



Virtual Conference: March 4 – 6, 2021

Conference Co-Chairs

Sarah Moore, University of Alberta
Rod Duclos, Western University

Doctoral Consortium Co-Chairs

Adriana Samper, Arizona State University
Ryan Elder, Brigham Young University

Research-Skills Workshop Co-Chairs

David Gal, University of Illinois at Chicago
Stephen Spiller, University of California Los Angeles

Social-Events Co-Chairs

Tiffany Barnett White, University of Illinois
Jim Mourey, DePaul University

User-Experience Co-Chairs

Keith Wilcox, Columbia University
Ana Valenzuela, CUNY/ESADE

Associate Editors

Wilson Bastos; Noah Castelo; Cindy Chan; Adam Duhachek; Jordan Etkin; Miranda Goode; Kelly Herd; Ashlee Humphreys; Eesha Sharma; Claudia Townsend; Jared Watson; Michelle Weinberger; Yael Zemack-Rugar

Thank you to our reviewers & attendees for making this a great conference!

Schedule at a Glance

	Thursday, March 4	Friday, March 5	Saturday, March 6
10:00am – 10:45am EST	Doctoral Consortium	Posters & Coffee Social	Posters & Coffee Social
11:00am - 12:00pm EST		Improv for Educators	Business Prof. Bootcamp
12:15pm - 1:15pm EST		Research Session	Plenary Session Kelly Peters CEO, BE Works
1:30pm - 2:30pm EST	Research-Skills Workshop	Plenary Session Dr. Erika James Dean, Wharton School	Business and Awards Luncheon
2:45pm - 3:45pm EST		Research Session	Research Session + Award Speakers
4:00pm - 5:00pm EST		Research Session	Research Session + Fellows Address
5:15pm - 6:15pm EST	Opening Reception 'Mixer'	Research Session	Research Session
		Research Topics Social	SCP'S Got Talent
		Posters	

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Thursday March 4

Doctoral Consortium

10:00am

Title: Welcome & Gaining Presentation Confidence through Improvisation
Tips for academic presentations and classroom teaching, interactive session with breakout rooms and prizes.

Speakers: Ryan Elder; Adriana Samper; Jim Mourey

11:00am

Title: Meet the Editors

Editor Panel featuring Lauren Block (*Journal of Consumer Psychology*), Bernd Schmitt (*Journal of Consumer Research*), Mimi Morrin (*Journal of Marketing Research*), and Page Moreau (*Journal of Marketing*) discussing navigating research and submissions during the pandemic and beyond, with student Q&A.

Speakers: Lauren Block; Bernd Schmitt; Page Moreau; Mimi Morrin

12:15pm

Title: Rigor & Relevance in Research

Panel sharing advice for students on rigor and relevance in their own research and introducing the vision and goals of Responsible Research in Business and Management (RRBM), with student Q&A. Led by Stefano Puntoni.

Speakers: Stefano Puntoni; Kristin Diehl; Nina Mazar; Dave Reibstein; Uri Simonsohn

1:30pm

Title: Data Collection During the New Normal: Innovative Methodologies for Field and Consequential Contexts

Panel on emerging data collection techniques (e.g., Web scraping/APIs, Facebook A/B Testing, Online Virtual Reality, Avenues for non-self-report data), with student Q&A.

Speakers: David J. Hardisty; Kelly B. Herd; Karen Winterich

Research Skills Workshop

2:45pm

Title: Theory Session

This session covers exploratory research, generalizability, and construct validity.

Speakers: Stijn van Osselaer; Janet Schwartz; Oleg Urminsky

4:00pm

Title: Practice Session

This session covers pre-registration, power considerations, and stimuli.

Speakers: Alice Moon; Tom Meyvis; Gal Zauberman

Social Event

5:15pm

Title: Opening Reception "Mixer"

Join familiar friends and make new friends at our opening cocktail reception! Bring your favorite drink of choice, and be sure to submit a favorite cocktail recipe (or comfort food/dessert recipe) to share as part of our SCP@Home cookbook by clicking here.

Speakers: Jim Mourey; Tiffany Barnett-White

Friday March 5

Social Event

10:00am

Title: *Improv for Educators*: Looking for ways to enliven your classroom, your lab meetings, or your life, in general? Come learn the basics of improv comedy and see how it can be used in the classroom with our very own Second City Conservatory alum, Jim Mourey!

Speakers: Jim Mourey

Title: *Coffee Time*: Want to meet some fellow attendees? Grab a beverage and join in for an informal meet-and-greet/chat session about research, life, and anything else!

Speakers: Antje Graul; Andrew Long

Working Papers

10:00am

Title: Poster Time!: Up early? Or late? Regardless of your time zone, grab a beverage and take some time to view and comment on this year's posters! Many authors will be available during this time slot for live chat and Q&A.

Research Presentations

11:00am

Session Title: Determinants of Consumer Valuation, Evaluation, and Judgement

Moderator: Alice Moon

Title: Distal or Proximal Distance? How Spatial Distance Between Product and Model Influence Product Evaluation

This article examines how the horizontal distance between two images—a product and a model—in conjunction with the focus of the ad appeal (desirability vs. feasibility) impacts the consumer’s product evaluation. The findings indicate that the desirability (feasibility) appeal leads to more favorable product evaluations when the ad presents a spatially distal (proximal) product-model distance. This outcome occurs because the correct match between the product-model distance and the ad appeal is congruent with consumers’ construal level, which enhances processing fluency, thus leading to more positive product evaluations. The findings offer practical insights and actionable strategies to practitioners.

Speakers: Dickson Tok; Xi Chen; Xing-Yu (Marcos) Chu

Title: How Probability Information Impacts Outcome Magnitude Judgments

Consumers’ judgments of the magnitude of benefit that a product provides increase their likelihood of purchasing it, and their judgments of the magnitude of harm that accrues from purchasing a product decrease their likelihood of purchasing it. When assessing the magnitude of a product’s potential outcome, consumers often encounter information about its probability of occurring. We find that this information biases consumers’ product decisions. Consumers both expect and perceive larger-probability outcomes to be larger in magnitude—even when they receive identical and objective information about the outcome’s actual magnitude. We further find that this bias alters consumers purchase decisions.

Speakers: Daniella Kupor; Kristin Laurin

Title: The Customization Premium: People Value Custom Bundles More Than (Better) Standard Bundles

People value customization. Across 5 studies, we demonstrate that people are willing to pay more for custom bundles than for standard (non-custom) bundles, even when the standard bundles are objectively better (they include the same plus additional items). This is because people average, rather than add, the utility of bundle items. However, people do understand that additional items create value. Therefore, we find that valuations for standard bundles increase after first considering custom bundles. That is, after first reporting willingness-to-pay for a custom bundle, people’s willingness-to-pay for the standard bundle increased, because people understood that additional items were more valuable.

Speakers: Alice Moon; Maarten Bos

Session Title: On Brands, Logos, and Slogans

Moderator: Zachary Estes

Title: Beauty First: The Impact of Social Media Logos on Choice of Visually Superior Options

Four experiments document that incidental exposure to social media logos, embedded in 3rd party marketing communications materials, momentarily increases consumers' desire for impression management, which in turn boosts choices of visually (gustatorily- or olfactorily-superior) superior products because such products are more transferable and thus more effective for impression management. Privacy of context, level of individual motivation, and level of usage are suggested as moderators for these effects. The current research theoretically contributes to logo research, social media marketing, and impression management, while also providing guidance to practitioners.

Speakers: Yoonho Jin; Amitava Chattopadhyay

Title: The Unresolved Uncertainty Effect: Do Brands Gain or Lose Stars When Consumers Have to Wait For Resolution of Brand-led Uncertainty?

This research investigates when consumers (dis)like a waiting period and its cause. Using a series of four studies with both hypothetical and behavioral dependent variables, we show that the net effect of a brand-led waiting period is positive. This effect is driven by the heightened excitement of high-construal individuals, whereas low-construal people experience discomfort during the waiting period. Based on these findings, we propose that brands that use uncertain promotions prolong the waiting period when they deal with high-level construal markets (e.g., consumers from collectivist cultures) and resolve the uncertainty immediately when they deal with low-level construal consumers (individualist cultures).

Speakers: Arash Talebi; Sonja Prokopec; Onculer Ayse

Title: Think Different: The Psycholinguistic Properties of Effective Slogans

Effective slogans increase brand awareness and strengthen brand attitude. Taking a psycholinguistic perspective, we contribute the first-ever analysis into how the unique lexical, semantic, and emotional properties of a slogan's individual words combine to influence slogan recognition and slogan liking. Through a large correlational study of over 800 brand slogans, two laboratory experiments, and a biometric eye-tracking experiment, we unearth key insights into the distinctive word properties of the most effective slogans, offer practical advice into optimal word-choice strategies, and deliver actionable tools for a manager's slogan design toolbox.

Speakers: Brady T. Hodges; Zachary Estes; Caleb Warren

Session Title: Strategies to Motivate Consumer Pro-Social Behaviors

Moderator: Gao Leilei

Title: Kindness Carryover: Disclosing the Name of a Help Provider Increases Recipients' Prosocial Tendency

An individual who receives a favor from someone may choose to reciprocate the kindness to a third party. However, it is unclear when this phenomenon happens. Four

studies showed that compared to receiving help from an anonymous person, merely knowing the name of the help provider increases the help recipient's tendency to engage in subsequent prosocial behaviors. Specifically, we found that name disclosure promoted recipients' prosocial behavior in different domains such as recycling, assisting a charity, making donations, and answering online questions.

Speakers: Yunqing Chen; Gao Leilei

Title: Prosocial Poison: Tactics Designed To Increase Help Giving Can Decrease Help Seeking

Marketers have developed a rich literature encouraging people to give prosocially; this is reasonable, since without funds no prosocial entity could exist. But without beneficiaries those entities cannot fulfill their missions to enhance consumer well-being. In this research, we show how popular fundraising techniques and well-cited tactics designed to increase help giving can also decrease help seeking. These counteracting effects can emerge because of those tactics' effects on help seekers' self-esteem. The tactics on which we focused specifically were perceived neediness and seekers' emotional expressions.

Speakers: Andrew Smith; Cait Lamberton

Title: Returnable Reciprocity: Returnable Gifts Promote Wellness and Other Virtuous Behaviors

To promote compliance with requests to perform virtuous behaviors, we propose a novel form of reciprocity. Unlike traditional reciprocity, returnable reciprocity involves offering the opportunity to return an unsolicited gift if one chooses not to comply with the initial request. We demonstrate that returnable reciprocity leads to greater compliance in a number of domains, including in a large-scale field experiment. We provide evidence this is because it induces increased feelings of guilt for non-compliance. Though making an unsolicited gift returnable can be inexpensive, it appears to impose psychological costs that negatively affect the tactic's overall impact on social welfare.

