewelry shopping interest and spending in a locality increase with obesity rate—a finding consistent with the compensatory consumer behavior model. Supporting the account based on self-discrepancy in body image, a textual analysis of Twitter data shows that the use of self and body words in jewelry-related tweets is more pronounced in places with greater obesity rate.

9.4 Symposium: In the Eye of a Mental Accountant: Mental Accounting Shapes How People View Investments and Promotions

Room: Salon F

Chair: Jinwoo Kim, *Carnegie Mellon University*

The Last Hurrah Effect: End-of-Week and End-of-Month Time Periods Increase Financial Risk-Taking

*Xinlong Li (Nanyang Technological University); *Avni Shah (University of Toronto)*

Using a unique panel dataset of peer-to-peer lending loans, combined with a lab experiment, we find evidence for an end-of-period effect, whereby investors are more likely to invest in riskier loans at the end-of-week or end-of-month. These investments also have significantly worse returns relative to other days.

How Environments and Framing Shape the Dynamics of Risk-Taking: Skewness, Information, and Framing Moderate Loss-Chasing and Overall Risk-Taking

**Jinwoo Kim (Carnegie Mellon University); Alex Imas (Carnegie Mellon University); Christopher Olivola (Carnegie Mellon University)*

We identify environmental factors and descriptive frames that moderate the dynamics of risk-taking. Loss-chasing, or increased risk-taking following losses, was mitigated in a negatively skewed risk environment (vs. positively skewed risk environment), and when the total number of investment periods was unknown (vs. known). The level of overall risk-taking increased when losses were described as the absence of a gain, and when risky options were framed as the default positions (vs. options that one can opt into).

Moderators and Extensions of the Interpersonal Sunk-Cost Effect

**Christopher Olivola (Carnegie Mellon University); Jinwoo Kim (Carnegie Mellon University); Einav Hart (University of Pennsylvania)*

This paper examines potential moderators and extensions of the interpersonal sunk-cost effect (when a consumer alters his/her consumption decisions in response to another person's past investments). We show that this effect is not moderated by the amount of social reciprocity/obligations (i.e., number of investors) involved. Moreover, the effect often holds even when investors can never learn of the recipient's decision to honor (or not) their sunk-cost. Finally, we show that investors also exhibit the effect: they are more likely to prefer that recipients honor their high (as opposed to low) sunk-costs, even when doing so leaves recipients worse off.

When It Hurts to Take It or Leave It: The Downside of Contingent Discounts

**Andong Cheng (University of Delaware); Ashley Stadler Blank (Xavier University)*

We explore contingent discounts, which require consumers to satisfy a set of preconditions to receive the discount. Across five studies, we show that when consumers are aware of but do not take advantage of contingent discounts (because they are unable or unwilling to meet the preconditions), purchase intentions decrease and choice of substitutes increases—even when substitutes are more expensive or less preferred. We identify transaction utility as a mediator and several moderators of this effect. Together, these results provide evidence that contingent promotions can adversely affect both consumers and firms.

9.5 Competitive Paper Session: Consumer Inferences

Room: Salon G

Chair: Arnaud Monnier, *Cornell University*

Selfish (vs. Otherish) Persuaders Exhibit Reduced Metacognitive Processing

**Jacob Daniel Teeny (Ohio State University); Pablo Brinol (Universidad Autónoma de Madrid); Richard Petty (Ohio State University)*

Consumers regularly try to persuade other consumers. But how do the motives behind persuasion attempts affect the persuader him/herself? Specifically, we examine how selfish versus otherish (i.e., altruistic) motives impact the persuader's own attitudes and behaviors. We find that selfish (vs. otherish) persuaders seem "blinded" to the quality of their own arguments, becoming more positive toward the topic they're arguing for, even if they perceive their own arguments as invalid. To explain this cognitive miscalibration, we show that selfish (vs. otherish) motives tend to be perceived as illegitimate motives, which undermines persuaders' higher-order mental processing.

Losing or Gaining Authenticity? Impact of Cultural Diversity on Brand Perception

**Esther Uduehi (University of Pennsylvania); Julian St. Clair (Loyola Marymount University); Mitch Hamilton (Loyola Marymount University); Americus Reed (University of Pennsylvania)*

There is an increasing emphasis on brands to display cultural diversity through their marketing campaigns. This paper is the first to show how diversity as a characteristic of the brand influences consumer perceptions of the brand. We find that when a majority-focused brand embraces diversity, they are viewed as gaining authenticity. However, when a minority-focused brand embraces diversity, they lose authenticity. This loss of authenticity is particularly felt by minority consumers and driven by feelings of loss of inclusion of minority consumers. Focusing on similar others helps alleviate the loss of brand authenticity for minority-focused brands.

When Apology is Not the Best Policy: The Negative Impact of Apologies on Consumer Satisfaction and Repurchase Behavior

**Mason Jenkins (Northeastern University)*

Proactive service recovery is a hallmark of the world's best service providers. We examine whether proactive service recovery might sometimes backfire. Five experiments, including a large-scale preregistered field experiment, show that proactive service recovery in the form of firm-issued apologies can negatively impact customers' satisfaction and trust if they never initially diagnosed a failure. This is because apologies make consumers more likely to encode an ambiguous service failure as a negative experience. Consequently, proactively apologizing for service failures can decrease repurchase and spending.

The "Calories-Must-Be-Bad" Bias: How the Belief that Calories are Unhealthy Increases the Choice Share of Less Nutritious Options

**Arnaud Monnier (Cornell University); Steven Sweldens (Erasmus University Rotterdam); Stefano Puntoni (Erasmus University Rotterdam)*

Public policies have long aimed to both limit calorie intake and improve diet quality. Five studies uncover a pervasive bias – "all calories are bad" – that can impede these efforts. Consumers insufficiently realize that nutritious foods also contain many calories. "Calories-must-be-bad" bias shifts calorie perceptions of unhealthy (healthy) foods upward (downward). Calorie posting reduces the perceived nutritional value and choice share of nutritious options. Poor nutrition literacy and negative mindset are catalysts. We propose an intervention.

Notes:

Notes:

10.1 Symposium: Context Impacts Privacy Preferences

Room: Salon A

Chairs: Geoffrey Tomaino, *INSEAD*; Klaus Wertenbroch, *INSEAD*; Daniel Walters, *INSEAD*

The Bulletproof Glass Effect: When Privacy Notices Backfire

Aaron Brough (*Utah State University*); David A. Norton (*University of Connecticut*); *Leslie John (*Harvard Business School*)

Firms typically provide assurances to consumers about data management practices in the form of privacy notices. Unlike warnings, which are designed to decrease perceived security by communicating danger, assurances are designed to increase perceived security. This paper proposes the opposite—that such assurances can ironically decrease perceived security. Across one field experiment and five lab experiments, this paper examines how the salience of a privacy policy affects consumers' perceptions of the security of their personal data, their interest in purchasing a product, and their willingness to disclose personal information.

Telling Your Secrets to an AI: Consumers Prefer Disclosing Private Personal Information to an AI (vs. a Human)

*TaeWoo Kim (*University of Technology Sydney*); Li Jiang (*George Washington University*); Hye Jin Lee (*Indiana University*); Adam Duhachek (*University of Illinois at Chicago*)

Utilization of artificial intelligence in the new “data economy” elevates privacy concerns. We examine consumer' willingness to disclose personal information. Across several studies we find that consumers feel more comfortable disclosing their private and potentially embarrassing experiences to a non-human agent (e.g., AI or robot), compared to disclosing the same information to another person. This effect is due to the belief that AI (vs. human) is less judgmental and less likely to form a negative impression for those who reveal embarrassing personal information. Further, this effect is moderated by cultural orientation, as well as the human-likeness of AI.

Consumers Place a Lower Value on Private Data when Exchanged for Goods as Opposed to Money

*Geoffrey Tomaino (*INSEAD*); Klaus Wertenbroch (*INSEAD*); Daniel Walters (*INSEAD*)

To firms, private data have become a marketable resource, yet consumers may not treat them this way. We show intransitivities in consumer preferences involving private data: participants place a higher value on their data when trading them for money than for goods, because they do not view exchanges of data against goods/services as economic transactions. We further demonstrate that no such intransitivity occurs when exchanging labor for money vs. goods/services, with labor being an asset that consumers do view as economic.

From Privacy Concern to Privacy Mindsets

*Aaron Brough (*Utah State University*); Kelly D. Martin (*Colorado State University*)

Foundational to extant privacy research is the notion of privacy concern: apprehension about potential exposure of personal information. Its measurement is often narrowly focused on reactions to information disclosure requests, neglecting other relevant and important situations (e.g., surveillance, digital tracking). We propose that a more robust conceptualization, one that acknowledges context-dependence and is broadly-applicable, is needed. This conceptual paper expands privacy research to a broader set of attitudes and behaviors by introducing the notion of privacy mindsets, three orientations that incorporate additional privacy dimensions.

10.2 Symposium: Everyday Politics: The Impact of Political Context on Attitudes, Social Interactions, Media Perceptions, and Corporate Advocacy

Room: Salon B

Chair: Fausto Gonzalez, *New York University*

Perspective-Taking and Self-Persuasion: Why “Putting Yourself in Their Shoes” Reduces Openness to Attitude Change

**Rhiannon Catapano (Stanford University); Zakary Tormala (Stanford University); Derek Rucker (Northwestern University)*

Perspective-taking is often viewed as a powerful tool to enhance persuasion. However, we demonstrate across three studies (N = 2,734) that people who take the perspective of others with a counterattitudinal view actually become less receptive to that view and exhibit less persuasion. This effect can be understood via value-congruence: taking the opposition's perspective generate arguments that are incongruent with one's own values, which undermines receptiveness and persuasion. Consequently, marketers and other influence practitioners should be cautious in the use of perspective-taking. Remedies and implications are discussed.

Social Exclusion Causes People to Share Blatantly False Stories in the Service of Affiliation

**Hyerin Han (University of Minnesota); Hyun Euh (University of Minnesota)*

The current research tests the hypothesis that socially excluded people share blatantly false information strategically in the service of affiliation. Three studies find that participants who felt excluded (vs. accepted) were more likely to share fake news headlines which were high in emotional intensity even though they knew that these headlines were highly likely to be false, but only when doing so boosted their chances to communicate and connect with other people.

Partisan Perspective-Taking Leads to Polarized Assessments of Political News Truth

**Fausto Gonzalez (New York University); Minh Jung (New York University); Clayton Critcher (University of California Berkeley)*

Across three studies (N = 3,108) we show partisan perspective-taking affects the extent to which political news is seen as legitimate. We find that taking a partisan perspective creates stronger beliefs in the legitimacy of partisan-congruent news headlines (real or fake). We test this across 48 different headlines that include the news sources (Studies 1-2), as well as examining perceptions of headlines with masked sources (Study 3). Our effects are robust across studies, and we find that they occur because opposite-partisan perspective taking leads to greater perceptions of biases in opposite-partisan worldviews.

Should Your Brand Pick a Side? How Market Share Determines the Impact of Corporate Political Advocacy

**Chris Hydock (Georgetown University); Neeru Paharia (Georgetown University); Sean Blair (Georgetown University)*

Consumers increasingly expect brands to “pick a side” on divisive sociopolitical issues, but managers are reluctant to risk alienating customers who oppose their position. We posit that despite a negativity bias in consumers' identity-driven responses to CPA, the net effect of CPA at the market level is determined by a sorting process that tends to benefit small-share brands and hurt large-share brands. This is because having few customers to lose and many to gain can offset the risk of the negativity bias. Three experiments provide support for this theorizing and identify authenticity as a boundary condition.

10.3 Symposium: When the Going Gets Tough: Strategies to Help Consumers Reach their Goals

Room: Salon E

Chair: Katie Mehr, *University of Pennsylvania*

Incentivizing Streaks

*Katie Mehr (*University of Pennsylvania*); Jackie Silverman (*University of Delaware*); Marissa Sharif (*University of Pennsylvania*); Alixandra Barasch (*New York University*); Katherine L Milkman (*University of Pennsylvania*)

Despite the value of goal-setting in achieving beneficial long-term outcomes, consumers often struggle to initiate their goals in the short-term. In five incentive-compatible, pre-registered experiments, we show that streak-rewarding payments (i.e., rewarding completion of three or more consecutive undesirable tasks) encourage consumers to set goals for task completion, and ultimately persist longer, compared to higher paying flat incentives. Our findings suggest that rewarding people for achieving streaks can be a powerful motivating tool for marketers who want to increase consumer engagement and behavior.

Dynamics of Range Goal Pursuit: How Dual Reference Points Shape Judgments and Enhance Performance

*Scott Wallace (*University of Washington*); Jordan Etkin (*Duke University*)

This work explores how the endpoints of a range goal (e.g., lose 10-15 lbs.) drive motivation by acting as dual reference points, in contrast to prior treatment as a single vague target. Four studies demonstrate that range goals enable attention-switching strategies unavailable for specific goals and that this switching improves performance, driven by incremental progress feeling more valuable. These findings reveal a novel advantage of range goals as a tool for consumer goal-setting in perennially challenging contexts like weight loss, fitness, and financial savings.

If at First You Don't Succeed: How Framing of an Initial Goal Failure Can Increase Goal Recommitment

Matthew Farmer (*University of Arizona*); *Jennifer Savary (*University of Arizona*)

We find that an initial goal failure presented as one large integrated occurrence (vs. multiple smaller separate occurrences) makes consumers more likely to recommit to the initial goal. This occurs because an integrated failure seems more atypical, which leads to higher expectations of future success and thus increases goal recommitment.

When Pain Signals Progress: Motivation from Immediate, Negative Experiences

*Kaitlin Woolley (*Cornell University*); Ayelet Fishbach (*University of Chicago*)

Traditionally, self-control interventions motivate people by focusing them on delayed, positive experiences. Instead, we ask whether negative experiences can also motivate consumers. Seeking an immediate, negative experience during an improv exercise ("feel awkward and uncomfortable") increased persistence compared with no-focus and delayed-positive-focus conditions (Studies 1-2). Immediate, negative experiences motivate because they signal progress for improv and physical exercise (Studies 3-4). Accordingly, this effect attenuated when negative experiences did not signal progress (i.e., feeling sweaty vs. lightheaded during exercise; Study 5) or were not goal facilitating (i.e., feeling sweaty when running vs. walking in the park; Study 6).

10.4 Symposium: The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making

Room: Salon F

Chair: Junha Kim, *Ohio State University*

The Left-Digit Bias: When and Why are Consumers Penny Wise and Pound Foolish?

**Tatiana Sokolova (Tilburg University); Satheesh Seenivasan (Monash University); Manoj Thomas (Cornell University)*

Consumers' price comparisons are influenced by the left-digit bias: difference between \$4.00 and \$2.99 feels larger than that between \$4.01 and \$3.00. We examine when and why consumers are more likely to fall prey to the left-digit bias. We propose that this bias is stronger when consumers perform stimulus-based evaluations and weaker when they perform memory-based evaluations. Results from five experiments using price evaluations and response time data, and from a field study using shopping data, support the predictions.

The Upgrade Effect: When 99-ending Pricing Discourages Consumers from Upgrading

**Junha Kim (Ohio State University); Selin Malkoc (Ohio State University); Joseph Goodman (Ohio State University)*

The 99-ending prices effectively lower price perceptions and increases sales. We propose that when consumers face an upgrade opportunity (e.g., hotel rooms, cars, larger sizes), 99-ending pricing can backfire by discouraging consumers to upgrade, ultimately decreasing consumer spending. One field experiment and five lab studies using a variety of product categories provide evidence that consumers perceive upgrades as less expensive with round-ending prices compared to 99-ending prices, and increases upgrade. Further, we show that this effect is moderated when all consumers are provided with clear thresholds.

When is HILO Low? Price Image Formation Based on Frequency versus Depth Pricing Strategies

**Daniel Sheehan (University of Kentucky); Ryan Hamilton (Emory University); Ramnath Chellappa (Emory University)*

We investigate consumer responses to everyday low price (EDLP) and high-low (HILO) pricing strategies. Previous findings and managerial wisdom both suggest that consumers will form a lower price image of EDLP stores. In contrast, we find a consistent advantage for HILO pricing when price information is evaluated separately (one store at a time) rather than jointly (both store's prices presented simultaneously). This change in the presentation of price information leads consumers to use a different set of external reference prices when forming judgments, and allows us to predict unique moderators and mediators.

When You Charge Less Than a Jackson, Greens Should Be Your Tipping Action: The Effect of Frame of Alternatives on Consumers' Tipping Behavior

**Shirly Eilona Bluvstein (New York University); Priya Raghurir (New York University)*

We examine the effect of framing tip options in either percentage (%) terms or absolute (US\$) terms on consumers' tipping intentions and behavior. Five studies (laboratory experiments, a field experiment, secondary field data) measured and manipulated absolute vs. percentage tipping options using open-ended and closed-ended formats. We find that framing a tipping option as an absolute dollar amount (vs. percentage of the bill) leads to higher tips (in both closed-ended and option-ended elicitation) for lower, but not higher, bill amounts.

10.5 Symposium: Persuasion 2.0

Room: Salon G

Chair: Francesca Valsesia, *University of Washington*

Persuading the Bystander

**Francesca Valsesia (University of Washington); Kristin Diehl (University of Southern California); Joseph Nunes (University of Southern California)*

We introduce audience partitioning as a persuasive tactic used in one-to-many communication. When the audience is partitioned, audience members are divided into two categories: addressed recipients and non-addressed recipients. Those not addressed become bystanders to a persuasive message addressed at someone else. We find bystanders have lower barriers to persuasion and are therefore more persuaded compared to those addressed implicitly or explicitly. Importantly, because audience partitioning decrease barriers to persuasion, bystanders elaborate a persuasive message more thoroughly and are therefore more persuaded only when the persuasive appeal contains a relatively strong (vs. weak) argument.

Slanguage & Cultural Value: It's Lit to Say It - How Mainstream Slang Affects Online WOM

**Shaheer Ahmed Rizvi (University of Alberta); Sarah G. Moore (University of Alberta); Paul R. Messinger (University of Alberta)*

We examine effects of using mainstream, popular slang in online WOM (e.g., "These Jordans are lit!"). We introduce the cultural value model in the domain of slang. We hypothesize that relative to non-slang equivalents, perceived cultural value embedded in slang terms improve consumers' evaluations of the message and product. In four experiments, we both measure and manipulate cultural value and illustrate how slang can lead to favorable evaluations over conventional lexicon. We also rule out shared group membership as an alternative explanation.

Risk and Rivalry Promotions

**John P Costello (Ohio State University); Rebecca Walker Reczek (Ohio State University); Robert Smith (Tilburg University)*

Marketing promotions sometimes feature rivalries unrelated to the brand (e.g., Democrats vs. Republicans, Texas vs. Oklahoma). A field study using Facebook ads and four lab studies provide evidence that rivalry promotions are particularly persuasive when a brand wants consumers to engage in a risky behavior, such as trying a risky product or sharing personal information with a brand. We suggest that these rivalry promotions activate a mindset which makes consumers feel more connected to the group they support, leading to greater tolerance for uncertainty in consumption settings both related and unrelated to the original promotion.

Accentuating Stigma: Leveraging Variations in Moral Beliefs to Enhance Mental Health Persuasion

**Chethana Achar (Northwestern University); Nidhi Agrawal (University of Washington)*

We bring together the literatures of stigma and moral pluralism to identify when mental health persuasion can be enhanced. We delineate two dimensions of mental health stigma: perceptions that individuals with mental health issues are 'not normal' (norm-deviating) and as likely to hurt others (harm-causing). Four experiments show that accentuating norm-deviating (vs. harm-causing vs. no stigma) dimensions of mental health stigma enhances the persuasiveness of mental health messages when individuals are primed or chronically hold rights- (vs. duty-based) moral beliefs.

Notes:

Notes:

TAB:
Saturday Working Papers

Saturday Working Paper Session 1 – Brand and Firm Perceptions

WS 1.1 Befriending the Enemy: The Effects of Brand-to-Brand Praise on Consumer Evaluations

**Lingrui Zhou (Duke University); Katherine Du (University of Wisconsin – Milwaukee); Keisha Cutright (Duke University)*

Consumers' trust in brands is declining, and managers are eagerly searching for novel ways to connect. We suggest that focusing on one's relationships with competitors is a valuable, albeit unexpected way for brands to do so. More specifically, the present research demonstrates that praising one's competitor ("brand-to-brand praise") heightens preferences for the praiser more so than other common forms of communication (e.g., self-promotion, benevolent information). This is because brand-to-brand praise increases the consumer's perception that the brand is interdependent (vs. independent) in nature, which enhances brand trust, and subsequently, brand evaluations.

WS 1.2 How Established Brands Stumble: The Effect of Brand Age on Brand Choice for Innovative Products.

**Yaeun Kim (Temple University); Joydeep Srivastava (Temple University)*

Rapid changes in the marketplace have raised questions about whether consumer preference for established brands decreases despite the advantage of longevity. We conducted three studies to evaluate this issue. Study 1 (N = 211) revealed that consumers are less likely to choose established brands for innovative products. We investigated the mediating role of consumers' motivation to stand out and the motivation to seek novelty in Studies 2A (N = 214) and 2B (N = 220). Finally, Study 3 (N = 729) manipulated the motivation to stand-out and conceptually replicated the findings. This research contributes to consumers' interaction with brands.

WS 1.3 Shall We Label the Brand as “Coming from Italy” or “Coming from Venice”? The City-of-Origin Effect on Brand Preference

**Sheng Bi (Washington State University); Brandon M. Gustafson (Oakland University); Jun Pang (Renmin University of China); Durairaj Maheswaran (New York University)*

In global markets, firms often use a brand's geographical origin to communicate brand value and they can do so by associating the brand with its country or city of origin. This research proposes a city-of-origin effect such that associating a brand with its city rather than country of origin leads to higher brand preference. Results from six studies provide convergent evidence for this effect. We show that city-of-origin (vs. country-of-origin) association increases brand preference through the mediating process of imagery vividness. However, this effect will be reversed when consumers are confronted with negative publicity about the brand.

WS 1.4 Good Deeds Last Forever: Self-Brand Connection, Subjective Duration, and the Sincerity of Brand CSR

**Sokiente W Dagogo-Jack (Boston College); Aaron Barnes (University of Illinois at Urbana-Champaign)*

Brands need to understand how consumers respond to corporate social responsibility (CSR) efforts and activism. Five studies show that the subjective duration of brand activism and CSR initiatives influences the perceived sincerity of these efforts, driving consumers' reactions. We find that self-brand connection (SBC) is a critical antecedent of subjective duration judgments, as consumers are motivated to view self-connected brands in a positive light. Illuminating the motivated self-enhancement mechanism, the effect of SBC on subjective duration of brands' actions is moderated by various measures of self-esteem, the valence of the brand's deeds, and consumers' personal support for the issue.

WS 1.5 “Yes, I Recall”, But “No, I Don’t”? – Why Negating (Vs. Affirming) A Brand’s Attribute Impairs the Brand’s Recall Memory

**Sudipta Mandal (Indian Institute of Management Indore); Arvind Sahay (Indian Institute of Management Ahmedabad); Sanjeev Tripathi (Indian Institute of Management Indore)*

In four experiments, we demonstrate that correctly negating (versus affirming) a brand’s attribute impairs recall memory of the brand. Using research on behavioral mindset and spreading semantic activation, we demonstrate the psychological mechanism associated with brand-attribute negation-induced forgetting. First experiment demonstrates that correctly negating (vs. affirming) a brand’s attribute impairs brand recall memory. The second and third studies show the underlying mechanism, namely, spreading semantic activation. Finally, in the fourth experiment, we demonstrate motivation as a boundary condition for the documented effect.

WS 1.6 My Brand is Moving Away from Me: Unintended Consequence of Upgrade Products

**Wonsuk Jung, University of Wisconsin - Madison, USA; Joann Peck, University of Wisconsin - Madison, USA; Mauricio Palmeira, University of South Florida; Kyeongheui Kim, Sungkyunkwan University*

We aim to provide an understanding of the emerging but limited body of research on product upgrades. Specifically, we investigate an effect of introductions of new upgrade products on consumers’ brand preference and examine how the effect may differ depending on ownership status. Consumers nowadays are increasingly exposed to enhanced versions of what they already own even though their current products are still fully functional. How would the owners feel toward the brand when they see the brand continually releasing newer versions of the product when they are still using older versions? How about for non-owners? we addresses these questions.

WS 1.7 Delegation and Vendor Perceptions: The Benefits of Creating Services for The People Who Won’t Use Them

**Andrew Smith (University of Pennsylvania); Patti Williams (University of Pennsylvania)*

Previous research has shown not only do consumers rarely delegate, but they would be most likely to delegate if they want to use delegates as scapegoats. Why would companies want to offer delegation services? We find that delegation services signal confidence and competence to consumers. Relative to situations in which delegation services aren’t available, we also find consumers who have the opportunity to delegate, but choose not to, perceive those vendors as more confident and competent even after failure, and blame them less.

WS 1.8 Perception of Innovation: How to Attract Non-Early Adopters to Adopt Earlier

Sarit Moldovan (The Open University of Israel); Ruth Zwick (Ben Gurion University); Liat Hadar (Tel Aviv University)*

Although non-early adopters make up the majority of the market, only limited research examined how they may be influenced into adopting innovated products. In this research we find evidence that non-early adopters are extremely repealed by innovations but may be approached by reducing the perceived relative innovativeness of the product. We show that when non-early adopters are presented with an even more innovative product, the perceived relative innovativeness of a target product is reduced, leading them to report more positive attitudes toward the innovative product and to choose it more.

WS 1.9 Judgments of New Product Creativity: The Role of the Firm's Past Failures and Successes

**Wade Sean Wade (University of British Columbia); Darren W Dahl (University of British Columbia); Joey Hoegg (University of British Columbia)*

Creativity is a critical determinant of success in new product development. Objectively, creativity is linked with increased probability of marketplace failure. Subjectively, laypeople, but not business practitioners in training, neglect this relationship when predicting future creativity of products developed by a company with recent failures. In contrast, business practitioners in training are more likely to infer that a company with recent failures will learn from their past failures. As a result, business practitioners in training, relative to laypeople, predict companies with a mixture of failures and successes will generate more creative products in future.