Speakers: Julian Zlatev; Todd Rogers

Session Title: How Construal & Time Preferences Affect Consumers

Moderator: Eric J Johnson

Title: The Big Picture or Details: Effect of Construal Levels and the Expertise Evaluations of Advice

Consumers' decisions are often influenced by advice they receive from others. However, not all advice is considered helpful to consumers. The present research suggests that the level of construal at which the advice is represented can shape how people evaluate other's advice. With one experiment and two secondary datasets (Yelp and University

teaching evaluations), we show that people evaluate advice more positively when the advice is represented at lower (vs. higher) construal levels. We show that this effect holds when the advisor's expertise is low. When the advisor's expertise is important and high, we find that people evaluate higher (vs. lower) construal advice more positively.

Speakers: Jane So; Nidhi Agrawal; Aruna Tatavarthy

Title: Can Ugly Food Be Less Risky? How Construal Level Shapes Consumers' Responses To Cope With Food Waste

Concerning food products that have a direct relationship with health, the instinct to search for the perfect appearance is dominant. Consumers use food aesthetics bias to judge the risk of their food intake, having an important impact on food waste of less appealing food. In six studies, we explore consumers' food waste decisions by analyzing and reverting two types of food aesthetics biases, namely: beauty-is-good and the ugly-is-risky. This research adds to past work by revealing that construal level moderates food aesthetics bias, reducing perceived risk and increasing purchase intentions in abstract (vs. concrete) construal.

Speakers: Ana Carina Castagna; Diego Costa Pinto; Marcia Barcellos

Title: Two Processes of Patience: Information Search Shapes Consumer Patience

Time preferences, deciding between consuming now or waiting to consume later, underlie most consumer behaviors. These include spending versus saving, consumption of products, such as cigarettes, that have long term health consequences, or investing in more energy efficient appliances. In five experiments, we demonstrate that information search processes shape consumer patience. Comparing amounts between options makes consumers more patient while integrating information about the sooner option makes consumers less patient. We show this is a causal relationship, and discuss how changing the display of information can increase patience.

Speakers: Crystal Reeck; Byung Cheol Lee; Eric J Johnson

Session Title: Consuming, creating, and communicating ideas

Moderator: Anirban Mukherjee

Title: A History of Failed Intentions: Why Focusing on Unintentional Outcomes Promotes Ideation

Companies increasingly rely on input from consumer ideation to steer production and innovation efforts. The present studies (N = 1,984) find that focusing on a history of failed intentions promotes subsequent ideation through motivation to regain threatened control. Further, we demonstrate that consumers do not intuit this effect. Because it is driven by motivation to regain control, this effect is specific to domains in which ability is perceived as malleable, suggesting a belief that control can be regained. These results indicate that consumers may offer more insights if they first reflect on their previous failed intentions.

Speakers: Taly Reich; Alexander Fulmer; Kelly B. Herd

Title: Are interdisciplinary ideas always good? Field insights on new information consumption

What makes public addresses such as online talks successful vs. not? Across 7 field and lab studies, we find that conceptual density (i.e., the number of topics contained in a talk) hurts consumer adoption. The cause? Processing disfluency. Conceptual density proves more difficult to process, which in turn reduces liking and interest. The effect disappears among audience members with a greater need for cognition, a personality trait marking a penchant for deep and broad information-processing. From these results, we derive insights for (i) the psychology of adoption, and (ii) communicators of all creeds wishing to broaden their reach and appeal.

Speakers: Amir Sepehri; Rod Duclos; Seyednasir Haghighbardineh

Title: The Persuasive Impact of Single versus Multiple Narrator Voices in Product Videos

We posit that more voices narrating an ad message encourages consumers' processing of the message in a video ad, thereby facilitating persuasion. Results from a large-scale dataset with over 6,400 product videos and conducted two experiments (plus a replication) with over 1,900 participants provide support for the hypothesized effect. We show that the hypothesized effect (1) has consequential, economic implications in a real-world marketplace, (2) is more pronounced when consumers have the capacity to process the ad message, and (3) applies mainly to consumers who tend to enjoy and engage in effortful cognitive endeavors.

Speakers: Hannah H. Chang; Anirban Mukherjee; Amitava Chattopadhyay

Symposia

Session Title: Pushing Human-Machine Boundaries: Unintended Consequences and Remedies

Moderator: Stefano Puntoni

With advances in Artificial Intelligence and robotics, machines are increasingly taking on roles traditionally performed by humans (Whiton, 2019). Companies such as Lowe's and Nestlé are utilizing robots for in-store customer service (Love Money, 2019), and hospitals are utilizing robots to assist nurses and surgeons in treating patients (Schwab, 2019). These accelerated technological transformations in the marketplace raise a multitude of important questions. How do consumers respond to the blurred boundaries between humans and machines in the marketplace? What are the downstream consequences of perceiving machines as humans and humans as machines? The goal of this session is to advance knowledge on these timely and important issues.

Fotheringham, Lisjak, and Kristofferson examine when and why consumers' interaction with service robots triggers robot sabotage, an emerging phenomenon in the

marketplace. This research suggests that a key factor driving sabotage is robot human-likeness. In contrast to the possibility that consumers may be less likely to sabotage robots high in human likeness because of heightened social norms, this research shows that consumers are actually more likely to sabotage robots as their human likeness increases. Across five studies, participants perceived that robots high (vs. low) in human likeness blurred the boundaries between technology and humanity, undermining the distinctiveness of humanity, and triggering greater robot sabotage.

Shanks, Mende, Scott, van Doorn, and Grewal examine how patients respond to robot-led (vs. human-led) teams in a healthcare context, an important question as robots undertake more prominent roles in healthcare. Across seven studies, using multiple robots, healthcare roles, and actual patients, this research finds that participants respond negatively to robot-led (vs. human-led) teams, resulting in a decrease in behavioral intentions. Further, this research shows that participants' negative response to robot-led (vs. human-led) teams is attenuated when participants have higher levels of risk acceptance, embrace power distance beliefs, and experience a greater degree of personal control.

Weihrauch and Huang examine how portraying humans as machines in public policy messaging influences consumers' health choices. While human-as-machine representations are often used to nudge consumers toward healthy choices, this research shows that the effectiveness of such messaging depends on consumers' level of eating self-efficacy. Specifically, human-as-machine representations lead to healthier choices among consumers high in eating self-efficacy, but backfire among consumers low in eating self-efficacy. Six studies with incentive-aligned food choices provide support for this hypothesis and show that the divergent response to human-as-machine messaging is caused by consumers feeling differentially empowered by the expectations to adopt a head-based, machine-like approach to eating. While consumers high in eating self-efficacy feel empowered by such expectations, those low in self-efficacy feel disempowered.

In summary, the three papers featured in this special session (all at an advanced stage of completion) aim to advance our understanding of how consumers respond to the blurred boundaries between humans and machines in the marketplace, and offer insights to both theory and practice. Professor Stefano Puntoni, a leading scholar on this topic, will moderate the session. He will discuss these papers as well as exciting future research directions.

Title: Rage Against the Machine: When Consumers Sabotage Robots in the Marketplace
As companies increase the use of robots in customer-facing roles, the implementation of this technology has caused an unanticipated phenomenon: robot sabotage. This research identifies robot human likeness as a driver of robot sabotage behavior. In contrast to the possibility that consumers may be less likely to sabotage robots high in human likeness because of heightened social norms, we find consumers are actually more likely to sabotage robots as their human likeness increases. Across five studies, we

show that consumers perceive robots high (vs. low) in human likeness as a threat to human distinctiveness, which in turn triggers robot sabotage.

Speakers: Darima Fotheringham; Monika Lisjak; Kirk Kristofferson

Title: Consumer Response to Humans and Robots in Medical Settings

The marketing and robotics literatures have examined consumer responses when robots and advanced technology are used as tools. However, as technology advances, robots can begin to help humans in numerous capacities and roles. As robots shift away from the position of tools, it is crucial to understand how consumers will respond. This research examines consumer's responses to a robot-led (vs. human-led) team. The results reveal lower ratings of behavioral intentions to a robot (vs. human). Examinations of boundary conditions explore risk acceptance, power distance belief, and power.

Speakers: Ilana Shanks; Martin Mende; Maura Scott; Jenny van Doorn; Dhruv Grewal

Title: Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions

Public policy and marketing materials often portray humans as machines. Six studies using different human-as-machine stimuli (body composition, face, appearance, movement) revealed divergent responses: They promoted healthier choices among consumers high in eating self-efficacy, but backfired among consumers low in eating self-efficacy. This is because exposure to human-as-machine stimuli activated consumers' expectation of adopting a head-based, machine-like approach to food, which those with low eating self-efficacy found difficult to meet. The expectation left them feeling disempowered and thus made unhealthier choices. In a field study, we showed that accompanying human-as-machine stimuli with an empowering message attenuated the backfire effect.

Speakers: Andrea Weihrauch; Szu-chi Huang

Session Title: When Beneficence Backfires: Negative Consequences of Doing Good

Moderator: Yonat Zwebner

Doing good is generally beneficial in terms of reputation and status (Flynn, 2003; Flynn et al., 2006; Hardy & Van Vugt, 2006). Further, people not only have greater goodwill towards prosocial agents, but also evaluate these agents more positively in unrelated domains (i.e., a moral halo effect; Chernev & Blair, 2015). However, when might consumers respond negatively to do-gooders? In this session, we focus on instances when beneficence backfires. Specifically, three papers identify cases in which the choices of actors who are trying to do good lead to negative consequences (in terms of willingness-to-transact, judgments, and monetary allocations). This novel experimental work highlights the importance of understanding responses to do-gooders and contributes to the literature on consumer psychology, altruism, prosociality, and social

and political causes.