WS 1.10 Compensatory Reasoning: Impact of the Company's Benefit on Consumers' Privacy Concern

**Jia Chen (University of Illinois at Chicago); David Gal (University of Illinois at Chicago)*

Privacy is an inevitable issue that both companies and consumers are concerned. What factors influence consumers' privacy concern remains a critical gap to fill in. The present research examines how the company's benefit influences consumers' perceived privacy concern, although the company carries the same amount of consumers' information. Consequently, the privacy concern decreases the purchase intention for the company's products. The authors find that consumers hold the compensatory reasoning for the relationship between the company and consumers, believing that the company gets the benefit at the consumers' expense. Two studies provide evidence for the predicted effects and underlying mechanism.

WS 1.11 How Solitude Helps Essence Retention and Increases Demand for a Creator's Product

**Suhas Vijayakumar (Hong Kong University of Science and Technology); Wooyun Yang (Hong Kong University of Science and Technology); Rashmi Adaval (University of Cincinnati)*

Does solitude (vs. sociality) keep an artist's creative essence intact? What consequences would it have on consumer demand for the artist's creations? Two pretests and four studies demonstrate that creators who seek solitude retain and transfer more of their essence to their creations relative to those who seek sociality, and this increases perceived authenticity and demand for their creations. The robust effect is demonstrated on different types of artistic creations (e.g. paintings and perfumes). The effect of solitude is distinguished from that of loneliness where the effect disappears due to susceptibility of lonely people to social influence.

Saturday Working Paper Session 2 - Visual and Sensory Marketing

WS 2.1 An Application of the Synchrony Effect to a Prosocial Context

**Zachary Krastel (Concordia University); Onur H. Bodur (Concordia University)*

Engaging in a joint musical task, such as clapping in time with music with another person, can increase social cognition and cooperation; this is known as the synchrony effect. We show that completing a synchrony task with a representative from a charitable organization increases social affiliation towards them; this improves perceptions of the organization, which in turn increases donations of time to the charity. We also develop and test a process explanation for the synchrony effect, showing that it occurs through rhythmic elements of music, and not melodic or mood elements; this is consistent music's origins as a social activity.

WS 2.2 Deconstructing Music Cognition: An Interdisciplinary Perspective

**Zachary Krastel (Concordia University); Onur H. Bodur (Concordia University)*

Despite decades of study, our understanding of music in marketing remains limited, and studies often do not consider music's underlying structure when identifying or explaining effects. The purpose of this paper is to review the existing research on music, with the purpose of developing a more comprehensive model based on music's core aspects (lyrics, pitch, and rhythm) and the types of processing that can result (semantic, referential, and social). Using fundamental theories and findings from other disciplines, the model can act as both a process explanation for existing studies, as well as a guide to future research on music's effects.

WS 2.3 Arggh! So Frustrating!: Why Incompatibility Between the Product Display Orientation and Product Type Can Result in Frustration

**Pranit Banerjee (Oklahoma State University); Jihoon Jhang (Oklahoma State University)*

Products can be arrayed horizontally, or also vertically, as in smartphones. But does the product type have any compatibility with the display orientation, and does the incompatibility result in frustration? We find that it is better when experiential products are arranged vertically, and material products are arranged horizontally. This is due to the compatibility of display mode (product arrangement), field of vision and evaluation strategy (alternative vs attribute based).

WS 2.4 Color Lightness and Inter-Item Hierarchy: When People Associate Darker Colors with Higher Hierarchy Items

**Myungjin Chung (St. Ambrose University); Ritesh Saini (University of Texas at Arlington)*

We show that there is a universal association between color lightness of the products' packages and the perceived inter-item hierarchy. Consumers relate darker packaging with higher hierarchical products and lighter packaging with lower hierarchical one. This association shapes consumers' preference for congruent (vs. incongruent) product bundles, where a higher (lower) hierarchical product is in darker (lighter) packaging. Delving deeper into the process, we find that consumers with high structure-seeking tendency show greater color congruency effect.

WS 2.5 Let Me See How I Look: How Visual Perspective Affects Consumer Attitudes and Sharing Behavior

**Der-Wei Huang (Indiana University); H. Shanker Krishnan (Indiana University)*

We examine how visual perspective influences consumers' attitude toward experiences and sharing behaviors. We propose that photos taken from the actor's perspective during an experience will enhance imagery elaboration, the projection of one's self into an image/ photo, which leads to more positive experience. This effect also depends on the type of happiness experienced. Specifically, when consumers experience hedonic happiness from the actor's perspective, consumers enjoy the experience more, and have higher sharing intention.

WS 2.6 Respect the Beard: Perceptions of Sales/Service Personnel with Facial Hair

**Sarah Mittal (Texas State University, San Marcos); David H Silvera (University of Texas at San Antonio)*

This research examines the idea that service/sales people with facial hair (males in particular) are perceived as more trustworthy and as having more expertise than those without facial hair. More specifically, we examine bearded versus clean-shaven men and also explore various versions of facial hair styles to measure the resulting perceptions of trustworthiness, expertise, and likelihood of buying from them. The amount of facial hair on the “salesperson” is manipulated to examine resulting perceptions. This work contributes to the literature on salesperson effectiveness, as trustworthiness and expertise are important factors in influencing customer purchase probability and confidence.

WS 2.7 The Sky Above: An Investigation into the Visual Dimensions of the Sky

**Luke I. Liska (University of South Florida); Zhihao Yu (University of South Florida)*

This study begins an investigation into the visual aspects of weather that have yet to be investigated independently, chroma and hue. We find that when the sky is cloudy, consumers' impulse purchase habits are unaffected by their mood state. However, when the sky is sunny, consumers make more impulse purchases when they have positive moods. Future studies will determine whether a cloudy sky attenuates the effect of emotion or whether a clear sky allows emotion to impact impulse purchases.

WS 2.8 Transparent Packaging and Its Effect on Psychological Ownership and Preference

**Eva Marckhgott (WU Vienna University of Economics and Business); Bernadette Kamleitner (Wirtschafts University); Zachary Estes (Bocconi University)*

Although most product packaging is opaque, transparent packaging is also common. How might such transparency affect consumer perceptions and choices? Transparent packaging removes the visual barrier between the consumers and the product, thereby allowing consumers to develop a more intimate relationship with the product. Across five studies, we show that consumers prefer products (e.g., cookies, muesli) in transparent packaging over opaque packaging. This effect is mediated by psychological ownership and moderated by settings that allow intimacy, such as when the product is bought for oneself and not as a gift.

WS 2.9 Voice or Click? How Shopping by Voice Influences Consumer's Product Choices

**Zhen Yang (Creighton University); Yanliu Huang (Drexel University); Barbara E. Kahn (University of Pennsylvania); *Jiangan He (Drexel University)*

This research examines how shopping by voice differs from the online shopping that is navigated by clicking or typing modalities. Using a fictitious online food ordering website, the authors find that compared to other modalities, shopping by voice leads consumers to select more recommended products. They also identify the underlying mechanism for this discrepancy, which is voice shopping increases perceived socialness, which induces compliance behavior. Five studies, conducted with responses from more than 3,000 MTurk workers, lend support to the hypotheses.

WS 2.10 Weirdness in Product Designs: Conceptualization and Behavioral Outcomes.

**Qian (Claire) Deng (MacEwan University); Paul R. Messinger (University of Alberta)*

This paper conceptualizes the weirdness construct in product designs by identifying a key antecedent of weirdness (i.e., extreme incongruity) and the associated underlying mechanism (i.e., the failed sense-making process). A series of experiments demonstrate that the extreme incongruity between a product and its product category schema directly lead to the perceived weirdness, because of the failed sense-making process. If people are provided with facilitating

information for the sense-making process, the perceived weirdness can be decreased. More importantly, consumers' intention to share weird products are higher than conventional products, which shows the implications of weirdness in marketing.

WS 2.11 You Are What You Sound: Signaling Status with Product Sounds

**Zhihao Yu (University of South Florida); Timothy Heath (University of South Florida)*

Previous research shows that an individual's visual cues (attire, posture, etc.) influence other people's impressions of them. We extend that research to the auditory domain by investigating individual's shoe-sounds effect on their perceived status. Our findings reveal that observers confer higher status to the individual who produces shoe sounds relative to the one who does not. At a process level, the investigation reveals that the enhanced status inferences from shoe sounds are driven by one's perceived self-assurance and moderated by one's attire type.

WS 2.12 The Magic of Organizing: How Arrangement Style Influences Consumers' Product Evaluation across Gender

**Jie Shen (University of Illinois at Urbana-Champaign); Aric Rindfleisch (University of Illinois at Urbana-Champaign)*

Does the way we arrange products matter? Our research examines how different ways of product arrangement interact with gender to influence consumer evaluations of both the products and the arrangement style. We contend that the interaction exists because females have stronger hierarchy sensitivity and they process visual information more comprehensively, as compared to males. Across two studies, our findings suggest that product arrangement style and gender interact to influence consumers' product evaluations and arrangement style evaluation: females had more positive evaluation of horizontal arrangement style than males, while males and females had similar evaluation scores of vertical arrangement style.

WS 2.13 Constrained Physical Space Constrains Time Availability: The Mediation of Competitive Mindset and the Moderation of Perceived Economic Mobility

**Guo Qingqing (Shanghai Jiao Tong University)*

Crowding and time scarcity are two common phenomena in the current society, while scant research explores the relationship between these two phenomena. Based on metaphor theory and crowding researches, this paper examines the influence of crowding perception on time scarcity through four studies. Crowding perception induces time scarcity. That is, the "constrained physical space constrains time availability" effect. The effect was moderated by consumers' perceived economic mobility and mediated by competitive mindset. Furthermore, the subsequent series behavior of the effect is fully explored as well. The paper enriches consumer cognition of crowding researches by expanding the application of metaphor theory.

WS 2.14 Glistening, Gleaming, Glittering, Gledele! Phonesthemic Brand Name Priming

**Stacey M. Baxter (University of Sydney); Jasmína Ilčić (Monash University); Alicia Kulczynski (The University of Newcastle); Tina Lowrey (HEC Paris)*

This research investigates the influence of phonesthemic brand names on product attribute perceptions. Four studies provide convergent support that exposure to phonesthemic brand names prime product attribute perceptions aligned with the semantic meaning of the sub-morphemic unit. We eliminate phonology and orthography as alternate explanations for our phonesthemic priming effect. We provide evidence of an unexplored semantic priming effect, whereby phonesthemic brand names facilitate the activation of words with the same sub-morphemic unit in the lexicon and their semantic relationship to influence product attribute perceptions. This work contributes to the literature on the creation of brand names to influence perceptions.

Saturday Working Paper Session 3 - Algorithms, AI, and New Technology

WS 3.1 Acceptance of Airtaxis – A Field Experiment on Consumer Belief Formation During the First Flight of an Airtaxi in Europe

**Patrick Planing (Stuttgart University)*

Airtaxis offer a local emission free and infrastructure conserving solution to urban congestion problems. While technology has made rapid advances in recent years, consumer acceptance will be a decisive factor for the success of this new transport technology. The present study is based on a data collection during the first flight of an Airtaxi in a European City. As a main result from the study data, a structural equation model is designed in order to explain which factors contribute to the consumer acceptance or rejection of this technology.

WS 3.2 A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable

**Max Alberhasky (University of Texas at Austin); Amit Kumar (University of Texas at Austin)*

Electronic money transfers are increasingly popular as a method of payment. Services like Venmo provide consumers new ways to pay for experiences. While technology may afford benefits like ease-of-use or perceived efficiency, it can also have costs with respect to well-being. In four experiments, we find that using Venmo, compared to alternating who pays, has a negative effect on enjoyment, bonding, and intentions to interact in the future. These downstream consequences are explained by consumers' feelings concerning the transactionality of the payment method. Using such services subtly suggests that a relationship is relatively less social and instead relatively more transactional.

WS 3.3 Designed by AI: How Perspective-Taking Influences Consumer Perceptions of AI Creations

**Kristen A. Ferguson (University of Connecticut); Kelly B. Herd (University of Connecticut); Ravi Mehta (University of Illinois at Urbana-Champaign)*

Prior research indicates that the source of a product's design, whether a consumer or a professional designer, significantly influences consumer preferences. Increasingly, companies are employing AI in this designer role. While many of these companies openly communicate AI's designer role to consumers, it is unclear how consumers perceive these offerings. Across three studies, we find that consumers perceive AI (vs. humans) as less able to take their perspective, which leads to lower willingness to buy and lower expected satisfaction. This effect occurs when such products are experiential and is attenuated for products that are more material in nature.

WS 3.4 On Phone and Self: How Smartphones Influence Self-Expression in Choice

**Camilla Song (University of Florida); Aner Sela (University of Florida)*

We examine whether using a smartphone, as opposed to a personal computer (PC), influences what consumers choose and how they view the choices they make. Our findings suggest that using smartphones leads consumers to prefer more unique and self-expressive options and to perceive their own choices, once made, as more self-expressive. This effect appears to be driven by increased self-focus when using a smartphone, compared with a PC. Because smartphones are highly-personal devices, using them shifts one's attention toward the self, highlighting one's uniqueness. Five experiments examine the effects of smartphone use on self-expression and test the role of self-focus.

WS 3.5 Unfair but Also Unbiased: How Consumer Acceptance of Price-Setting Algorithms Depends on the Basis of Price Discrimination

**Nofar Duani (New York University); Alixandra Barasch (New York University); Vicki Morwitz (Columbia University)*

Technological advances are now reshaping the way managers set prices, challenging previously established notions of “fair market behavior.” Specifically, data proliferation now makes it easier than ever for managers to use discriminatory pricing practices to tailor prices to individual consumers. We examine how the use of price-setting algorithms affects consumers’ fairness perceptions and choices. Consumers generally believe algorithms (vs. humans) are less fair and are therefore less likely to purchase when they are used, but these reactions depend on the basis for price discrimination, and in some cases (e.g., demographic-based price discrimination) reverse.

WS 3.6 When Collecting Personal Data from Consumers Backfires

**Jianna Jin (Ohio State University); Robert Smith (Tilburg University); Rebecca Walker Reczek (Ohio State University)*

Although companies frequently solicit consumer data (e.g., recommending consumers to sign in through their Facebook account), little research has investigated the consequences of doing so. We find that when brands collect more personal information about consumers, they respond more negatively toward service failure by the brand. This is because consumers who provided more data might (mis)attribute the poor service to the brand’s reaction to something about “them”, i.e., their personal characteristics, rather than to a supply chain issue.

WS 3.7 Talking is Deliberating, Writing is Finalizing? Consumer Search Mode Produces Unintended Marketing Consequences

Sumitra Auschaitrakul (University of the Thai Chamber of Commerce); Dan King (University of Texas at Rio Grande Valley); Joy Lin*

Marketing firms have migrated consumers from typewritten search to voice search in recent years, assuming positive outcomes attributable to greater convenience. We offer a counterpoint with three studies showing that this migration can decrease willingness to pay for products, as well as delay purchase. We provide evidence that a voice search leads to a change in mindset, one that is more concerned about product search deliberation and product option comparison, and less about taking action, such as purchase. In contrast, a typewritten search activates motor representations, leading to action, such as product purchase.

WS 3.8 The Gains and Perils of Consumer Online Browsing

**Fabio Shimabukuro Sandes (EAESP); Fundação Getulio Vargas (FGV/SP); Yuliya Komarova Loureiro (Fordham)*

Consumers nowadays spend much of their day online, browsing through all sorts of products, services, and information. Previous research informs how consumers search for and purchase goods and services on- and off-line (e.g., Kopetz et al., 2012; Moe, 2003). However, anecdotal evidence and exploratory data collected in this research indicate that consumers spend time on sites that sell products and services having very little, if any, intention to purchase a product or service. We refer to such type of behavior as Consumer Online Browsing (COB), present and discuss its antecedents, outcomes, and implications for consumers, brands, and society.

Saturday Working Paper Session 4 – Motivation, Goals, and Self Control

WS 4.1 Consumed by Desire: When Desire Facilitates and When It Interferes with Priming Effects

**Sebastian Sadowski (Maastricht University); Bob Fennis (University of Groningen); Koert van Ittersum (University of Groningen)*

We investigate the influence of desire (specifically desire experience vs. desire fulfillment) on the susceptibility to priming procedures (both desire-relevant and desire-irrelevant). We demonstrate how desire instigates desire-centered processing of primes, either inhibiting or facilitating their subtle influence on consumer decision making.

WF 4.2 The More the Merrier? Consumers Expect Greater Success When Pursuing Goals with Others versus Alone

**Pooja Somasundaram (Indiana University); Jenny Olson (Indiana University); Elanor F. Williams (Washington University)*

When beginning goal pursuit, consumers have a choice to go it alone or work with others. We show that consumers believe that the common advice to work with others is correct—they are more positive about shared versus individual goal pursuit—and yet despite this, they are more likely to pursue goals independently. We also demonstrate that consumers' preference to work alone is not about past experience, as shared goal pursuit seems better over time as well, raising questions about why goal pursuers override their own beliefs and choose a less appealing and effective method of attaining their goals.

WS 4.3 How Variety Influences Predicted Goal Conflict

**Luis E. Abreu (Duke University); Sarah Memmi (Duke University); Jordan Etkin (Duke University)*

When pursuing goals, how do consumers use information about the past to predict and thus prepare for future goal conflict? We investigate how perceiving variety among past instances of goal conflict influences consumers' forecasts of future conflict. Four studies demonstrate that perceiving increased variety in past episodes of goal conflict leads consumers to forecast less future conflict. This occurs because variety interferes with pattern recognition, causing consumers to view past events as disconnected (and unlikely to recur). By decreasing forecasted future conflict, variety decreases uptake of goal-protective actions that could help consumers adhere to valued goals.

WS 4.4 It Takes 1 Hour to Review this Working Paper: Duration Information and Procrastination

**YoungJin Chun (Erasmus University Rotterdam); Bram Van den Bergh (Erasmus University Rotterdam); Christophe C.J.P. Lembregts (Erasmus University Rotterdam)*

Procrastination is defined as postponement of tasks to a future date without foreseeing their recurrent delays (Akerlof, 1991). Though the literature provides several prescriptive advice, it has not considered the possibility of making duration salient. Given that duration of a task may play a critical role in deciding when to complete the task and in inferring effort, we argue that presence of duration information can decrease people's tendency to procrastinate on a task. With two studies, we present an initial evidence for the proposed relationship.

WS 4.5 (Not) Hungry for Something Different? The Effect of Hunger on Uniqueness-Seeking

**Jane Park (University of California Riverside); Thomas Kramer (University of California Riverside); Katina Kulow (University of Louisville)*

Surprisingly little is known about how hunger – a bodily feeling of resource scarcity – affects consumer choice. Comprising studies across different experimental contexts and different

product categories, this research combines insights from consumer and psychology research on bodily feelings as information and on uniqueness-seeking behavior. We evince that feeling hungry is associated with greater environmental insecurity, which heightens consumers' need to belong and hence decreases their uniqueness seeking. Moreover, the effect of hunger on uniqueness seeking is attenuated among consumers who highly fear negative evaluations, among those who are predominantly independent, and among those for whom hunger has turned into hanger.

WS 4.6 Incidental Pride Shapes Decisions to Exert Self-Control Through Construal Level

**Melis Ceylan (Bilkent University); Nilufer Zumurut Aydinoglu (Koc University); Selin Atalay (Frankfurt School of Finance and Management)*

Pride is a self-conscious emotion elicited through self-evaluation around achievements due to one's competence (hubristic) or effort (authentic). Across four studies, we show that experiencing hubristic pride enhances self-control more than authentic pride as it activates higher-level construal and leads people to act more in line with their long-term goals. The results provide insights into self-conscious emotions and construal level research, and give implications for marketers to benefit from the feeling of pride to boost product sales.

WS 4.7 Resisting Temptation By Highlighting Short-Term Costs

**Paul Edgar Stillman (Yale University); Kaitlin Woolley (Cornell University)*

A major struggle facing consumers is how to avoid temptations and instead pursue long-term goals. To overcome such self-control conflicts, researchers typically suggest either a focus on the long-term costs of temptations, or highlight the benefits of achieving the long-term goal. We suggest an alternative – focusing on the short-term costs of temptations (e.g., worsened mood and focus after eating sugar; hangover following drinking). Across 6 studies (N=1,547) and 3 domains (consuming alcohol, fatty foods, and sugary foods), we find that highlighting short-term costs of unhealthy behavior shifts consumers' intentions away from indulgence more than highlighting long-term costs.

WS 4.8 Scheduling on the Hour vs Not on the Hour and Consequences on Productivity and Self-Control

**Rui Du (Baruch College)*

Being productive is probably one of the most popular concepts in modern times. Thus, scheduling time productively becomes an important issue. While past research focuses on subjective perception of time, the current study analyzes numerical property of time. Specifically, we compare scheduling on the hour (e.g. meeting at 12:00pm) to scheduling not on the hour (e.g. meeting at 12:15pm) and analyze its consequences on productivity and self-control. We show that scheduling on the hour increases productivity, compared to scheduling not on the hour. Also, completing tasks scheduled not on the hour requires higher self-control.

WS 4.9 Consumer Well-Being with Right Coping Strategy for Health-Related Stress

**JungHwa (Jenny) Hong (University of Texas at Tyler)*

Even though health is an important goal for everyone, pursuit of a healthy life could make consumers feel stressed, and this stress can be a cause of many diseases. Consumers can use either a problem-focused or emotion-focused coping strategy to release their stress. Problem-focused coping activates thoughts about potential actions one can initiate in response to stress while emotion-focused coping dwells on the emotional consequences of the situation and regulating the resulting emotions. In the results, we find that consumers with growth mindset (vs. fixed) prefer to use a problem-focused strategy and holistic processing mediates the relationships.

Saturday Working Paper Session 5 – Judgment and Decision Making

WS 5.1 Anchors Alter the Direction of Adjustment – Not Just the Magnitude

**Joshua Lewis (University of Pennsylvania); Joseph Simmons (University of Pennsylvania)*

Previous anchoring research has emphasized the distance between the anchor and the estimate. However, we find a directional anchoring bias: people disproportionately estimate values that are higher than high anchors and lower than low anchors. This bias seems to result from people expressing their intuitions about estimation quantities. For example, when estimating an intuitively high quantity (such as the weight of an elephant), people express their intuition that the quantity is “high” by adjusting their estimates upwards from the anchor. When anchors are higher, a decision to adjust upwards necessitates a higher estimate, so higher anchors lead to higher estimates.

WS 5.2 A Query Theory Explanation for Reactions to Constraint

**Matthew Meister (University of Colorado); John G. Lynch (University of Colorado)*

Two studies provide support for the hypothesis that the initial act of stating one’s plan makes their chosen plan accessible, which creates output interference that reduces their ability to recall alternative plans and inputs into consideration. If decisions on reacting to constraint are then the result of a self-questioning process as described by query theory, a highly accessible status quo should influence one’s information search. As a result, people overlook implicit information that should be connected to this plan such as opportunity costs, outside resources, and high-order goals.

WS 5.3 Becoming Hard-core Versus Mediocre: Choosing to Opt-In Elicits the Preference Of An Intensive Option

*Sanyoung Hwang (Korea University); *Michelle Kim (University of California San Diego); Song Yoon (Korea University)*

The opt-out option can be presented sequentially before or simultaneously with the choice options. The current research investigates whether consumers choose an intensive versus basic option depending on the opt-out choice presentation. Building on mindset theory, we posit that consumers prefer a more intensive option when they had the choice to opt-out beforehand (two-step choice), whereas consumers choose a more basic option when they have the no-choice option along with the choice options (one-step choice). We demonstrated the effect in pleasure-seeking, self-control, and charity-giving settings.

WS 5.4 Exploiting Asymmetric Signals from Choices Through Default Selection

**Lim Leong (University of California San Diego); Yidan Yin (University of California San Diego); Craig McKenzie (University of California San Diego)*

People tend to stick with default options, but little is known about situations where people can select their own default settings. Using hypothetical scenarios and incentivized economic games, we examine whether people driven by image concerns would select a default regime with the intention of switching from the default. We found that observers perceive stronger signals from choices obtained by switching from, rather than staying with, the default, even though the final outcome is the same. More importantly, participants were able to strategically exploit this asymmetric signal in the presence of observers by self-selecting into the appropriate default setting.

WS 5.5 The Role of Attention in Opportunity Cost Neglect

**Stephanie Smith (University of California Los Angeles); Stephen Spiller (University of California Los Angeles); Ian Krajbich (Ohio State University)*

Choices necessitate opportunity costs: choosing one option means foregoing another. Consumers often neglect opportunity costs, though, and are less likely to make purchases when reminded of them. Using a within-subjects, incentivized eye-tracking study, we show that attention contributes to this purchase effect. On each trial, subjects decide whether to buy a food item; their options are either (1) “Buy” and “Do Not Buy” or (2) “Buy” and “Keep Money.” Subjects not only devote more relative attention to explicit opportunity costs (i.e. “Keep Money”), but the impact of their attention is also larger when opportunity costs are salient.

WS 5.6 Decisions to Reject Lead to Loss-Insensitivity

**Alexander DePaoli (Northeastern University); Daniella Kupor (Boston University)*

The current research highlights that risk and loss aversive choice behaviors are mitigated or even reversed when multi-attribute choices are made by rejecting rather than accepting an option from a choice set. The presence of losses, and the affective experience of loss aversion, is proposed to serve as a source of salience which makes decision-makers more likely both to accept and to reject options which minimize losses, resulting in a preference reversal such that rejection leads to greater preference for risky or high loss options. The hypotheses are supported by 3 studies evaluating both risky and riskless decisions.

WS 5.7 How Perceptual Grounding of Quantity Increases Perceived Value

**Arnaud Monnier (Cornell University); Manoj Thomas (Cornell University)*

Online retailers can describe quantity in a more or less perceptual manner (e.g., 12 snack bags of chips vs. 12 oz. of chips in snack bags). We propose that subtle changes in descriptions make the mental representation of quantity more or less perceptual, which in turn begets higher product valuation. Four studies demonstrate that when quantity framing is more perceptual, i) retailers charge higher price per unit, and ii) consumers ascribe higher value to products. We propose and show that this occurs because more perceptual descriptions render evaluative judgments more hedonic (vs. analytical) in nature, and thus more favorable.