Papers 1 and 2 show that people penalize prosocial actors when they behave in a manner that is seemingly inconsistent with their mission to do good. First, Paper 1 shows that, despite generally positive perceptions of nonprofits (organizations that typically do good), consumers actually penalize a nonprofit more than a for-profit that commits the same wrongdoing because consumers feel exploited by the nonprofit. These findings are particularly important as evident by the dramatic decrease in Red Cross donations following news that it mismanaged Haitian relief money. Paper 2 examines another context in which do-gooders are penalized: do-gooders who are faced with a tradeoff between acting inconsistently with their past behavior versus acting inconsistently with their underlying values are condemned to be judged as hypocrites regardless of what is chosen. For example, someone who adopts vegetarianism to benefit the environment is judged as a hypocrite if they choose not to eat an invasive fish that is destroying the environment (because this is inconsistent with her commitment to helping the environment) and also if she chooses to eat the invasive fish (because this is inconsistent with her past behavior). Finally, Paper 3 builds on Paper 2 by also examining moral dilemmas that do-gooders are faced within the context of social and political causes, an area particularly relevant in today's ideologically charged world. Specifically, Paper 3 examines how a consumer tries to "do good" for their side of a polarizing cause (abortion access, gun control, political party affiliation). Counterintuitively, when a consumer is choosing whether to help an opposing cause or hurt one's own cause, they prefer to hurt their own. Surprisingly, this occurs despite consumers' belief that this is not a harm-minimizing strategy. Taken together, these three papers show how beneficence backfires when prosocial actors behave in a manner that is inconsistent with their mission to do good. This symposium identifies that beneficence can backfire and reveals the potential negative consequences of doing good. These findings are particularly important in light of the current socio-cultural and political changes in the world. In line with the conference theme "Behavioral Insights for Changing Climates", the impact and widespread applicability of these papers' findings could attract researchers, practitioners, and policy-makers.

Title: Unable to Rebound: The Downside of Being a Nonprofit That Errs

Understanding consumers' responses to organizational mistakes and apologies is of utmost managerial importance. Although nonprofits are perceived more positively than for-profits and could enjoy a benevolent halo effect, six studies (N=2,859) show that after erring consumers are less forgiving of and less willing to transact with a nonprofit than a for-profit that commits the same wrongdoing. We propose that, when transacting with nonprofits, consumers expect them to do good in exchange; however,

an erring nonprofit violates the terms of this transaction, and consumers feel exploited. Thus, paradoxically, those who do good have trouble rebounding after they transgress.

Speakers: Shalena Srna; Yonat Zwebner

Title: Damned Either Way: On the role of inconsistency in judgments of consumer hypocrisy

We present evidence for a “Damned Either Way” effect in judgments of consumer hypocrisy. When consumers face tradeoffs between acting inconsistently with their previous behavior versus acting inconsistently with their stated values or goals, they get condemned as hypocrites regardless of what they choose. We additionally find that consumers equate different forms of inconsistency with hypocrisy in a motivated fashion. That is, individuals primarily equate either behavioral-based or value-based inconsistent with hypocrisy if they disapprove of an action, but not when they approve of it.

Speakers: Jonathan Berman; Graham Overton; Daniel Effron

Title: The Cost of Opposition: Harming our Own Rather than Helping our Opponent
When choosing whether to help an opposing cause (donate money) or hurt one’s own cause (take away money), individuals prefer to hurt their own. This preference was tested in various polarized contexts: abortion access, gun control, and political party affiliation. Surprisingly, the choice to harm one’s side occurs despite a consistent belief that our own side is more effective with donation funds, indicating that participants do not use a harm-minimizing strategy. Instead, choices are guided by perceived group norms.

Speakers: Rachel Gershon; Ariel Fridman

Plenary Session

12:15pm

Title: Diversity Scholarship in Business Schools: A Dean’s Reflections

Speaker: Dr. Erika James, Dean, Wharton School

Join us for a plenary featuring Dr. Erika James, Dean of the Wharton School. Dr. James will offer some reflections on diversity scholarship in business schools, followed by some Q&A.

Erika H. James became the dean of the Wharton School on July 1, 2020. Trained as an organizational psychologist, Dean James is a leading expert on crisis leadership, workplace diversity, and management strategy. Prior to her appointment at Wharton, Dean James was the John H. Harland Dean at Emory University’s Goizueta Business School from 2014 to 2020. An award-winning educator, accomplished consultant, and researcher, she is the first woman and first person of color to be appointed dean in Wharton’s 139-year history. As such she has paved the way for women in leadership both in education and corporate America. Dean James has been instrumental in developing groundbreaking executive education programs, including the Women’s

Leadership program at the University of Virginia's Darden School.

Known internationally, Dean James was named as one of the "Top 10 Women of Power in Education" by Black Enterprise and as one of the "Power 100" by Ebony. She has been quoted as an expert thought leader by the Wall Street Journal, MSNBC, CNN.com, and numerous other media outlets. In addition to her academic responsibilities, Dean James is a board member of SurveyMonkey, a California-based market research and customer-experience company, the Graduate Management Admissions Council (GMAC), and several organizations that align with her passion for education and advancing women in business. Additionally, she serves as an advisory board member to Tsinghua University School of Economics and Management and as an executive board member to the Indian School of Business. She also serves on the board of Save the Children, a nonprofit organization dedicated to improving the lives of children through better education, health care, and economic opportunities.

Dean James holds a Ph.D. and Master's degree in organizational psychology from the University of Michigan, as well as a Bachelor's degree in psychology from Pomona College of the Claremont Colleges in California.

Competitive Papers

1:30pm

Session Title: Fostering Healthy Eating

Moderator: Pierre Chandon

Title: *Collaborating with Governments and Corporations to Promote Healthy Eating*

In order to design a retail environment that promotes healthier choices, we should obviously consider the results of online or lab-based studies of healthy eating nudges. However, we also need to understand how to engage with the companies that will implement these interventions and with the governments that will mandate them. To help us achieve these goals, I will draw on the insights gained from two large-scale randomized controlled trials that I recently completed, one on nutrition labeling, designed for the French Health Ministry, and a second on in-store interventions, co-created with a dozen food producers and two retailers.

Speakers: Pierre Chandon

Title: *Are we what we eat? Nutrition shifts discounting in an intertemporal choice task*

First evidence exists that what people eat impacts how they decide. A new path to explain this phenomenon is the communication between the gut and the brain. One mechanism shaping the "gut-brain-axis" is the composition of the bacteria in the gut. We tested whether delay discounting is affected by a short-term diet change altering the composition of the gut microbiome. We found an increased discount factor in the treatment, but not in the placebo group after vs. before the intervention (N=118). These results reveal a novel surprising link between nutrition and delay discounting.

Speakers: Leonie Koban; Daniela Schelski; Bernd Weber; Marie-Christine Simon; Hilke Plassmann

Title: Feeling Awe, Choosing Healthy: The Mediating Role of Mindfulness

Across six studies in two countries in the lab, classroom, online, and offline, we find correlational and causal support for a novel theoretical model. Awe, a discrete positive emotion, leads to mindfulness which leads to a preference for healthier food options. Support for this model is agnostic of whether awe is treated as a trait or a state, different ways of inducing awe, and multiple measures of healthy food choice. This paper has practical implications for the practice of mindfulness and theoretical implications for research on awe, mindfulness, and the effects of discrete positive emotions on consumer decisions.

Speakers: Atul Kumar; Amogh Kumbargeri; Shailendra Pratap Jain

Session Title: On Firm Communication: Signals of Popularity, Numerical Expressions, and Making Fun of Consumers

Moderator: Elise Chandon Ince

Title: Too Much of a Good Thing? How Misaligned Signals of Popularity Diminish Product Appeal

A high volume of online reviews or high sales can enhance product appeal. However, sometimes these two signals are misaligned: there are relatively few or many reviews compared to the volume of sales. We show in the lab and using field data how this lack of fit can affect consumer inferences and reduce product appeal: A low volume of reviews compared to sales leads consumers to reconsider the product's popularity, while a relatively high number of reviews compared to sales undermines the review's credibility.

Speakers: Sarit Moldovan; Meyrav Shoham; Yael Steinhart

Title: Twelve of One or a Dozen of the Other: How Numerical Expressions Influence Preferences

Upselling (i.e., when a sales associate/bot recommends adding an item to the basket) occurs routinely in the marketplace. We investigate how consumers evaluate upselling offers that embed numerical quantities. We introduce the concept of numerical expressions—non-numerical quantifiers such as a pair or dozen—and demonstrate that consumers' purchase intentions are higher when the upselling offers are framed using numerical expressions (e.g., buy a dozen items) relative to their numerical counterpart (e.g., buy 12 items).

Speakers: Gustavo Schneider; Elise Chandon Ince; Rajesh Bagchi

Title: Just Teasing: Can Brands Build Strong Relationships by Making Fun of Their Consumers

Can consumers handle being teased by a brand? Across six pre-registered experiments, brands who tease consumers are consistently seen as more human than purely funny or neutral brands. Because of this increased anthropomorphism, teasing (versus funny) advertisements enhance consumer engagement and desire to connect with the brand. We demonstrate that teasing, although consistently anthropomorphic, can sometimes elicit perceptions that the brand is mean, which decreases consumer-brand connection. Specifically, when teases are deployed in a sensitive domain, perceptions of meanness counteract the positive effects of anthropomorphism, causing teases to lose their relational advantage over purely funny advertisements.

Speakers: Demi Oba; Holly S Howe; Gavan Fitzsimons

Session Title: Doing Good to Others: Appearance, Motivation, and Firm Structure

Moderator: Kaitlin Woolley

Title: The Differential Impact of Reward Motivation on Prosocial Behavior

There is mixed evidence for the effect of financial incentives on prosocial behavior, with some research documenting benefits, and others documenting costs, of incentivizing prosocial behavior. Five studies (N=1503) demonstrate how engagement in incentivized charitable behavior is driven by the interaction between extrinsic motivation and prosocial motivation. Building on goal systems theory, we find that multiple motives are not motivating: extrinsic motivation can increase persistence when prosocial motivation is low, but that this does not occur when prosocial motivation is high. We test a novel manipulation – reward salience – that increases extrinsic motivation, and thus affects persistence in prosocial behavior.

Speakers: Y. Rin Yoon; Kaitlin Woolley

Title: Upgrading my Look, Upgrading my Act: the effect of Appearance Improvements on Charitable Giving

People spend a great deal of time and money to look more beautiful. Because of their nature, the efforts to improve appearance reflect self-focus. Thus, an improvement of physical appearance might not be expected to evoke other-focused behavior such as prosocial behavior. However, across four experiments, we show counterintuitively that when individuals improve their physical appearance, they donate and volunteer more as a result of heightened public self-awareness. We observe the effect while accounting for positive mood.

Speakers: Natalia Kononov; Danit Ein-Gar; Stefano Puntoni

Title: What drives overhead aversion?

We investigate the robustness of the finding that efficacy (i.e., perceived personal impact) and not efficiency (i.e., perceived competence) is the driver of overhead aversion (Gneezy, Keenan, & Gneezy, 2014). In three pre-registered studies, we replicate the finding that people are overhead averse. However, in contrast to the original article, we first show that the original manipulation of efficacy - having a third-

party donor pay the overhead cost - may instead indicate efficiency. Next, we document both by measuring and by manipulating the mediator that efficiency (versus efficacy) drives overhead aversion. Our findings inform theory and provide guidelines for charities to tackle overhead aversion.

Speakers: Burcak Bas; Zachary Estes; Aradhna Krishna

Symposia

1:30pm

Session Title: The Pursuit of Fair Market Outcomes in an Unequal World

Moderator: Camilla Zallot

Inequality is an increasing concern for the public and policymakers alike, as much of the world's wealth continues to reside in the hands of a fraction of the population. Beyond those facing resource scarcity, consumers at every level of affluence are constantly confronted with the uncomfortable reality of inequality in the marketplace, and must find ways to justify or cope with it. Doing so often entails navigating conflicts between different standards of fairness. Normatively, one of the primary functions of markets is to facilitate the fair allocation of limited resources. In practice, however, consumers' beliefs about what constitutes "fair" outcomes may not align with the outcomes that markets are designed to achieve.

The present session explores the challenges of promoting equitable market outcomes and maintaining fair institutional processes in the face of existing inequalities. The three papers, all in an advanced stage of completion, highlight the inherent arbitrariness and subjectivity that make market fairness so difficult to achieve despite its widespread appeal.

The first paper describes how baseline differences in wealth affect the use of consumer willingness to pay as a signal of preference strength. Zallot, Paolacci, and Bhattacharjee find that the perceived fairness of pricing goods based on customer WTP depends on customer wealth. People find it acceptable for sellers to maximize profit at the expense of affluent customers but unacceptable to charge poorer customers according to their own stated WTP, suggesting that market exchanges are regarded as opportunities to redress existing inequalities.

The second and third papers demonstrate that perceptions of fair market design and fair market outcomes are systematically affected by normatively irrelevant factors. Evers, O'Donnell, and Inbar show that the same market allocations are perceived as differentially fair depending on the units used to describe those allocations. Because people fail to consider the underlying values represented by different sets of units, their preferences for equality can perversely produce unequal distributions of rewards and punishments. Duani, Barasch, and Bhattacharjee find that the perceived fairness of unequal market outcomes depends on who is judging them, even when those outcomes arise from transparently unbiased processes. Men perceive gender wage gaps as equally fair regardless of their direction, while women's judgments of institutional fairness

depend heavily on who is disadvantaged.

Together, these papers offer a broad set of insights on how inequality concerns both shape and constrain the pursuit of fair market outcomes. As this session illustrates, pursuing fairness in an unequal world requires addressing difficult societal questions: What constitutes “fair” market outcomes? Who decides? How can we design markets to achieve such outcomes? We hope this session will attract a broad audience of researchers studying inequality and fairness, economic psychology, and consumer morality, and trigger more contributions on these fundamental questions.

Title: When Value Pricing is Unfair: Redistributive Concerns Shape Price Fairness Judgments

Value pricing, or differentiating prices based on customer WTP, can increase both firm profit and consumer welfare by allowing firms to serve those with different price sensitivities. However, we find that the perceived fairness of value pricing depends on background differences in the wealth of target consumers. People found it unfair for sellers to charge lower-income consumers their stated WTP, but fair for sellers to maximize profit at the expense of affluent customers, suggesting that market exchanges are regarded as opportunities for redistribution.

Speakers: Camilla Zallot; Gabriele Paolacci; Amit Bhattacharjee

Title: Simple Beliefs About Fairness

We find that peoples’ judgments of fairness predominantly rely on the feeling that equal divisions of resources are fair, regardless of the units in which these divisions are expressed. Even when participants know that equal outcomes in a arbitrary unit (points) are unequal in a more meaningful unit (dollars), many prefer to equate outcomes on the salient but meaningless unit. Because fairness beliefs are important in many different domains, the implications of these findings are broad. Essentially any distribution of outcomes can be made to appear more or less fair by changing the units these outcomes are expressed in.

Speakers: Ellen Evers; Michael O'Donnell; Yoel Inbar

Title: When Do Wage Disparities Indicate Discrimination? Fairness Perceptions Depend on Group Membership

How do consumers evaluate unequal economic outcomes that explicitly result from differences in performance under unbiased institutional processes? Three studies find that men perceive gender pay gaps as equally fair regardless of direction, while women perceive the exact same outcomes as more indicative of institutional unfairness when they are disadvantaged than when men are disadvantaged. Our findings highlight one reason that discussions about inequality in group outcomes can grow so contentious: perceptions of evidence for institutional discrimination versus unbiased treatment may be in the eye of the beholder.

Speakers: Nofar Duani; Alixandra Barasch; Amit Bhattacharjee

Session Title: Generosity effects in the Digital Era

Moderator: Kirk Kristofferson

In this session we present three advanced research projects revealing how the profound changes taking place in the fundraising landscape impact individuals' giving practices. Traditional fundraising methods (e.g., phone, door-to-door solicitations and even email solicitations) are being completely or partially replaced by new methods of giving which leverage advances in digital technologies (e.g., crowdfunding platforms and giving apps). These new methods provide prospective donors with novel features that pertain to several attributes such as the social aspect (e.g., person to person donations), the variety of accessible charities (e.g., third-party platforms that provide donors with a wide range of campaigns) and the type of information released (e.g., real-time campaign progress statistics). In this session we discuss how these changes have altered the prosocial decision-making process, particularly in terms of how people perceive their donation and their consequent giving behavior.

The first paper (Sepehri, Duclos, Kristofferson, & Elahi) explores person-to-person fundraising. Contrary to expectations, the authors find that direct appeals (i.e., when a person in need solicits directly/herself prospective donors) raise less money than otherwise-identical indirect appeals (i.e., when a third-party/friend asks for money on behalf of the person in need). The cause? Direct appeals are paradoxically seen as less credible. The second paper (Lucheschi, & Acar) focuses on the consequences of distributing donations across multiple charities, a donation behavior facilitated by the new digital giving platforms. Despite the growing popularity of and positive sentiment towards this giving practice, the authors show that donors who distribute their donations across several charities, perceive their giving as more moral and so end up licensing themselves to donate less in the future. The third paper (Habib, Hardisty, & White) examines the case of providing information on campaign progress in a multiple charities context, typical of crowdfunding platforms. The authors show that, contrary to the goal gradient hypothesis, when donors face multiple charitable appeals, they prefer to support an appeal that is further from its goal – compared to an appeal proximate to its goal – because it seems needier of help.

Taken together, these studies shed light on charitable fundraising and giving in the digital age where P2P fundraising, multiple charities donations and progress information are common. Findings of these studies unravel the shifting conditions created by new fundraising platforms that foster or hinder motivations for charitable giving, such as source credibility, licensing and neediness assessment. In doing so, they offer important theoretical contributions both to charity giving and digital transformation literatures. Further, the findings provide compelling managerial implications relevant to fundraisers and policy makers in terms of how to craft a successful online campaign and maximize donations both in the present and in the future.

Title: How to Craft Online Fundraising Messages

Peer-to-peer fundraising-platforms have made possible for individuals to appeal personally to prospective donors rather than rely on traditional fundraising-organizations to do so (e.g., Red Cross, Unicef, churches). This paper examines how individual fundraisers should craft their appeals to maximize their chance of success.

Speakers: Amir Sepehri; Rod Duclos; Kirk Kristofferson; Hamid Elahi

Title: To Split or not to Split? The Impact of the Breadth of Giving on One's Morality and Future Donations

Digital platforms and tools enable people to donate small amounts to a wide range of charities quickly and easily. We investigate the consequences of this behavior - i.e., breadth of giving. Three studies show that donations that are split across multiple charities, instead of being concentrated on a single charity, are perceived as more moral and that those who engage in breadth of giving donate less money in the future.

Speakers: Matilde Lucheschi; Oguz A. Acar

Title: When Does the Tortoise Win the Race? How Relative Distance from Fundraising Goals Can Enhance Charitable Giving

Crowdfunding platforms allow individuals to compare several different projects when deciding which one to support. Research on the goal gradient effect predicts that people will contribute more to projects that are closer to reaching their goals. However, across four studies and one large dataset we demonstrate that when individuals are asked to choose between two similar charities, as is common in digital giving, they donate more to the charity that is further from its goal. This occurs because in charitable contexts people are compelled to give to organizations in need, rather than make a greater impact.

Speakers: Rishad Habib; David J. Hardisty; Katherine White

Session Title: We Are in This Together: How Relationship Dynamics Affect Prosocial Behavior

Moderator: Aylin Cakanlar

Relationships with friends, family, and romantic partners are an important part of consumers' identities, and as such influence consumer behavior in numerous ways (Cavanaugh, 2016). For example, consumers may talk to their roommate or romantic partner about their stance on social issues, observe their spouse's socially (ir)responsible choices, or receive socially responsible gifts from friends. These interactions and the choices others make in the context of close relationships shape consumers' own behavior. Even though prior work has examined how the behaviors of socially distant others (i.e., out-group members, in-group members) can influence one's own behavior (Cialdini, Reno, & Kallgren, 1990; Goldstein, Cialdini, & Griskevicius, 2008; Schultz et al., 2007; White, Simpson, & Argo, 2014), limited research exists on understanding how close others can influence consumers' prosocial choices. This symposium features four papers that offer novel insights on the impact of various social

factors related to relationships dynamics (e.g., social interactions, relationship dynamics, gift-giving) on consumers' prosocial behavior.

First, research by Donnelly, Hurst, and Sintov investigates how conversational dynamics in peer-to-peer sustainability discussions influence subsequent pro-environmental behavior. Across three studies, they identify important features of conversations that can increase partners' sustainable consumption in different domains, and in doing so also identify important boundary conditions.

Next, research by Cakanlar, Nikolova and Nenkov investigates how sustainability-related decisions made by one partner in a relationship influence the other partner's sustainable consumption. Across five studies, they demonstrate that relationship power plays a key role in determining whether one partner behaves consistently with or balances their partner's unsustainable consumption choices.

Third, a paper by Ok, Habib and Aquino investigates prosocial gift-giving (i.e., charitable donations made by gift-givers on recipients' behalf), by examining how receiving a prosocial gift from a friend affects recipients' subsequent involvement with the non-profit organization. Across three studies, they show that receiving prosocial gifts that one did not explicitly ask for can have negative downstream consequences and can reduce one's future donations to the organization.

Overall, the papers in this symposium explore the influence of various social forces related to relationship dynamics (e.g., social interactions between relationship partners or roommates, effects of relationship power on consumers' prosocial choices, gift-giving in relationships), using diverse methodologies and integrating various theories. These papers unveil novel insights in the prosocial domain and highlight new effective ways to promote prosocial behavior. Together, discussions based on these papers can appeal to a wide audience, including those who are interested in socially responsible behaviors, close relationships, prosocial behaviors, sustainable consumption and transformative consumer research. Given that eliciting prosocial behavior presents a key challenge for policymakers and non-profit organizations (Yang, Deng, & Bhadauria, 2020), understanding how relationship dynamics influence such behaviors has an important place in the area of consumer psychology.