WS 5.8 The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study

**Ratnalekha Venkata Naga Viswanadham (INSEAD); Yann Cornil (University of British Columbia); Pierre Chandon (INSEAD); Liane Schmidt (Sorbonne Université); Judith Aron-Wisniewsky (Université Pierre et Marie Curie Paris VI); Michele Chabert (Université Pierre et Marie Curie Paris VI); Christine Poitou (Université Pierre et Marie Curie Paris VI); Karine Clement (Université Pierre et Marie Curie Paris VI); Hilke Plassmann (INSEAD)*

We investigate differences in delay discounting (DD) between lean individuals and obese patients and study how bariatric surgery—a drastic weight loss intervention—impacts DD. Two longitudinal studies in a French female patient population show that obese people are more impatient for food (but not money) than lean individuals and that surgery reduces impatience. A third study ruled out alternative explanations that domain differences in discounting are attributed to aversions for quantities or types of foods.

WS 5.9 How Soon is Now? Present Bias and the Mental Accounting of Time

Oleg Urminsky (University of Chicago); Minkwang Jang (University of Chicago)*

Research on intertemporal choice has found that patience is not stable over time. Present bias explains this instability by arguing that rewards lose more value when delayed from the present. However, previous research has not established what counts as “now,” and often assumes the current moment or day. In seven studies, we found that present bias occurs after longer delays (e.g., months) and increases as both options are delayed further into the future. In addition, changes in patience over time are inconsistent with exponential and hyperbolic discounting and can be partially explained by consumers’ subjective categorization of time when budgeting.

WS 5.10 “Seeing” the Attraction: Trade-Offs Amplify the Attraction Effect Among Visually-Presented Alternatives

**Jiaqian (Jane) Wang (Northwestern University); Oleg Urminsky (University of Chicago)*

This research investigates the attraction effect for visually-presented stimuli across eight pre-registered experiments. We propose that the attraction effect requires detection of the dominance relationship in the choice configuration and application of the relationship when making the decision. When stimuli are presented visually (vs. numerically), identifying the relative attractiveness of alternatives is more challenging, leading to a weaker attraction effect. We find robust visual attraction effects, which are stronger (a) among participants who successfully discern the relative attractiveness of alternatives and (b) when people make more attribute-based trade-offs when examining the options, which increases the detectability of the relative attractiveness.

WS 5.11 Confirmed Disfluency: Interplay of Consumers’ A Priori Expectation and Processing Fluency in New Product Evaluation

**Bora Min (Monash University)*

Little attention has been paid to the malleability of the effect of processing fluency in the context of novel product evaluation. Given that one’s expectation determines the effect of metacognitive experiences, we show that processing disfluency (vs. fluency) enhances new product evaluation when consumers hold ‘novelty = effort’ (vs. ‘novelty \neq effort’) a priori expectation. Moreover, firms are capable of forecasting what consumers expect or even inducing a convergence of their expectations. What underlies this effect is that high production effort indicators increase expected comprehension effort, reflecting the norm of reciprocity, which is in turn confirmed by misattributed processing disfluency.

Saturday Working Paper Session 6 – Politics, Policy and Inequality

WS 6.1 Consumer Response to Dehumanization of Frontline Employees: The Role of Political Ideology

**Hung M. Dao (Leeds University Business School); Aristeidis Theotokis (Leeds University Business School); J. Joško Brakus (Leeds University Business School)*

This research investigates consumer response to the dehumanization of frontline employees (i.e., firms asking employees to behave with limited human-like capacities). Two experiments demonstrate that the effect of dehumanization of employees is contingent upon consumer political ideology such that dehumanization has a negative effect for liberals but not for conservatives. Further investigation of the underlying mechanism shows that dehumanization increases perceptions of surface acting and capitalism stereotypes. Building on these underlying mechanisms we also reveal that the negative effect of dehumanization is more prominent for firms that are less associated with capitalism.

WS 6.2 "I'm A Work in Progress": Consumer Political Orientation Shapes Self-Improvement Product Pursuit

*Katharine Howie (University of Lethbridge); Rhiannon MacDonnell Mesler (University of Lethbridge); Brent McFerran (Simon Fraser University); *Colin Brown (University of Lethbridge)*

We examine the role of political orientation – a stable and targetable segmentation variable – on the pursuit of self-improvement. We theorize that conservativeness will be positively associated with pursuit of self-improvement products and services, due to heightened feelings of agency, personal responsibility, and beliefs about the fruitfulness of hard work among conservatives. Study 1 uses national search data, finding that counties which leaned more Republican in the 2016 elections were also more likely to pursue self-improvement products and services. In study 2, manipulating political mindset, we find that consumers were also more likely to choose a self-improvement product over an alternative.

WS 6.3 Political Ideology, Source Cues, and Consumer-Related Policy Preferences

**Guilherme de Alencar Ramos (Brazilian School of Public & Business Administration); Eduardo B. Andrade (Brazilian School of Public & Business Administration)*

While source cues have been generally shown to influence policy attitudes by having in-groups approaching and out-groups avoiding the corresponding source regardless of policy content, some mixed findings have emerged. In this research, we highlight the role of policy context and show that source cues influence policy preferences to the extent that their support for the policy is unexpected/incongruent. Unexpected sources persuade in-groups who in principle opposed the policy while not polarizing out-groups who in principle supported the policy. The observed asymmetry diminishes political polarization and may prove helpful to build consensus.

WS 6.4 It's a Half-Robin Hood Thing! How Political Activism by Corporations Drives Consumers to Cheat

**Pradeep Jacob (Arizona State University) Naomi Mandel (Arizona State University)*

Corporations frequently engage in political activism, either advocating for liberal or conservative issues. We find that when a corporation takes a political stance opposing one's ideological beliefs, liberals are more likely than are conservatives to engage in acts of dishonesty against that corporation. This is because, liberals place more importance on the moral foundation of fairness, and thus are more likely to want to restore fairness or justice by punishing the firm.

WS 6.5 Differences in Consumer Switching Behavior as a Function of Political Ideology and Product Involvement

**Hyerin Han (University of Minnesota); Hyun Euh (University of Minnesota); Akshay Rao (University of Minnesota); Hyesung Yoo (Washington University in St. Louis)*

The present research shows that conservative consumers are more inclined than liberal ones to switch products or brands for product classes which pose a limited threat should they fail (e.g., low-involvement). In contrast, for high-involvement product classes which carry a high risk to consumers if they fail, conservative consumers are more likely to purchase the same products or brands that they have always purchased, exhibiting lower switching frequency than liberal consumers. We suggest a mediational path through the tendency to “maximize” and show how this path is reversed when threat perception is elevated among conservative consumers.

WS 6.6 Do Words Matter? Role of Language Framing on Stereotyping and Policy Support for Stigmatized Groups

**Esther Uduéhi (University of Pennsylvania); Maurice Schweitzer (University of Pennsylvania)*

There has been increased debate surrounding the language used towards stigmatized groups. Some groups advocate for person-first (e.g., person with a substance use disorder) instead of identity-first (drug addict) labels. There is no comprehensive, empirical work focused on how general public perceptions of stigmatized groups as well as policy support actually change based on these different terminologies. Four studies show that person-first language increases empathy and emotionality as well as decreases stereotyping and punitive policy support.

WS 6.7 Contingent Nudges: Influencing Decisions to Save and How Much to Save

**Wendy De La Rosa (Stanford University); Itamar Simonson (Stanford University)*

Consumer saving involves two key decisions: (1) whether to save, and if so, (2) how much to save. While the existing literature has generally not considered these two decisions separately, we argue that they are conceptually distinct from one another and are differentially influenced by popular nudges, with the decision whether to save being harder to change. Four studies, including a large scale field-study involving real savings behavior of over 18,500 low-income workers, demonstrate how a popular savings nudge, anchoring, is ineffective in changing consumers' likelihood of saving, but very effective in changing how much they save.

WS 6.8 Social and Marketing Implications of Deep-rooted Biases: The Many Faces of Colorism

**Tanuka Ghoshal (Baruch College); Tripat Gill (Wilfrid Laurier University)*

Using multiple methods, we empirically study theoretical underpinnings and downstream effects of colorism in India. Unlike in beauty or race stereotyping, light skin-tone does not have a halo effect on other attributes. It is implicit and sexually dimorphic and used as an attribute in social exchange contexts such as marriage, enhancing perceived attractiveness only for female with low base attractiveness. It operates heuristically in advertising, enhancing product evaluations, but only under low cognitive resources and low bias sensitivity. This is due to a recent proliferation of anti-bias communication. We discuss implications for marketing and policy.

WS 6.9 Social Projection (or the Lack Thereof) & Estimates of Future Consumption Prevalence

Rodrigo da Silva Dias (Duke University); Eduardo B. Andrade (Brazilian School of Public & Business Administration)

We investigate the role of social projection in how people make estimates of future consumption prevalence after changes in policy (e.g. legalization of marijuana for recreational purposes). Three studies find that social projection is less likely when people estimate the impact of a

policy change on future consumption prevalence than when they estimate past consumption prevalence. Our data also suggest that lack of social projection causes inaccurate estimates of future consumption, and thus prompting them to project increases estimate accuracy.

WS 6.10 Highlighting vs. Balancing: How Perceived Social Mobility Influences Parents' Preferences for Children's Educational Product

**Qihui Chen (University of Maryland); Yajin Wang (University of Maryland)*

Children's educational products constitute a significant proportion of US family expenditures. Among them there are often two types: products designed to improve a child's (relative) weakness, versus those designed to maximize a child's strength. It remains unclear what drives parents to prefer one over the other. The current research proposes that consumer's perceived social mobility (PSM) plays a vital role. Across three experiments, one survey, and one field experiment, the results show that low (vs. high) PSM promotes the status maintenance (vs. advancement) goal, and hence increases parents' preference for weakness-fixing (vs. strength-maximizing) products for their children.

WS 6.11 Getting Nothing Feels Fairer than Getting Something: How Allocation Outcomes Invoke Different Allocation Mechanisms

**Minzhe Xu (University of Florida); Bowen Ruan (University of Iowa)*

An objectively more equal allocation of resources can be perceived as less fair. Across five studies, we find that people perceive it to be more unfair if the low performer in a dyad gets allocated a small amount of resource (e.g., \$100 out of \$1,000) than if the person gets allocated no resource (e.g., \$0), even when the performances of the low and the high performers are only marginally different (e.g., 48/100 versus 51/100). The underlying mechanism concerns the allocation mechanisms people infer from the actual allocation of resources.

WS 6.12 Self-Reported Limitations and Future Research Directions in Consumer Behavior Research

*Onur H. Bodur (Concordia University); *Argiro Kliamenakis (Concordia University); Bianca Grohmann (Concordia University); Ali Tezer (HEC Montreal)*

The reporting of limitations and future research directions is common practice in the marketing and social science literature and it reflects the authors' and the reviewers' evaluation of the rigor and the contribution of the research. The current research examines the extent and nature of limitations and future research directions reported in consumer behavior research, by analyzing 378 empirical research articles published in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing and Marketing Science between 1993 and 2012.

WS 6.13 Income Inequality and the Protective Effect of Favorite Possessions on Subjective Wellbeing

**Jingshi Liu (Hong Kong University of Science and Technology); Amy Dalton (Hong Kong University of Science and Technology); Anirban Mukhopadhyay (Hong Kong University of Science and Technology)*

Income inequality reduces consumers' subjective well-being. In response to income inequality, consumers often increase material consumption. Do material possessions actually improve consumers' well-being under income inequality? Using data from multiple countries, lab experiments and an intervention study, we find that consumers can mitigate the negative effect of perceived income inequality on their subjective well-being by focusing on their favorite possessions. This is because favorite possessions are unique, and their values are incommensurate with others' possessions. Thus, focusing on a favorite possession reduces the feelings of relative deprivation that would otherwise arise under income inequality.

Saturday Working Paper Session 7 – Donations & Giving

WS 7.1 Making Donations Matter More: The Impacts of Power and Choice on Control & Behavioral Intent

**Nea North (University of California Irvine); Cornelia (Connie) Pechmann (University of California Irvine)*

With the large income gap in the U.S., there is an imbalance of financial power causing people with limited access to resources to turn to governmental or charity organizations to seek assistance. The level of choice individuals have in the consumption process is then driven by the organization providing assistance. Our three studies examined the effects of the choice provided (higher vs. lower) on feelings of control and intent to use the donated items. Power was introduced as a moderator. This research provides insight to charity organizations on ways to be more effective in helping low financial power individuals.

WS 7.2 Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations

**Ekin Ok (University of British Columbia); Rishad Habib (University of British Columbia)*

Prosocial gifts - charitable donations made by gift-givers on recipients' behalf - are growing in popularity. Previous research investigated the interpersonal outcomes associated with such gifts, but no work to date has explored the downstream consequences of receiving prosocial gifts on recipients' subsequent involvement with the organization. In three experiments, we show that receiving prosocial gifts decreases future intentions to donate money and time to the organization and that this effect is mediated by lowered agency perceptions and warm glow. Thus, our research reveals that this novel form of gift-giving practice may have adverse consequences for the very organizations that promote them.

WS 7.3 Everybody Thinks We Should but Nobody Does: How Descriptive and Injunctive Norms Motivate Organ Donor Registration

**Rishad Habib (University of British Columbia); Katherine White (University of British Columbia); Joey Hoegg (University of British Columbia)*

Public health organizations often emphasize low organ donor registration rates (i.e. low descriptive norms) in an effort to encourage registration. Across two online studies and one field study, we predict and show that low descriptive norms on their own are less effective at increasing organ donor registrations than when combined with high injunctive norms. We show that this effect is mediated by greater feelings of responsibility resulting from the discrepancy between what people think they should do and what they actually do. Our research contributes to the literature on norms and responsibility and can help organizations design more effective communication.