Title: The Influence of Environmentally-Focused Conversations on Pro-Environmental Behavior

Three studies demonstrate that dyadic conversations are effective at increasing sustainable behavior. In Study 1, a sustainability roommate agreement reduced energy consumption by 22% relative to a standard agreement that did not discuss sustainability. Study 2 evaluated the structure of conversations and found that forming a commitment was more impactful on sustainable behavior following a conversation on sustainability versus an unrelated topic or a commitment alone. Study 3 evaluated content and found that conversations are most influential when conversation partners who are less supportive of sustainable policies interact with arguments supporting a sustainable policy.

Speakers: Grant Donnelly; Kristin Hurst; Nicole Sintov

Title: Sustainable Consumption in a Relationship Context: The Role of Relationship Power

This research shows that how consumers respond to their partner's (un)sustainable choices depends on their relationship power. After exposure to a partner's unsustainable choices, low-relationship power individuals go along with their partner's choices, whereas high-relationship power individuals compensate for their partner's behavior by acting in a more sustainable manner. By contrast, low- and high-relationship power partners exhibit similar levels of sustainable consumption after being exposed to their partner's sustainable decisions. These effects occur because high-relationship power individuals have higher desire to signal a positive couple identity, which drives them to increase their sustainable consumption after their partner makes unsustainable choices.

Speakers: Aylin Cakanlar; Hristina Nikolova; Gergana Nenkov

Title: Don't Take My Warm Glow: Unmasked Prosocial Gifts Reduce Subsequent Donations

Prosocial gifts, charitable donations made by gift-givers on recipients' behalf, are growing in popularity. To date, no work has explored the downstream consequences of receiving such gifts on recipients' subsequent involvement with the non-profit organization. In three experiments, we show that receiving prosocial gifts may reduce intentions to donate money and time to the organization in the future, and that this effect is mediated by lowered agency perceptions and warm glow. Thus, our research reveals that this novel form of gift-giving may have adverse consequences for the organizations, while demonstrating a theoretically consistent and managerially relevant way to restore agency.

Speakers: Ekin Ok; Rishad Habib; Karl Aquino

Research Presentations

1:30pm

Session Title: Artificial Intelligence: Deep Learning, Consumer Responses, Choice Overload

Moderator: Kelly B. Herd

Title: Communicating the Role of A.I. as Product Designer: Implications for Consumer Responses

Prior research indicates that information about a product's design source can significantly influence consumer evaluations. We add to this literature by examining Artificial Intelligence (A.I.) as a novel source of design. Across four studies, we find that consumers perceive A.I. (vs. professional-designers) as less able to take their perspective when designing, which decreases expected satisfaction and willingness-to-buy. We find

that this negative response to A.I.-designed products dissipates when the designer's perspective-taking ability is perceived as less relevant; i.e., when the new product is positioned as material (vs. experiential) and for consumers with high self-perceived product category expertise.

Speakers: Kelly B. Herd; Kristen A. Ferguson; Ravi Mehta

Title: Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Trust, and Task Delegation

Smart objects such as digital voice assistants are dramatically changing how consumers communicate with and relate to technology. Based on fundamental research in interpersonal psychology and theory of mind, the current research develops a theory-driven, state-of-the-art deep learning model using transfer learning to classify mind perception of smart objects from unsolicited, unstructured text data and provides a rich set of interpretable linguistic features using manifold methods. The findings of this research demonstrate that the extent of mind perception successfully predicts differences in consumer-smart object relationships and consumers' willingness to delegate a broad set of tasks to it.

Speakers: Anouk Bergner; Jochen Hartmann; Christian Hildebrand

Title: Recommender Systems: Friend (of choice) or foe? Evidence from a Large-scale Field Experiment in Online Shopping Platforms

Recommender System (RS) algorithms are increasingly involved in on-line decision-making, but their role in exacerbating choice overload is still unknown. In this large-scale field experiment with 23,165 consumers, I find that a considerably altered RS algorithm that presented only the most appealing products followed by results of diminished attractiveness neither mitigated nor aggravated choice overload, as measured by likelihood of purchase/add-to-cart, number of products viewed and session time. This article proposes that studying consumer psychology phenomena in the unique setting provided by RS algorithms can result in both rich scientific insights and more helpful algorithms.

Speakers: Nurit Nobel

2:45pm

Session Title: Words Reflect, Also Impact in the Marketplace: Using Machine Learning to Better

Moderator: Gizem Ceylan

Understand Narratives From Creators' and Receivers' Perspectives

People and marketers generate narratives to engage with audiences every day. People create conversations and communicate their experiences to others; marketers create

narratives in the form of movies or TV shows, and create brand narratives targeting consumers. Doing this, creators use words in different ways to appeal to their audiences. Papers in this session investigate how text reflects the intention of creators as well as how text affects receivers: These papers examine how text creators use words and pictures in a narrative, and whether and how different narratives affect receivers' evaluations or brand liking. What makes this session unique is that it unites researchers from distinct areas in marketing and management and from different methodological background that all employ language data and text analyses as a way to understand consumer and marketer communication.

Specifically, papers in this session ask: When do people successfully generate content that matches the preference of their audience (presentation1)? When marketers generate narratives, what features make for impactful narratives (presentation2) and which narratives generated by brands are appealing to different personality traits (presentation3)?

Yeomans and Brooks examine how people choose topics when conversing with others. While people want to accommodate their partner's topic preferences, they regularly fail to learn their partner's preferences. This is because people are ego-centric in their predictions of what their audience likes and overly confident in their assessment, especially when more information about the audience is available.

Toubia, Berger, and Eliashberg focus on narratives in movies, TV shows, and academic papers to examine why certain narratives are more successful than others. They find that narratives that move faster are more successful in movies but not in TV shows or academic papers, possibly due to the cognitive resources that are necessary and available in different contexts.

Ada, Olivola, Bhatia, and Nave examine which consumer personalities are attracted to which brand narratives and how this manifests in brand liking. Their findings are consistent with the notion that consumers 'like' brands that reflect their personality. The trait of openness was associated with liking of brands whose narrative involve experiences, creativity and art, whereas agreeableness was associated with liking pro-social brand narratives.

Taken together, these presentations identify different ways in which consumers choose words and examine the consequences of these word choices by adopting novel methodologies in a variety of consumption settings. All papers are at an advanced stage, employing a range of methodologies and contexts. None of these papers has been previously presented at SCP. We expect this session will generate significant interest among researchers studying word of mouth, online sharing, natural language processing, branding, and social media.

Title: Topic preference detection: A novel approach to understand perspective taking in conversation

Conversation can be hard — social interactions require quick, relentless perspective-taking and decision making. For example: every turn prompts a decision: Should we stay

on this topic or switch to another one? In four studies, including spoken and text conversations between strangers and close others, we find that (i) people want to accommodate their partner's topic preferences, but (ii) they routinely fall short in learning their partner's preferences for topics. We benchmark humans using natural language processing algorithms that can detect topic preferences from text. Our work demonstrates how preferences are hard to learn even in co-operative conversation.

Speakers: Mike Yeomans; Alison Wood Brooks

Title: Quantifying the Shape of Narratives

Narratives are a powerful vehicle for informing, entertaining, and maintaining the social order. But why are some narratives more impactful? We use natural language processing and machine learning to represent narratives as sequences of points in a latent, high-dimensional space. We construct a simple set of measures, apply them to thousands of narratives from different domains (i.e., movies, TV shows, and academic papers), and examine if and how they are linked to success (e.g., the citations a paper receives). The findings shed light on why things become popular and how natural language processing can provide insight into cultural success.

Speakers: Olivier Toubia; Jonah Berger; Jehoshua Eliashberg

Title: Computational Consumer Segmentation and Brand Management: Leveraging Machine-Learning to Identify Consumer Personality Segments, Facets of Brand Image and Predictors of Brand Liking

Aka, Olivola, Bhatia, and Nave shed light on the relationship between consumer personality and brand liking as revealed in large online datasets. Using machine learning models trained on large-scale digitized language data and Facebook 'likes' data, they predict consumer personality profiles for brands above and beyond demographic variables, or other objective and subjective brand characteristics. They show how these 'black box' models can be interpreted in terms of the images associated with brands liked by particular consumer personality segments. Finally, they also demonstrate self-congruity effects in consumer liking of brands.

Speakers: Ada Aka; Christopher Olivola; Sudeep Bhatia; Gideon Nave

Session Title: Consumers' Attitudes and Behaviors in a Politically Polarized World

Moderator: Yan Bernardes Vieites

Although political orientation predicts a series of consumer-related behaviors (Jost, 2017, Kidwell et al. 2013, Ordabayeva & Fernandes, 2018, Oyserman & Schwarz, 2017), there remains much to learn at the intersection of marketing and politics. Political orientation effects are quite robust, due to the fact that one's political views are based on strong and stable moral values (Lakoff, 2010). Furthermore, an increase in political polarization across the globe (Abramowitz & Saunders, 2008) elevates politics as an important driver of judgments and choices. This session aims to fill this important gap in the consumer behavior literature. Importantly, we investigate political orientation

effects with a broad range of populations and innovative methods, including data from Brazil, Portugal, and the USA.

The first two papers demonstrate how to attenuate or boost political orientation effects via messages whose source is either politically-aligned or counter-stereotypical to the target individual. Message matching increased persuasion, reducing differences in observed attitudes and behaviors of conservatives and liberals. The first paper shows that a message alignment increased perceived fluency, goal intentions, and behaviors congruent with Covid-19 prevention measures. Importantly, framing the goal to stay healthy as central to people's self-concept was revealed as an additional tool to increase compliance. As some preventive measures such as wearing masks can conflict with conservatives' political identity (i.e., because they value individual freedom), message alignment helps to reduce conflict and encourage compliance with public health mandates.

The second paper shows that liberals were more supportive of increasing gun rights when the proposal was presented by an in-group member (liberal politician, the domain counterintuitive source), while conservatives displayed more support for abortion rights and marijuana legalization when the policy source was an in-group member (conservative politician in this context).

The third paper demonstrates that political ideology not only influences consumers' attitudes and decisions - the focus of most political orientation research in marketing - but also influences choice satisfaction. Specifically, conservatives report higher choice satisfaction in a variety of domains, as long as the choices are meaningful. The effect was robust to varying content, quality, and attractiveness of chosen and non-chosen options. This predisposition to higher satisfaction is due to conservatives being stronger believers of free will (Carey and Paulhus 2013), a theme also addressed by the first paper.