WS 7.4 Giving Because I Want To, Not Because I Have To: The Effect of Social Context on Donations

**Katina Kulow (University of Louisville); Kara Bentley (Chapman University); Priyali Rajagopal (University of North Texas)*

This research aims to expand our understanding of the effectiveness of promoting shared giving contexts (e.g. donation tables at shopping centers) for highly meaningful charities by suggesting that the presence of others cues extrinsic motivations, such as societal expectations to give to charities, that crowds out consumers' original intrinsic motivations. Across five studies, we document that when consumers perceive charities as highly meaningful, donations are greater when others are not present (versus present), and this difference is driven by the differing motivations signaled by their donations.

WS 7.5 To Split or Not to Split? The Impact of the Breadth of Giving on Future Donations

**Matilde Lucheschi (City University of London); Oguz A. Acar (City University of London); Jonathan Berman (London Business School)*

An increasing number of charities have adopted new methods of fundraising such as round-up services and crowdfunding, which allow donors to give small amounts to a wide range of charities quickly and easily. As a result, individuals are increasingly spreading their donations across different charities. In this project, we investigate the consequences of this behavior - i.e., breadth of giving - on future donations. We predict and show in three studies that when individuals engage in breadth of giving, instead of giving the same amount to a single charity, they donate significantly less to a subsequent donation request.

WS 7.6 The Positive Impact of Status Consumption on Charitable Donations

**Sona Klucarova (University of Central Florida); Xin He (University of Central Florida)*

Status consumption and charitable donations have often been portrayed as two opposing ends. We examine the connection between these two seemingly contradictory behaviors. Results of nine studies show that status consumption, considered a self-centered behavior, leads to increased charitable donations, a prosocial outcome. This effect is mediated by the feelings of empowerment driven from status consumption. We examine several boundary conditions and rule out alternative explanations based on perceived wealth, guilt, and self-presentation concerns. Findings show how and why status consumption empowers consumers to donate.

WS 7.7 Donating Cash or Donating Objects? How Donation Type Determines Donation Likelihood

**Xiaozhou (Zoe) Zhou (IE Business School); Dilney Gonçalves (IE Business School)*

Nonprofits are concerned that in-kind donations can cause more harm than benefits. Nonetheless, this research provides evidence that donors consistently prefer in-kind donations over cash donations across different situations. This is because the concreteness of in-kind donations allows people to better imagine how their donations can be used, which increases their contribution confidence. We also show that donors' preference for in-kind donations can be attenuated by low construal levels or strengthened by high imaginal processing ability. Our research contributes to the literature of charitable giving and consumer imagination, as well as providing practical implications for donor segmentation.

WS 7.8 Guilt and Shame: A Meta-Analytic Test of Their Relative Impact in the Prosocial Domain

**Zhiyong Yang (University of North Carolina at Greensboro); *Xiaodong Nie (University of Texas at Arlington); Narayan Janakiraman (University of Texas at Arlington)*

Previous literature documents mixed findings regarding the relative impact of shame and guilt on prosocial behavior: some studies report that guilt has a greater influence than shame and others showed the opposite. In a synthetic overview, this meta-analysis shows that factors that shift consumers' attentional focus from the self to others, such as a collectivistic (vs. individualistic) culture, group-based (vs. individual-based) settings, public (vs. private) tasks, integral (vs. incidental) situations, and helping the victim (vs. unharmed others), can explain these mixed results.

WS 7.9 Parenthood Predicts Generosity in Men

**Aziza Caimile Jones (Rutgers University)*

Parenthood identities were predicted to increase generosity in men. This prediction was based on the premise that men are traditionally tasked with focusing on their family's longterm benefits. Thus, activating men's parenthood identity should adjust their temporal focus coherent with the stereotype of fatherhood. Notably, extant research suggests that consumers that are more future-focused are more generous than those that are more present-focused. Thus, parenthood identities were predicted to increase generosity in men. Three studies support this prediction.

WS 7.10 Before or After? How the Order of Providing Personally Identifiable Information Influences Donation Amount

Xue Wang (University of Hong Kong); Li Yan (University of Technology Sydney); Minjung Koo (Sungkyunkwan University); Hean Tat Keh (Monash University)*

Charitable organizations tend to ask donors to provide their personally identifiable information (or PII; e.g., name, signature, address) toward the end of a donation process, usually after donors indicate donation amount. Contrary to this common practice, across five studies including a field study, we find that having donors provide their personally identifiable information before (vs. after) indicating the donation amount would lead to a higher donation amount due to increased perceived responsibility. We further find that this order effect disappears when purpose of providing personally identifiable information isn't linked to giving.

Notes:

Notes:

Sincere Thanks to...

Working Papers Chairs

Selin Atalay

Samuel Bond

David Gal

Associate Editors

Nidhi Agrawal
Simon Blanchard
Danit Ein-Gar
Elise Chandon Ince

Uma Karmarkar
Sam Maglio
Claudia Townsen
Gulden Ulkumen

Keith Wilcox
Rongrong Zhou

Program Committee

Allard, Thomas
Barasch, Alixandra
Bellezza, Silvia
Bhattacharjee, Amit
Biswas, Dipayan
Bolton, Lisa E
Buechel, Eva C.
Chan, Cindy
Chang, Hannah H.
Chaxel, Sophie
Cheng, Andong
Chu, Charlene
Cornil, Yann
Cotte, June
Craig, Adam
Cryder, Cynthia
Dai, Xianchi
Dalton, Amy
Deng, Xiaoyan
Diehl, Kristin
Dimofte, Claudiu
Donnelly, Grant
Dunn, Lea
Etkin, Jordan
Gerrath, Maximilian
Goldsmith, Kelly
Goodman, Joseph
Griskevicius, Vladas

Hagen, Linda
Hardisty, David
Huang, Szu-chi
Huang, Xun (Irene)
Huang, Zhongqiang Tak
Hyodo, Jamie D
Isaac, Mathew S.
John, Leslie
Jung, Minah
Kan, Christina
Kramer, Thomas
Kristofferson, Kirk
Kupor, Daniella
Kurt, Didem
Kyung, Ellie
Labroo, Aparna
Laran, Juliano
Lee, Saerom
Lin, Lily
Lin, Stephanie
Loveland, Katherine
Maas, Peter
Main, Kelley
May, Frank
Mead, Nicole
Miller, Elizabeth G
Mormann, Milica
Nelson, Noelle

Nielsen, Jesper H.
Ordabayeva, Nailya
Packard, Grant
Polman, Evan
Rabino, Rebecca
Redden, Joe
Ringler, Christine
Rucker, Derek
Salerno, Anthony
Santana, Shelle
Schley, Dan Raphael
Schrift, Rom
Scott, Maura
Sela, Aner
Sharif, Marissa
Sharma, Eesha
Smith, Robert
Spiller, Stephen
Stadler Blank, Ashley
Steffel, Mary
Sussman, Abigail
Sweldens, Steven
Tonietto, Gabriela
Tully, Stephanie
Van den Bergh, Bram
Villanova, Daniel
Zheng, Xiaoying

Competitive Paper and Working Paper Reviewers

Abell, Annika	Demirdag, Ipek	Kordrostami, Elika	Rank-Christman, Tracy
Abraham, Ajay	Deng, Qian (Claire)	Kordrostami, Melika	Reiff, Joseph
Adaval, Rashmi	Dias, Rodrigo da Silva	Koulaei, Afra	Rifkin, Laura
Aksu, Gunben Ceren	Ding, Yu	Krekels, Goedele	Rodas, Maria A
André, Quentin	Du, Rui	Kumar, Amit	Roeder, Scott
Anlamlier, Eda	Duke, Kristen	Lai, Edward Yuhang	Roux, Caroline
Ashworth, Laurence	Esteky, Sina	Lane, Kristen	Schmitt, Bernd
Bae, Su Yun	Farmer, Matthew	Lavoie, Raymond	Sekar, Samuel Babu
Bagchi, Rajesh	Fridman, Ariel	Lee, Chang-Yuan	Shani-Feinstein, Yael
Barasz, Kate	Gaertig, Celia	Lembregts, Christophe	Shanks, Ilana
Barone, Michael	Gao, Randy Yang	Li, Ruouu	Sharma, Nazuk
Baxter, Stacey M.	Garbinsky, Emily	Li, Wenjing	Shen, Luxi
Bechler, Christopher	Garcia-Rada, Ximena	Lieberman, Alicea	Shennib, Fuad
Beck, Joshua T.	Giambastiani, Gaia	Lim, Sarah	Si, Kao
Bee, Colleen	Goenka, Shreyans	Lisjak, Monika	Smith, Stephanie
Bharadwaj, Anupama	Goksel, Selin	Liu, Jingshi	Sobol, Kamila
Mukund	Gong, Han	Liu, Peggy	Solinas, Elisa
Bi, Sheng	Gonzalez, Fausto	Longoni, Chiara	Spangenberg, Katie
Billeter, Darron	Goor, Dafna	Lu, Fang-Chi	Srna, Shalena
Biraglia, Alessandro	Greenberg, Adam Eric	Lyu, Jennifer	Steinmetz, Janina
Boegershausen, Johannes	Grewal, Lauren	Mariadassou, Shwetha	Stuppy, Anika
Bogard, Jonathan	Grimes, Jerry	Masters, Tamara M	Su, Lei
Bond, Samuel	Gurdamar Okutur, Nazli	Mathur, Pragya	Sun, Jennifer J.
Borenstein, Benjamin	Habib, Rishad	Melumad, Shiri	Sung, Yeon Jin
Brick, Danielle	Hall, Matthew J	Memmi, Sarah	Tang, Yangyi (Eric)
Brucks, Melanie	Han, Eunjoo	Miller, Chadwick J.	Tofighi, Maryam
Bruyneel, Sabrina	Heß, Nicole Jasmin	Mittal, Chiraag	Tugut, Meltem
Buechner, Bryan M	Hirshman, Samuel D	Moldovan, Sarit	Tuk, Mirjam
Cabano, Frank G.	Hmurovic, Jillian	Moon, Alice	Valesia, Francesca
Cakanlar, Aylin	Hodges, Brady T.	Moorhouse, Michael	van der Sluis, Helen
Camilleri, Adrian R.	Hong, JungHwa (Jenny)	Morgan, Carter	Vieites, Yan Bernardes
Cesareo, Ludovica	Hossain, Mehdi	Mousavi, Seyedjavad	Waisman, Rory M
Ceylan, Gizem	Huang, Der-Wei	Munaganti, Pavan	Wallace, Scott
Chen, Haipeng	Huang, Liang	Nasa, Jayant	Weingarten, Evan
Chen, Jia	Hur, Elina Y	O'Brien, Ed	Stuart
Chen, Jinjie	Izadi, Anoosha	O'Donnell, Michael	Wilson, Andrew Eric
Chen, Stephanie	Jia, He (Michael)	O'Leary, Daniel	Wu, Freeman
Chen, Zoey	Jin, Jianna	Olson, Nicholas J.	Xie, Jieru (Vivian)
Choe, Yuna	Johnson, Ross	Paley, Anna	Yang, Wooyun
Christensen, Kate	Johnson, Samuel	Paolacci, Gabriele	Yin, Yunlu
Christenson, Brett	Kelley, Corinne M.	Park, Alexander	Yoon, Nari
Cole, Catherine	Kim, Christine	Park, Jane	Yu, Zhihao
Costello, John P	Kim, Junha	Park, Jane (Jeongin)	Zeng, Xianfang
Coupey, Eloise	Kim, Kaeun	Park, Jen H.	
Cristian, Daniela	Kim, Nicole	Popovich, Deidre	
Daniels, Michelle	Kim, Pielah	Powell, Emily	
	Kirk, Colleen P.	Pyle, Martin	

SATURDAY (March, 7th) - afternoon

Technology (Salon A)

13:20-14:20	New Ways to Pay: Emerging Tech & Psychology of Paying Person-to-Person Payment Methods Attenuates the Endowment Effect <i>*Huang (Arizona) & Sanyal</i>
13:40	Mental Accounting of Payment Methods <i>*Huang (Arizona) et al.</i>
14:00	Touch Screen Technology and Charitable Donations <i>*Basal (Catherine) et al.</i>

Politics (Salon B)

Political Ideology Influences on Consumer Behavior Brand Personality Shapes Liberals' and Conservatives' Views of LGBT Ads <i>*Shepherd (OU), Chartrand & Fitzsimons</i>
How Political Ideology Shapes Preferences for Inferior Products <i>*Lipik & Oradabayeva (BC)</i>
Political Polarization in the Effect of Social Similarity on Support for Redistribution <i>*Oradabayeva (BC)</i>

Goals (Salon E)

Determinants of Goal Pursuit and Progress The Effect of Material and Experiential Consumption on Consumer Goal Pursuit <i>*Ho (U of Hartford), Lee & Weyer</i>
Motivations and Consequences of Volitional Recrimination <i>*Zemke-Ruger (Central Florida) & Moore</i>
Love is Patient <i>*Reberts (Chicago), Shendry & Fishbach</i>

Mental Acct (Salon F)

Willingness to Spend Time and Money Depletion Aversion: People Dislike Spending Accounts Down to Zero <i>*Roderick (S. Carolina), Lee & LeBoeuf</i>
The Impact of Daily Pay on Discretionary Spending <i>*De La Rosa (Stanford) & Tully</i>
Monetary Value of Time Increases Time Spent on Self <i>*Faber (OSU), Malhotra & D'Amelio</i>

Persuasion (Salon G)

Consumer Effort & Deliberation Decision Effort and Decision Confidence in Matters of Quality versus Matters of Taste <i>*Ibrahim (Alberta) & Huijib</i>
Deliberation has Opposite Implications for Post-Choice Satisfaction & Consistency <i>*Dechow (Northwestern)</i>
The Endowment Effect: Unique Perceptions from a Cognitive Elaboration Account <i>*Cannon (Northwestern), Tucker & Gal</i>

COFFEE BREAK

14:30-15:50	Communication Modalities and New Technologies A Cross-modality Turing Test <i>*Schneider (Berkeley) & Eady</i>
14:30	Digital Commitment: Voice Interface and Mind Attributions <i>*Brause (BC)</i>
15:10	Auditory Recommendations are Followed More Than Visual <i>*Marudassou (Stanford), Becker & Levov</i>
15:30	Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure <i>*Mukundad (UPenn), & Meyer</i>

Toward a Further Understanding of How Political Ideology Drives Motivation and Values Are Conservatives Always More Averse to Change than Liberals <i>*Huang (Indiana) & Dubachek</i>
Impact of Political Ideology on Tasks of Stable Versus Volving Attentional Demands <i>*Buehner, Carlson, Otto, *Hirt (Indiana), & Ho</i>
Political Ideology Shapes Observers' Responses to Service Failures <i>*Aaker (Northwestern) & Agrawal</i>
Political Ideology and Charitable Giving <i>*Farmer (Miss State), Kidwell & Handesly</i>

Starting, Progressing and Completing Goals Task Initiation Difficulty Effects Perceived Goal Progress and Motivation <i>*Roffeign (UPenn), & Storf</i>
Examining the Relationship Between Consumer Grit and Indulgence <i>*Wright (Providence College) & Schulz</i>
Don't Worry, Be Healthy: Subjective Feelings of Business Lower Self-Control <i>*Hur (Cornell) & Wilcox</i>
Obesity and Compensatory Consumption: Evidence from Jewelry Shopping <i>*Kurt (BU)</i>

In the Eye of a Mental Accountant: Mental Accounting Shapes How People View Investments and Promotions End-of-Week and End-of-Month Time Periods Increase Financial Risk-Taking <i>(U.S. *Stolt (Toronto)</i>
Slowness, Information, & Framing Moderate Loss-Chasing and Risk-Taking <i>*Yeni (CMU), James, & O'Leary</i>
Moderators and Extensions of the Interpersonal Sunk-Cost Effect <i>*Chow (Yale), Kim, & Hout</i>
The Downside of Contingent Discounts <i>*Cheng (Beihua) & Blank</i>

Consumer Inferences Selfish (vs. Otherish) Persuaders Exhibit Reduced Metacognitive Processing <i>*Trenay (OSU), Brand & Petty</i>
Losing or Gaining Authenticity? Impact of Cultural Diversity on Brand Perception <i>*Uchikoshi (UPenn), et al.</i>
When Apology is Not the Best Policy <i>*Venkates (Northwestern)</i>
The "Callee Must Be Bad" Bias <i>*Monnier (Cornell), Sweilans & Puntoro</i>

POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

SCP Award Winners Session (Salon D)

16:10-17:30	Context Impacts Privacy Preferences The Bulletproof Glass Effect: When Privacy Notices Backfire <i>*Brough, Norton, & John (HBS)</i>
16:30	Consumers Prefer Disclosing Private Personal Information to an AI (vs. a Human) <i>*Yeni (Sydney), Jiang, Lee, & Dubachek</i>
16:50	Private Data Valuation for Exchanges of Goods as Opposed to Money <i>*Tamara (MS&AD), Wernebrock & Walters</i>
17:10	From Privacy Concern to Privacy Mindsets <i>*Brough (Utah) & Martin</i>

Everyday Politics: Impact of Political Context on Attitudes, Interactions, Media Perceptions, & Corporate Advocacy Why "Putting Yourself in Their Shoes" Reduces Openness to Attitude Change <i>*Carpovano (Stanford), Tormala, & Rucker</i>
Why People do to Share Blatantly False Stories? <i>*Hsu (Minnesota) & Euh</i>
Partisan Perspective-Taking and Polarized Assessments of Political News Truth <i>*Gonzalez (NYU), Jung, & Chiriac</i>
How Market Share Determines the Impact of Corporate Political Advocacy <i>*Hyobok (Georgetown), Pohara, & Bair</i>

When the Going Gets Tough: Strategies to Help Consumers Reach their Goals Incentivizing Steals <i>*Meier (UPenn), et al.</i>
Dual Reference Points Shape Judgments and Enhance Performance <i>*Wolke (UW) & Etkin</i>
Framing of an Initial Goal Failure Can Increase Goal Recommitment <i>*Farmer & Sanyal (Arizona)</i>
When Pain Signals Progress: Motivation from Immediate, Negative Behavior <i>*Woolley (Cornell) & Fishbach</i>

The Psychology of Price: Advances in Pricing and Payment Perceptions in Consumer Decision Making When and Why are Consumers Penny Wise and Pound Foolish? <i>*Sokolova (TUM), Schweitzer & Thomas</i>
When 99-ending Pricing Backfires and Discourages Consumers to Upgrade <i>*Yeni (OSU), Malhotra, & Goodman</i>
Price Image Formation Based on Frequency versus Depth Pricing Strategies <i>*Sheehan (Kentucky), Harmon, & Chelappa</i>
The Effect of Frame of Alternatives on Consumers' Tipping Behavior <i>*Blustein (NYU) & Baghuir</i>

Persuasion 2.0 Persuading the Bystander <i>*Vokonas (UW), Diehl & Nunes</i>
It's Lit to Stay It - How Mainstream Slang Affects Online WOM <i>*Ravi (Alberta), Moore, & Messinger</i>
Risk and Rivalry Promotions <i>*Conley (OSU), Rezek, & Smith</i>
Leveraging Variations in Moral Beliefs to Enhance Mental Health Persuasion <i>*Achar (Northwestern) & Agrawal</i>

SATURDAY (March, 7th) - morning

Technology (Salon A)

8:00-9:00	The (Social) Influencer: Age: the Consumer-Recommendation Relationship All Consensus Cues Are Not Equal <i>* Barnes (UI Urbana-Champaign) & Shavit</i>
8:00	Characteristics of Social Media Influencers and their Followers <i>* Watson (NYU) & Gravel</i>
8:20	Impact of Recommendation Framing on Recommendation Adherence <i>* De La Rosa (Stanford) & Tomasello</i>

Groups (Salon B)

Teamwork and Joint Decisions	Asynchronous Joint Consumption <i>* Lu (Pittsburgh) & Win</i>
	The Streaking Star Effect <i>* Walker (OSU) & Glavinich</i>
	The Wisdom of Teamwork <i>* Silver (UTexas), Nekkers & Tretick</i>

Time (Salon E)

Time Perspective & Planning	When Experiences Go Badly <i>* Toletico (Rutgers)</i>
	Using A Paper versus Mobile Calendar <i>* Huang (Drexel), Yang & Morwitz</i>
	Circular Time Is Greener <i>* Xu, Cotte (Ivory), Cui & Zhao</i>

Endowment (Salon F)

Understanding Willingness to Share & Trade	Consumers' Attribution of Mind to Possessions as an Impediment to Sharing <i>* Hoang (Norwegian Sch of Mgmt) et al.</i>
	Mixing Morals and Markets <i>* Hagerly (HBS) & Norton</i>
	Ownership Alters Learning and Beliefs About Products <i>* Hashemi (Chicago) et al.</i>

Persuasion (Salon G)

Sensorimotor and Visual Effects in Persuasion	Role of Volition and Direction of Dynamic Sensorimotor Experiences in Persuasion <i>* Kwan (Louisville), Adaval & Ahnsohn</i>
	Seeing but not Remembering Serially Presented Visual Marketing <i>* Yin & Jae (U of Hong Kong)</i>
	Cuteness Decreases Product Evaluations & Choice for Utilitarian Goals <i>* He (OSU), Dang, Rezek</i>

COFFEE BREAK

Technology (Salon A)

8:00-9:00	The (Social) Influencer: Age: the Consumer-Recommendation Relationship All Consensus Cues Are Not Equal <i>* Barnes (UI Urbana-Champaign) & Shavit</i>
8:00	Characteristics of Social Media Influencers and their Followers <i>* Watson (NYU) & Gravel</i>
8:20	Impact of Recommendation Framing on Recommendation Adherence <i>* De La Rosa (Stanford) & Tomasello</i>

Groups (Salon B)

Teamwork and Joint Decisions	Asynchronous Joint Consumption <i>* Lu (Pittsburgh) & Win</i>
	The Streaking Star Effect <i>* Walker (OSU) & Glavinich</i>
	The Wisdom of Teamwork <i>* Silver (UTexas), Nekkers & Tretick</i>

Time (Salon E)

Time Perspective & Planning	When Experiences Go Badly <i>* Toletico (Rutgers)</i>
	Using A Paper versus Mobile Calendar <i>* Huang (Drexel), Yang & Morwitz</i>
	Circular Time Is Greener <i>* Xu, Cotte (Ivory), Cui & Zhao</i>

Endowment (Salon F)

Understanding Willingness to Share & Trade	Consumers' Attribution of Mind to Possessions as an Impediment to Sharing <i>* Hoang (Norwegian Sch of Mgmt) et al.</i>
	Mixing Morals and Markets <i>* Hagerly (HBS) & Norton</i>
	Ownership Alters Learning and Beliefs About Products <i>* Hashemi (Chicago) et al.</i>

Persuasion (Salon G)

Sensorimotor and Visual Effects in Persuasion	Role of Volition and Direction of Dynamic Sensorimotor Experiences in Persuasion <i>* Kwan (Louisville), Adaval & Ahnsohn</i>
	Seeing but not Remembering Serially Presented Visual Marketing <i>* Yin & Jae (U of Hong Kong)</i>
	Cuteness Decreases Product Evaluations & Choice for Utilitarian Goals <i>* He (OSU), Dang, Rezek</i>

Technology (Salon A)

9:10-10:30	Technology and Transformative Consumer Research (TCR)
9:10	Augmented Reality Influences Food Crawling and Evaluation <i>* Fritz (Osford), Heisl & Stephens</i>
9:30	Google-Induced Confidence in Decision Skills Changes Experiences <i>* Giblo (UT Austin), Izzi & Ward</i>
9:50	Differences in Online Prosocial Behavior Across Device Mobility <i>* Benstead (Miami), Townsend & Irmsak</i>
10:10	Perception of Justice by Algorithm <i>* Yalen (Erasmus) et al.</i>

COFFEE BREAK

Time Matters: Dynamics of Sequential and Simultaneous Multiple Goal Pursuit	Budgeting Time First Increases Multiple Goal Achievement <i>* Merrini (Duke) & Etkin</i>
	Achieving Multiple Shopping Goals in the Marketplace <i>* Suber (Portland State), Huang, & Lee</i>
	Goal-Setting Undermines Opportunity Cost Consideration <i>* Friedman, Han, Wacker (Yale), & Dhar</i>
	A Multi-Goal Approach to Food Consumption <i>* Woolley (Cornell), Fishbach, & Wang</i>

Endowment (Salon F)

Experiencing "WINENESS": Extensions of Psychological Ownership in New Consumer Contexts	Psychological Ownership Increases Enjoyment in Sharing Economy <i>* Bernshteyn (UCLA) & Shu</i>
	Virtual Touch Facilitates Psychological Ownership of Products in Virtual Reality <i>* Luangrath, Peck, Hedgcock, & Yu (Berkeley)</i>
	Person in a Photo Impacts the Viewer's Perception of a New Experimental Product <i>* Lu (Wisconsin) & Peck</i>
	Psychology of Heritage: The Endowment Effect for Extraordinary Goods <i>* Onkstensen (UCLA) & Shu</i>

Persuasion (Salon G)

On Certain Mechanisms of Uncertainty in the Formulation of Beliefs	Predicting Partisan Lean and Response to Policy Messages <i>* Kijpser, Bagstad, *Ukkunen (USC), & Fox</i>
	How Probability Representations Influence Uncertain Decisions <i>* Duke (Toronto), Moshon, & Amir</i>
	People See the World as Flat, Intuitively <i>* Fei (Chicago) & Shen</i>
	How Uncertainty Boosts Confidence in Decisions <i>* Washman (Alberta) & Houbli</i>

POSTER SESSION / COFFEE BREAK (salon C and Grand Foyer)

PLENARY 2: Consumers and Technology, with Carl Marci and Adam Alter (salon D)

AWARDS & BUSINESS LUNCH (Mariners Ballroom)

FRIDAY (March, 6th) - afternoon

Algorithms (Salon A)