In summary, this work collectively investigates how political identity of consumers influences their attitudes, behaviors, and choice satisfaction. These effects are important determinants of marketing phenomena since political ideology is rooted in deeply held moral values. However, source alignment has the potential to influence individuals across the political spectrum, improving persuasion. These findings are particularly important in an increasingly polarized world. First, they reveal how communications can be used to encourage the pursuit of healthy goals in the highly important context of compliance with public health initiatives. Second, they reveal means for conservatives and liberals to find common ground, which can reduce tensions. Third, they can inform marketers and consumers on how perceiving more choice in the marketplace can lead to higher satisfaction.

Title: Collective Health versus Individual Freedom: How Goal Centrality and Political Identity Shape Compliance with Covid-19 Prevention

Health officials recommend non-pharmaceutical measures (e.g., masks, distancing) to curb Covid-19 infection rates, but individual compliance has been inconsistent. These behavioral changes often conflict with other parts of one's self-concept, including

political orientation. In two studies, we investigate how considering a goal as a major (vs. minor) part of the self and aligning health messages with political identity can enhance message fluency, intentions, and self-reported compliance in the face of temptation, albeit the effects were stronger for liberals.

Speakers: Beatriz Pereira; Jason Stornelli

Title: How Counter-Stereotypical Sources Attenuate Polarization Over Consumption-Related Policy Issues

As political polarization rises across the globe, preferences become more clearly divided along ideological lines. While previous work has successively documented how political orientation helps explain divergent opinions and tastes, much less is known on what can bring liberals and conservatives together. Building on research about perceptions of groups' social norms, we show that counter-stereotypical sources (e.g., a conservative politician who endorses marijuana legalization) attenuate the predictive power of political orientation over consumption-related policies. Further, this research also documents an interesting asymmetry: counter-stereotypical sources persuade in-groups more than they dissuade out-groups.

Speakers: Guilherme de Alencar Ramos; Eduardo B. Andrade

Title: How Political Ideology Shapes Choice Satisfaction

Nine studies examine the effect of political ideology on customer satisfaction. Results show that conservatives are more satisfied with their choices than liberals across various domains. This happens because conservatives hold a stronger belief in free-will. Conservatives are more likely than liberals to believe that people are responsible for their own actions, which increases perceived accountability for choices and satisfaction with them. The effect is attenuated when choice availability is low or belief in free-will is weakened. The findings have important implications for the role of ideology and free-will beliefs in the marketplace, and provide useful insights for marketing practice.

Speakers: Daniel Fernandes; Nailya Ordabayeva; Kyuhong Han; Jihye Jung; Vikas Mittal

Competitive Papers

Session Title: Morality, Immorality, and Perception

Moderator: Peggy Liu

Title: Crossing the Line: Moral Choice When Harming is Unavoidable

Past research finds that consumers prefer to minimize social harm rather than maximize social benefits. However, this research has confounded a desire to minimize harmful actions with a desire to avoid causing any harm whatsoever. We find that while consumers are reluctant to tradeoff no harm for some harm to achieve benefits, they are much more willing to tradeoff some harm for more harm in return for the same—or even fewer—marginal benefits. Thus, tradeoffs that consumers refuse to accept when it

is possible to avoid causing harm can suddenly become desirable when some harm must be committed.

Speakers: Jonathan Berman; Daniella Kupor

Title: Cultural Differences in Consumer Responses to Celebrities Acting Immorally
Korean (vs. U.S.) consumers show lower support for celebrities having acted immorally and for the brands they endorse. This effect occurs because Korean (vs. U.S.) consumers have a stronger belief that an individual's competence and morality are inherently interconnected. Thus, Korean (vs. U.S.) consumers are less likely to separate their judgments of celebrities' morality and their competence in their professional performance, thereby lowering consumer support for the celebrities. This effect is attenuated when the transgression is relevant to the domain of competence.

Speakers: In-Hye Kang; Taehoon Park

Title: Why and When Metrics of Company Success Increase vs. Decrease Product Quality Judgments

Companies often vary on success metrics (amount of revenue and employees). We offer a novel framework demonstrating that consumers draw different inferences from higher (vs. lower) success that affect product quality judgments: inferences relevant to aspects of (1) production and (2) R&D that both facilitate quality. Often, consumers' quality judgments are shaped by inferences regarding employees involved in product production. Thus, they infer that more (vs. less) successful companies produce lower quality due to less intrinsically motivated workers. However, when prompted to make inferences regarding costliness of R&D (for high-tech products), the effect of company success on quality judgments reverses.

Speakers: Kaitlin Woolley; Daniella Kupor; Peggy Liu

Session Title: Peers: Paying them back, caring for them, and platforms

Moderator: Mary Steffel

Title: How Economic System Justification Shapes Demand for the Sharing Economy
The sharing economy fueled by peer-to-peer exchanges is gaining prevalence across categories. In the current climate of rising polarization and economic inequality, the literature has yet to explore how ideological beliefs about the fairness of the economic system impact P2P demand. Prior literature predicts that economic system justification (ESJ) beliefs may lower preferences for P2P providers due to high-justifiers' quality concerns and lower empathy. In contrast, four studies featuring hypothetical and incentive-compatible choices, measured and manipulated ESJ, show that ESJ increases consumers' support for P2P (but not commercial) providers because it bolsters perceptions of P2P (but not commercial) providers' competencies.

Speakers: Aylin Cakanlar; Nailya Ordabayeva

Title: A Preference for Effort when Caring for Close Others

Many new products are designed to make consumers' lives easier when providing direct care to close others, from premade meals to feed families to robo-cribs that automatically rock babies back to sleep. A series of experiments demonstrate that consumers prefer effortful options when caring for close others and feel like worse caregivers when they use effort-reducing products. The effect of effort on caregivers' self-perceptions is driven by symbolic meaning: choosing effort-reducing products makes consumers feel that they are doing a worse job of showing they love the recipient.

Speakers: Ximena Garcia-Rada; Mary Steffel; Elanor F. Williams; Michael I. Norton

Title: Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics

In four preregistered studies, we investigate how consumers adjust financial requests to peers based on their relationship with the requestee. When consumers must request money from someone who owes them, we find they are less likely to request via digital payment methods (e.g., Venmo) when requesting from strong social ties (i.e., close friends) compared to weak social ties (i.e., acquaintances). With friends, digital payment methods seem impersonal. For acquaintances, however, consumers wish to avoid the uncomfortable fiscal confrontation of asking in person. In sum, consumers selectively use digital payment methods to match relationship priorities.

Speakers: Alexander Park; Cynthia Cryder; Rachel Gershon

Session Title: A New Look at the Material vs. Experiential Distinction: Consequences for Information Gathering, Expressions of Happiness, and Goal Pursuit

Moderator: Sarah Lim

The proposed session joins together three papers examining novel antecedents and consequences of material versus experiential purchases. Prior research has focused on the benefits of experiential purchases for consumer happiness and well-being (Gilovich & Gallo 2020; Gilovich, Kumar, & Jampol 2015). The proposed session takes into account how purchase types shape the consumer decision journey – from pre-purchase information gathering to post-purchase evaluation and engagement. The papers featured in this session are at an advanced stage of completion with multiple studies and employ diverse methodological approaches (lab experiments, longitudinal studies, facial expression/text analysis). Together, these papers provide new insights into how the material-experiential distinction affects consumers' decision process.

The first paper, by Gilovich and Gallo, examines the type of information consumers rely on when making an experiential (vs. material) purchase. Integrating research on experiential consumption and word-of-mouth recommendations, six studies document a divergence in who consumers go to for guidance when making experiential (vs. material) purchases. Whereas consumers rely more on recommendations from those close to the self (i.e., friends) when buying experiences, they rely more on recommendations close to the purchase (i.e., experts or aggregate online reviews) when

buying material goods. The second paper, by Howell, Gue, Hunter, and Pressman, revisits the hedonic advantage of experiential (vs. material) purchases and examines a key divergence between self-reported happiness and expressed happiness (i.e., facial and linguistic expression of happiness). Using Noldus FaceReader and LIWC, this research analyzed participants' facial and linguistic expressions as participants discussed their material and experiential purchases. Whereas participants' self-reported happiness was greater for experiential (vs. material) purchases, materialist buyers displayed happier facial expressions when discussing their material (vs. experiential) purchases. This paper highlights how negative stereotypes about materialism can bias self-reported happiness and the importance of using a multi-methodological approach. The third paper, by Lim and Woolley, examines the intersection of purchase type and goal pursuit, demonstrating that beyond hedonic consequences, experiential (vs. material) purchases have motivational consequences. Eight studies find that focusing on the experiential (vs. material) aspects of goal related purchases increases consumers' motivation to pursue their goals by causing them to identify more with their goals. For example, focusing on feelings of wearing a workout t-shirt (vs. physical features of a workout t-shirt) made consumers feel more motivated to exercise, with real implications for their workout persistence.

Overall, this session offers novel insights into the psychological antecedents and consequences of material and experiential purchases, extending beyond prior work on the experiential advantage for well-being. By examining the full consumer purchase decision, from information gathering (Gilovich & Gallo) to product satisfaction (Howell et al.) and usage (Lim & Woolley), this session offers a comprehensive picture of how experiential (vs. material) purchases influence the consumer decision journey, with connections to research on word-of-mouth, happiness, and goal pursuit. We expect this session to appeal to a diverse audience with interests ranging from consumer experience, happiness, motivation, and multi-methodological approaches.

Title: Alexa or Alexis?: Whose Input Do People Want When Making Experiential and Material Purchases?

This talk presents the results of 6 studies that demonstrate that people seek out and trust different sources of information when making experiential versus material purchases. When considering experiential purchases, consumers rely more on reviews from sources that are closer to the self because close others are seen as especially knowledgeable about how a potential purchase is likely to be experienced subjectively. In contrast, when evaluating material purchases, consumers rely more on sources that are closer to the potential purchase (e.g., expert or aggregate online reviews) because they are seen as informative about what a potential purchase is like objectively.

Speakers: Thomas Gilovich; Iñigo Gallo

Title: Materialists Report that Experiences Make Them Happier, But Their Faces Say Otherwise: How Self-Reported Purchase Happiness and Behavioral Measures of Happiness Diverge

We tested the experiential advantage using self-reported and expressed happiness. Participants self-reported greater happiness with experiential purchases than material purchases. Materialists reported greater happiness with life experiences, however, their faces expressed more happiness when talking about material purchases. We discuss how negative stereotypes of materialists may explain the methodological divergence.

Speakers: Ryan Howell; Paige Guge; John Hunter; Sarah Pressman

Title: Focusing on Experiential (vs. Material) Aspects of Goal-Related Products Increases Motivation

How do experiential versus material purchases affect consumers' motivation? Eight studies address this question, documenting an experiential advantage in motivating goal pursuit. We find that making more frequent experiential (vs. material) purchases positively predicted consumers' persistence in their goals. Furthermore, holding the purchase constant, focusing on the experiential (vs. material) aspects of a fitness-related product increased consumers' motivation to exercise. This effect occurs because an experiential (vs. material) focus activates consumers' goal relevant identity. This research is the first to connect the literature on experiential purchases and goal pursuit, with implications for increasing consumer well-being.

Speakers: Sarah Lim; Kaitlin Woolley

Session Title: How Would You Like to Pay for That? The Effect of Payment Method on Consumer Behavior

Moderator: Daniel Katz

Consumers have many options when deciding how to pay for a given purchase. However, rather than making straightforward economic calculations around financing costs, consumers' perceptions and behaviors tend to vary across different forms of payment. A significant body of literature explores the effects of payment method on willingness to pay and pain of payment (e.g., Prelec and Loewenstein, 1998; Prelec and Simester, 2001), but leaves open questions about how payment method can affect other aspects of consumer behavior. In the current session, we aim to identify factors that influence consumers' perceptions of different payment methods, as well as the consequences for subsequent spending and savings decisions.

Paper 1 (Shah) investigates how perceived purchasing power and opportunity cost consideration varies with payment form. Payment methods that are psychologically closer (e.g., cash relative to card, home relative to foreign currency, etc.) are perceived to have greater purchasing power. Shah also finds that psychologically less salient payment forms can increase savings contributions relative to more salient forms. These

effects are driven by the ease to which outside options are accessible. Psychologically closer payment methods lead people to spontaneously generate more outside options when making a purchase decision. These findings advance the field's understanding of why spending behavior varies across different payment forms.

Paper 2 (Santana, Vera, and Chacon) uses payment processor data to investigate how one's choice to pay with cash or card varies by price. The authors observe that consumers are more likely to use cash for smaller transactions, but the willingness to use cards for small transactions is increasing. The threshold where the majority of consumers switch from cash to card (about \$3) has dropped by 50% over the last five years. Additionally, a natural field experiment revealed consumers spend more and make more impulse purchases after cash is removed as a payment option. This paper provides important findings regarding the evolution of payment methods in the U.S. Paper 3 (Bechler, Morris, and Huang) shows consumers' preferred payment method varies depending on the difficulty of justifying the purchase. Consumers are more likely to use cash than a card when making hard-to-justify purchases, due to the fact that cards leave a record of the transaction that may be revisited in the future. Consistent with this explanation, this effect occurs only when purchases made on the card are trackable, is strongest among consumers who are most likely to recall and track their spending, and is mediated by consumers' desire to avoid recalling hard-to-justify purchases in the future. This contributes to the literature on how consumers choose between multiple payment methods.

These papers use lab, online, and field experiments as well as observational data to investigate how different forms of payment influence consumer psychology and behavior. Taken together, the papers in this session address questions surrounding the impact of different payment methods on consumer perceptions and decisions, as well as which payment methods consumers prefer. We anticipate this session will have broad appeal to scholars interested in financial decision-making and consumer welfare.

Title: Money Is What Money Does: How We Pay Influences the Ease of Accessing Opportunity Costs and Perceived Value of Money

Could the psychological closeness of money lead to differences in perceived value and purchasing power, subsequently creating differences in spending? Across four studies, we manipulate the psychological closeness of money and find evidence of a concrete bias, where psychologically closer representations of money increase the perceived value of money. From a policy perspective, however, lowered attachment and perceived value of money may not always be detrimental. We find that psychologically less salient forms can increase savings contributions relative to more salient forms. We find that these effects are driven by the ease to which outside options are accessible.

Speakers: Avni Shah

Title: The Effect of Going Cashless on Consumers: Evidence from the Field

Using two large datasets, we explore whether U.S. consumers use card payments for small dollar transactions and the potential implications of such a change. Our data show

that the transaction threshold where payments switch from cash to card is much lower than prior research suggests. This is true in both major metropolitan markets and smaller markets. We then show why this is potentially important by examining how consumer spending and purchase behavior is affected when cash is eliminated as a payment option for small dollar transactions. Our results confirm that consumers spend more and make more impulse/unhealthy purchases.

Speakers: Shelle Santana; Sara Vera; Felipe Chacon

Title: Eliminating the Paper Trail: Consumers Use Less Trackable Payment Methods for Hard-to-justify Purchases

There is very little research on how consumers choose between multiple payment methods. Four studies and three replications show that when consumers make hard-to-justify purchases, they are more likely to use cash than a card (debit or credit) to reduce their “paper trail” and the likelihood they will recall these hard-to-justify purchases in the future. Consistent with this explanation, this effect occurs only when purchases made on the card are trackable, is strongest among consumers who are most likely to recall and track their spending, and is mediated by consumers’ desire to avoid recalling hard-to-justify purchases in the future.

Speakers: Christopher J Bechler; Joshua I. Morris; Szu-chi Huang

Session Title: Framing and Language

Moderator: Jing Wang

Title: The Social Decision Framing Effect: Rejections Are More Contagious Than Choices
Every day, we learn about others’ decisions. We perceive some of these decisions as choices and others as rejections. Does the mere perception of another’s decision (choice vs. rejection) influence our own behavior? Seven studies demonstrate that people have a greater tendency to conform to another’s decision when it is perceived as a rejection (choice), and further show that it is driven by differential causal inferences; when observers perceive another’s decision as a rejection (choice), they are more likely to attribute it to differences in product quality (personal preference), so they are more (less) likely to follow that decision.

Speakers: Xianglan Nan; Yang Yang

Title: Support or Oppose? The Effects of Attitude Framing on Consumer Sharing Behavior

Six experiments, two correlational studies, and one field study provide evidence for an attitude-framing effect, whereby consumers are more likely to share, or express, attitudes framed in terms of positions they support rather than positions they oppose. This effect occurs via two pathways. Support-framed attitudes are viewed as more value-expressive, which facilitates greater attitude sharing. In addition, support-framed attitudes are believed to promote more positive impressions, which also leads to

greater sharing. This attitude-framing effect is attenuated when individuals' typical impression management goals are relaxed. We also show how brands can leverage this effect to encourage sharing on social media.

Speakers: Rhia Catapano; Zakary Tormala

Title: Why Consumers Can Be Dope but Brands Can't: The Effect of Slang Words on Marketing Communications and Persuasion Effectiveness

Brands use slang in their marketing communications in an attempt to connect with their consumers. However, we argue that the use of mainstream slang in marketing communications can have unintended negative consequences for brands. We show that the use of slang words in marketing communications leads to less favorable attitudes when employed by brands, but not when used by fellow consumers. This is because the use of slang violates expectations that consumers have of formality and authority for brand communications (making slang use inappropriate), but these same expectations are relaxed for consumer communications (making use of slang acceptable).

Speakers: Bryce Pyrah; Jing Wang

Session Title: On Health: COVID, Disease Causes, and Ethnic Minorities

Moderator: Kelley Main

Title: Perceived Disease Cause and Preference of Treatments

We investigate how the attribution of a disease to lifestyle vs. genetic causes influences consumers' preferences between treatments with different level of self-management. Across three studies, including a survey of real patients, we show that individuals with low trait self-control are more likely to prefer treatment with lower level of self-management when a disease is attributed to genetic factors vs. lifestyle. However, individuals with high trait self-control do not show such differences. The effect is mediated by perceived controllability of the disease and is attenuated by severity of the disease.

Speakers: Tom Kim; Jaehwan Kim; Anastasiya Pocheptsova Ghosh

Title: The Masked Majority: Underprediction Of Widespread Support for Covid-19 Safety Policies.

U.S. organizations have had to make their own decisions regarding COVID-19 prevention policies, such as whether to require and enforce mask wearing, in the absence of regulations and norms. We find that people strongly favor organizations with strict policies, but underestimate support for strict policies among others. The underappreciation of others' support can impede the establishment of norms and adoption of strict policies, undermining efforts to combat public health crises.

Speakers: Abigail Bergman; Oleg Urminsky

Title: Understanding Factors that Impact How Ethnic Minority Individuals React to Targeted Public Health Ads

This research investigates novel factors that shape how ethnic minorities react to targeted public health ads. Results showed that individuals from ethnic minority groups felt less negatively stereotyped and reported higher perceptions of ad source credibility when the ad featured models of several ethnicities as opposed to featuring only a model who belong to the targeted ethnicity. This resulted in a positive impact on behavioral intentions towards taking on healthier behavior. Results also showed that featuring a doctor belonging to the targeted ethnicity had a negative impact especially when the patient featured in the ad also belonged to that group.

Speakers: Mohammed El Hazzouri; Leah Hamilton; Kelley Main

Session Title: Antecedents and Consequences of Consumer Budgeting

Moderator: Jennifer Lyu

When consumers have finite resources, budgeting can facilitate optimal use of these resources. Budgeting involves monitoring and regulating the use of a resource, such as money, with the goal of using a set amount over time for a particular purpose. Budgeting is often assumed to be an important determinant of consumer spending, but there is surprisingly little work directly investigating how consumers set and manage their budgets over time. Furthermore, evidence on the consequences of financial budgeting is mixed. The goal of this session is to provide new insights into factors that influence whether consumers budget and the influences those budgets have on behavior.

In paper 1, the authors use data from a financial budgeting app to analyze budgeting behavior and subsequent spending patterns. They also experimentally manipulate budget forecasts. The authors find that budget compliance varies according to the nature of spending in the category: the more (less) skewed spending is, the weaker (stronger) compliance is. On average, consumers significantly overspend relative to their budgets. However, there is a significant positive relationship between budget amount and actual spending. This pattern suggests that the act of setting a low budget can help reduce spending even if consumers do not fully adhere to their budgets.

In paper 2, the authors explore when, why, and how people monitor resources such as money, time, and calories. They find money is monitored most closely and time and calories are monitored similarly. Additionally, monitoring varies by the time horizon over which the resource is budgeted. While time and calories were monitored most closely over a day, monitoring of money peaked at a month. The authors identify several factors that mediate this difference across resources. This research aims to provide a unifying framework for understanding when resources are likely to be monitored and which resources will be budgeted similarly or differently.