13:20-14:20	Consumers' Data Interpretation & Algorithm Aversion Same data, Diverging Decisions <i>*Xiang (Northwestern), et al.</i>
13:40	Algorithm Aversion in Resource Allocation <i>*Teo (NUS) & Yang</i>
14:00	Explainability of Algorithms Drives Consumer Satisfaction <i>*Demirdag (UCLA) & Shu</i>

Pro-Social (Salon B)

Why do People Give? The Role of Social Class, Taxation & Social Aversion How Social Class Shapes Charitable Giving Across Causes <i>*Velas (Brigham's PK) & et al.</i>
Using Donations to Mitigate Overhead Aversion <i>*Blumstein, Gaur, Barzantny & *Morwitz (Columbia)</i>
Social Investments Substitute for Charitable Donations <i>*An, Biele, *Danziger (Tel Aviv), & Lev</i>

Uncertainty (Salon E)

Is Ambiguity Good or Bad? Ambiguity Vigilance <i>*Mohr (Queens) & D'Avan</i>
Preference Uncertainty in Rewards Leads to Greater Persistence <i>*Shari (UConn) & Ivyinger</i>
More Chance of Future Improvement Can Impede Adaptation to a Painful Experience <i>*Hear (Yale), Vohsek, & Dhar</i>

Food (Salon F)

Food Evaluation and Preferences: Firm, Societal, & Product Factors Effects of Retail Food Sampling on Subsequent Well-Being <i>*Bawa (ASU), Jimman, & Held</i>
Healthy Relationships and Healthy Eating <i>*Mittal (Texas A&M) & Hovav</i>
Aesthetic Imperfections and Food Choices: The Effect of Food Processing <i>*Suher, *Spass (ISU), & van't Veerum</i>

Happiness (Salon G)

Spending Past and Future Time Extracurricular Activities Convey Variety and Eudaimonic Well-Being <i>*Daniels (ASU), Samper & Morales</i>
Spending Gained Time <i>*Mokor & *Tonello (Rutgers)</i>
Conceptualizing and Measuring Integral Nostalgia <i>*Farrer & *Winters (Arizona)</i>

COFFEE BREAK

14:30-15:50	(Mis)Predicting Consequences of Prosocial Nudges: Considering Unpredictable & Optimizing Predictable Nudge Outcomes Importance of In-Context Field Experiments in Fundraising <i>*Urmusky & *Indar (Buffalo)</i>
14:30	Algorithms, Mind and Specieism <i>*Schmitt (Columbia)</i>
14:50	Algorithmic Recommenders Shift Hedonic and Utilitarian Trade-offs <i>*Longoni (BU) & Con</i>
15:10	Into the Mind of the Machine <i>*Clegg (Luzern), Hofstaeter, & deBellis</i>
15:30	Perceived Control Elevates the Anthropomorphized Robot Interaction <i>*Wini (Columbia)</i>

Boon or Bane? The Utility and Disutility of Uncertainty People Are Less Risk Taking When Sure Options Were Previously Uncertain <i>*Mean (UPenn)</i>
Should Advisors Provide Confidence Intervals Around Their Estimates? <i>*Giering (Chicago) & Srinivas</i>
A Curious Case of Curiosity <i>*Jise & *Huan (Iowa)</i>
Risk Aversion or Profit Seeking? Explaining the Uncertainty Effect <i>*Gao (NYU) & Jung</i>

Overwhelmed, Over-nudged, Overweight – Helping Consumers Eat Healthier Low-income People Prioritize Attention to Price over Calorie Information <i>*Ivan-Epps, *Dove (CMU), Leventakis, & Olibra</i>
Promoting a Better Food Choices <i>*Putnam-Harr (Rice), Silliman, & Dhar</i>
Saliency of Sugary Beverage Tax Reduces Sugary Beverage Purchases <i>*Gugel, *Donnelly (ISU), Howell, & Iain</i>
Real-time Aggregation of Calorie Information Reduces Meal Calories <i>*Mehar (CMU), Van-Epps, Downs, & Loewenstein</i>

Causes, Consequences, and Alleviation of Boredom A Top-Down Neural Mechanism For Saliation <i>*Reidner (Minnesota), et al.</i>
People Find Self-Focused (vs. Other-Focused) Conversations More Interesting <i>*Mehar (Berkeley) & Schroeder</i>
When Context Matters: The Experience of Boredom Under Time Pressure <i>*Guerin (Manitoba), Han, Dhar, & Kous</i>
The Paradox of Ten General Impression <i>*Leiberman (UCSD), Amir, & Morales</i>

POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

Multiple Paths to Relevance (Salon D)

16:10-17:30	The Hidden Persuaders of Prosocial Contribution Nudging Generosity in Consumer Elective Pricing <i>*Saccardo, Soneck, *Li (Florida), Ginezy</i>
16:10	Predicting Consumer Brand Memory Across Demographic Segments <i>*Zhang & *Hsu (Berkeley)</i>
16:30	Using Machines and Big Data to Predict & Map Consumer Brand-Trait Associations <i>*Bharata & *Olibra (CMU)</i>
16:50	Movies Contents Predicts The Personality Of Their Social Media Fans <i>*Nave (UPenn), Renfro, & Bharata</i>
17:10	The Consumer DNA Revolution <i>*Dawlat (Wharton), Wind, & Nave</i>

When Do Consumers Prefer Uncertainty? Consumer Items are Risky Sure Things <i>*Meegan (ASU), Wu, & Reardon (reth)</i>
Uncertainty and Precommitment in Social Dilemmas <i>*Hardy (UPC), et al.</i>
Upward Trends Foster an Illusion of Learning and Control <i>*Andre (Stanford) & de Lempire</i>
Discussant <i>*Spiller (UCLA)</i>

Food Choices and Consumption: Implications for Identity, Health, and Sustainability You are What (and Why, and with Whom) You Eat <i>*Grewal (Dartmouth), Lambertson, & Coleman</i>
Consumers' Perceptions and Estimates of Calorie Diverge <i>*Woodley & *Lu (Pittsburg)</i>
Effects of Ambient Color on Unhealthy Food Choices <i>*Bawa, Spass & *Aber (Penn State)</i>
When Valuation Decreases with Duration of Ownership <i>*Ye (Virginia Tech) & Bagchi</i>

What Makes Consumers' Lives Better? From Enjoyment and Happiness to Meaning and Satisfaction with Life Effect of Planning on People's Happiness With What They Have for Dinner <i>*Oels (Duke) & Fitzsimons</i>
Growth Experiences Bring More Enjoyment than People Expect <i>*Powell (NYU) & Aker</i>
The Enjoyment is in the Evaluation <i>*Chan (Duke) & Norton</i>
A Bird's Eye View of Time <i>*Bergstrom (UCLA), Reiff, Maguire, & Herschfeld</i>

FRIDAY (March, 6th) - morning

Algorithms (Salon A)

Waste (Salon B)

Uncertainty (Salon E)

Self Presentation (Salon F)

Affect (Salon G)

8:00-9:00	When Digital Assistants and Personalization Backfires	Emotions in CB: Cases of Greed, Sadness & Sucker Aversion
8:00	Personalization as Identity Threat * <i>Yi (Alabama) & Warren</i>	Dispositional Greed Influences Individual Numerical Thinking Styles * <i>Krekel/IESG & Panigrahe</i>
8:20	No Alexa, Don't Order Me That! * <i>Christenson (Alabama)</i>	What Makes Content Viral in the Prosocial Domain? * <i>Schro (UCDuluth) & Min</i>
8:40	The Paradoxical Effects of Personalized Product Recommendations <i>Houbli/Dalbert & Ibrahim (Alberta)</i>	Sucker Aversion in Product Discrimination * <i>Baum (Berkeley), Evers & Iabor</i>

Going Green or Not? Transparency, Over-Recycling & Returns	Impression Management: Minimalism, Handmade Products & Political Neutrality
Transparent Green Practices Boost Perceptions of Price Fairness * <i>Sandoz (BU), Longoni & Trudel</i>	Minimalism as a Status Symbol * <i>Wilson/HSS, Belzau & Norton</i>
Over-Recycling * <i>Herzig (OSU), Donnelly & Rezek</i>	The Social Benefits of Buying Handmade Goods * <i>Wu (Vanderbilt) & Hines</i>
Revealing the Reason for Return Remove the "light" from Returned Products * <i>Beneff (UT San Antonio) et al.</i>	Political Neutrality Aversion * <i>Shaw (Purdue) & Shaw</i>

Risk & Uncertainty: Effect of Location, Language & Mystery	Value of What's Hidden: Understanding Process & Consequences of Hiding & Discovering About Self & Others
The Effect of Socio-spatial Location on Consumer Preferences * <i>Easky (MiamiU) & Cherna</i>	Secret Consumer Behavior in Close Relationships * <i>Berk (UMN), Gullu & Fitzsimons</i>
Impact of Foreign Language Labeling on Food Valuation and Choice * <i>Banerjee (Chicago) & Uminsky</i>	Some Things, You Can Only Tell a Stranger * <i>Kim (Cornell), Liu & Min</i>
Misguided Preference for Mysterious Consumption <i>Buechel & Uff (Carolina)</i>	Downstream Consequences of Non-truthful Communication * <i>Yang (OSU Long Beach) & Wooten</i>

When and Why Unhappy People Avoid Enjoyable Experiences	Liking, Retweeting, Feeling and Buying - Exploring the Consequences of Social Media Consumption
When, Tebbao (Northwestern) & Wysz Jr./r.	When Facebook Doesn't Forget <i>Deitel & Vaisels (UM)</i>
Consuming Memotos with Experiences * <i>Chu (ChapmanU) & Shu</i>	Look What I am Re-Sharing * <i>Coylan (USC) & Schwarz</i>
Act of Clicking Can Facilitate Motivated Reasoning for Includent Choices * <i>Park (Stanford) & Huang</i>	Self-Promotion, Social Comparison, and Meaning in Life <i>Huh, Sopotnik & Myerang (Keelag)</i>
Affective Experience of Hedonic versus Self-Conscious Emotions <i>Klein & Pfand (Worm)</i>	Social Media Photos of Local Brand Community Events * <i>Riffin (Duke), Chan, & Kohn</i>

COFFEE BREAK

9:10-10:30	Objective and Subjective Value of Humans and Algorithms
9:10	The Expert vs. the Algorithm * <i>Yehli (Erasmus), Kesse, & Dohli</i>
9:30	Stress, Addition, and Artificial Intelligence * <i>Hussain (Stanford) & Huang</i>
9:50	Consumers Reject Even the Best Possible Algorithm: In Uncertain Decision Domains * <i>Dehvorst (Chicago) & Bharu</i>
10:10	Experts Outperform Technology in Creative Markets * <i>Weingarten (ASU) et al.</i>

The Waste Problem: Understanding Disposal Decisions to Reduce Waste	Expiration Date Perception and Food Disposal Decision
* <i>Kim (HKUST) & Huh</i>	* <i>Kim (Cornell), Liu, & Min</i>
"Ugly" Labels Can Increase Purchase of Unappealing Produce and Reduce Waste * <i>Mookerjee (UBC), Cornil, & Hoegg</i>	Symbolic Disposal * <i>Brough (Utah State) & Isaac</i>
Rediscovering Consumer Wastefulness * <i>Russell (Alberta), Fisher, & Algo</i>	

When and Why Unhappy People Avoid Enjoyable Experiences	When and Why Unhappy People Avoid Enjoyable Experiences
When, Tebbao (Northwestern) & Wysz Jr./r.	When, Tebbao (Northwestern) & Wysz Jr./r.
Consuming Memotos with Experiences * <i>Chu (ChapmanU) & Shu</i>	Consuming Memotos with Experiences * <i>Chu (ChapmanU) & Shu</i>
Act of Clicking Can Facilitate Motivated Reasoning for Includent Choices * <i>Park (Stanford) & Huang</i>	Act of Clicking Can Facilitate Motivated Reasoning for Includent Choices * <i>Park (Stanford) & Huang</i>
Affective Experience of Hedonic versus Self-Conscious Emotions <i>Klein & Pfand (Worm)</i>	Affective Experience of Hedonic versus Self-Conscious Emotions <i>Klein & Pfand (Worm)</i>

When and Why Unhappy People Avoid Enjoyable Experiences	When and Why Unhappy People Avoid Enjoyable Experiences
When, Tebbao (Northwestern) & Wysz Jr./r.	When, Tebbao (Northwestern) & Wysz Jr./r.
Consuming Memotos with Experiences * <i>Chu (ChapmanU) & Shu</i>	Consuming Memotos with Experiences * <i>Chu (ChapmanU) & Shu</i>
Act of Clicking Can Facilitate Motivated Reasoning for Includent Choices * <i>Park (Stanford) & Huang</i>	Act of Clicking Can Facilitate Motivated Reasoning for Includent Choices * <i>Park (Stanford) & Huang</i>
Affective Experience of Hedonic versus Self-Conscious Emotions <i>Klein & Pfand (Worm)</i>	Affective Experience of Hedonic versus Self-Conscious Emotions <i>Klein & Pfand (Worm)</i>

POSTER SESSION / COFFEE BREAK (Salon C and Grand Foyer)

PLENARY 1: Consumers' Political Attitudes and Behaviors, with Jon Krosnick and Craig Fox (Salon D)

LUNCH & PRESIDENTIAL ADDRESS (Mariners Ballroom)

10:30-10:50

10:50-12:10

12:10-13:20