In paper 3, the authors examine how responses to a change in one's budget constraint

depend on the length of time that has elapsed since one created the budget. The authors find that, when faced with an unexpected decrease in wealth, participants who had created budgets recently were more likely to stick to their budgets than participants who had created budgets further in the past. The authors provide process-level evidence to explain this phenomenon via memory interference, whereby recently created mental budgets inhibit one's ability to consider alternative ways to use the money. They also find evidence that memory factors impact reactions to constraint through consideration of opportunity costs and plans that represent a more efficient use of one's resources.

Using experimental and observational data, these papers expand the field's understanding of consumer budgeting. They combine several methodologies and perspectives to provide novel insights into the psychological antecedents and real-world consequences of mental budgeting. Importantly, they address substantive questions about consumer financial behavior, including when and why people create mental budgets, how they adapt their budgets as constraints change, and how budgets affect downstream behavior and financial well-being.

Title: The Influence of Budgets on Consumer Spending

Foundational research in consumer psychology has revealed a great deal about the psychology of budgeting. However, little is known about the extent to which budgets influence spending in the wild. We address this gap in the literature using budgeting and spending data from a financial aggregation app, and a financial diary study that experimentally manipulates budget forecasts and tracks subsequent spending. Budget compliance varies according to the nature of spending in the category: the more (less) skewed spending is, the weaker (stronger) compliance is. However, budgets positively influence spending even when compliance is weak, and this effect is surprisingly persistent.

Speakers: Marcel Lukas; Chuck Howard

Title: On the Psychology of Resource Monitoring

Consumers often set goals that require managing limited resources. Accurately monitoring one's use of resources can help with achieving these goals. This research aims to understand when, why, and how people monitor resources such as money, time, and calories. We find people monitor their use of money more closely than time or calories. Additionally, monitoring varies by the time horizon over which resource use was budgeted. While time and calories were monitored most closely over a day, monitoring of money peaked at a month. We identified several mediating factors that were significant in explaining differences in monitoring across resources.

Speakers: Daniel Katz; Abigail Sussman

Title: A Memory-Based Explanation for Reactions to Constraint

Three studies provide support for the hypothesis that pure memory factors have a significant effect on consumers' reactions to new constraints. Subjects were more likely to change their plans, and prioritize their spending when released from memory interference between budgeting and a change in constraint. These effects are replicated with different forms of interference release and varying levels of shock. Evidence suggests that memory factors impact reactions to constraint through consideration of opportunity costs and plans that represent a more efficient use of one's resources.
Speakers: Matthew Meister; John G. Lynch

4:00pm

Session Title: Consumer Biases Towards Perceived Environmental Friendliness, Time, and Sunk Costs

Moderator: Aradhna Krishna

Title: Cognitive Biases And the Perceived Environmental Friendliness of Product Packaging

In 2017, more than 80 million tons of packaging waste were produced in the United States. In order to reduce this number, consumers must be able to make accurate judgments about the environmental friendliness of product packaging. We show that perceptions of environmental friendliness (PEF) are systematically biased: adding extra paper packaging to plastic packaging increases the perceived overall environmental friendliness of the packaging. We further show that highlighting the amount of paper in a packaging will increase ratings of PEF. Lastly, we find that that adding more paper to plastic packaging can make it seem even more environmentally friendly.

Speakers: Tim Philipp Doering; Aradhna Krishna; Tatiana Sokolova

Title: It's No Longer "Me": Low Past-Self-Continuity Reduces the Sunk-Cost Bias

The sunk-cost bias describes the tendency to continue an inferior course of action because one has invested significant, irrecoverable resources in it in the past. Across four experiments we present evidence that individuals' tendency to display sunk-cost bias is influenced by their sense of psychological connectedness to their past self that incurred the initial cost, or past-self-continuity. We show that individuals with low (versus high) past-self-continuity are less likely to display sunk-cost bias because they anticipate less negative feelings associated with abandoning substantial investments. These findings have implications for other phenomena routed in overweighting of or overcommitment to past actions.

Speakers: Anja D. Schanbacher; Nazli Gurdamar Okutur; David Faro

Title: Time Periods Feel Longer When They Span More Boundaries: Evidence From the Lab and the Field

Five experiments (N = 2,478) and a large field dataset (N = 1,820,671) demonstrate that time periods of equal duration are not always perceived as equivalent. Rather, periods like 1:45pm – 3:15pm feel longer than 1:15pm – 2:45pm because the former spans more hour marks. We examine the consequences of this phenomenon for consumers' scheduling and purchasing decisions. For example, participants preferred scheduling pleasant and unpleasant activities for boundary-expanded and compressed periods, respectively, and were willing to pay more to avoid—and required more money to endure—a long wait when it was presented as boundary-expanded.

Speakers: Kristin Donnelly; Giovanni Compiani; Ellen Evers

Session Title: Consumers Judging Brands: Company Waste, Strategies, and Instagram

Moderator: Lisa E. Bolton

Title: Consumer Aversion Toward Company Waste: An Environmental Harm-Based Moral Perspective

This research examines consumer aversion to company waste. We theorize that consumers are more averse to downstream company waste (i.e., discarding of byproducts following product manufacturing) than upstream company waste (i.e., low resource efficiency in product manufacturing) because downstream waste is perceived as causing greater environmental harm and therefore more immoral. A series of studies supports our theorizing, while identifying theoretically and pragmatically relevant moderators (interventions based on environmental harm and resource scarcity). Together, these findings shed light on how, why, and when consumers are averse to upstream and downstream company waste – with implications for waste mitigation and sustainability.

Speakers: Haiyue (Felix) Xu; Lisa E Bolton

Title: Brand Backstabbing: Intentional Brand Transgressions Dehumanize and Drive Away Consumers

Brands sometimes do things on purpose that are perceived by consumers to be transgressions (e.g., discontinuing products that people love). Intentional transgressions like these, which we call brand backstabbing, lead consumers to perceive they are being treated as a means to generate profit rather than as people. We show that such feelings of dehumanization mediate the effect of brand backstabbing on consumers' subsequent brand disengagement behaviors. We also test two practical strategies for attenuating consumer feelings of dehumanization, showing that giving consumers advance notice and helping consumers cope with hardships caused by brand backstabbing can both help reduce dehumanization.

Speakers: Craig L Anderson; Elanor F. Williams

Title: The Potential Downside of Being Dubbed “Insta-worthy”

How should brands guide influencers in creating content favorable to the brand? While these social media-savvy influencers may highlight the “Instagramability” of a brand, little research has investigated how consumers respond to the description of a brand as “Insta-worthy.” We demonstrate that consumers are less likely to purchase brands described as Instagrammable (vs. good or beautiful) because of the inference that the typical customer of these brands is driven by misrepresentation motives, which are judged negatively. This negative effect is mitigated when an alternative reason for patronizing the brand is clearly communicated, thus decreasing the diagnosticity of the signal.

Speakers: Jianna Jin; Xiaoyan Deng; Rebecca Walker Reczek

Session Title: Judging Consumers: Status, Fashion, and Attractiveness

Moderator: Anastasiya Pocheptsova Ghosh

Title: Distance and Alternative Signals of Status: A Unifying Framework

In the past decades, as traditional conspicuous consumption and conventional luxury goods have become more mainstream, various alternative signals of status (e.g., inconspicuous consumption, vintage, ugly luxury, minimalism) have progressively emerged. Drawing on a wide range of theories and findings from multiple disciplines, this conceptual paper establishes a unifying framework that systematically integrates several alternative status signals into a single theoretical account based on the notion of distance from mainstream signals. Specifically, alternative signals of status are categorized in terms of distance from mainstream signals along one of five focal dimensions: social class, time, space, aesthetics, and quantity.

Speakers: Silvia Bellezza

Title: Judging a Book by Its Cover: Fashion Consumption Signals Lower Self-Control

While many people consume fashion primarily to signal positive identity to others (e.g., in the know, trendy), we argue that fashion consumers risk being perceived as inferior in their ability to regulate themselves, which could have far-reaching consequences for one’s social life and career opportunities. Results from six experiments provide convergent support for our predictions with regard to both trait evaluation and other behavioral measurements of self-control, thus demonstrating an unexpected negative effect of being fashionable.

Speakers: Yunhui Huang; Ke Zhang; Xiaoyan Deng

Title: Look Good and Work Hard? Only if You are a Man or in Preschool

Consumers believe that attractive women are less intelligent. Across four studies we show feeling attractive reduces motivation to work on cognitive tasks among women (for whom these accessible beliefs are self-diagnostic), but not men (for whom these

accessible beliefs are non-diagnostic) or preschoolers (among whom such beliefs are not accessible).

Speakers: Michal Maimaran; Aparna Labroo; Anastasiya Pocheptsova Ghosh

Session Title: It Takes Two to Tango: New Insights into Dyadic Decisions

Moderator: Yanping Tu

Lots of decisions are dyadic in nature, manifesting in different forms. Sometimes decisions are made by two people together, such as when two friends pick a getaway destination together or when a couple make financial decisions together. Other times, decisions are made separately and sequentially by individual partners, such as when a seller creates a product offering first and a buyer decides to accept or reject the offering next. Although decisions within dyadic contexts happen often, research has just started exploring the unique psychological underpinnings of these decisions, uncovering the role of pro-relationship goals (Dzhogleva & Lambertson, 2014), relationship time perspective (Etkin, 2016), self-construal (Wu, Moore, & Fitzsimons, 2019), gender composition (Nikolova & Lambertson, 2016), joint benefits (Tu, Shaw, & Fishbach, 2015), and ease of justification (Garbinsky & Gladstone, 2018). This session aims to add new psychological insights to the aforementioned two forms of dyadic decisions.

The first two papers investigate dyadic decisions made by two people together, by comparing dyadic decisions to individual decisions. In paper 1, Nikolova examines whether people donated differently in dyads versus alone, and finds an asymmetric impact of decision-maker (dyad vs. individual) on the type of donated resources (money vs. time). Specifically, whereas per-person donation of money was similar in the dyadic and individual contexts, per-person donation of time was lower in the former condition. This occurs because people use time (but not money) donations to partially serve their needs for social affiliation, yet the dyadic decision-making context itself satisfies these needs, thus reducing the value of the social utility offered by time donations.

In paper 2, Olson, Rick, Small, and Finkel investigate the impact of managing money at a dyadic- versus individual-level on relationship quality. In a longitudinal (two-year) field experiment, engaged and newlywed couples who maintained separate accounts were randomly assigned to manage their finances in a joint account (dyadic-level), to continue maintaining separate accounts (individual-level), or to manage their money however they liked (no-intervention). While separate and no-intervention couples showed a decline in relationship quality over time, couples with joint accounts were buffered against the decline. Moreover, joint couples reported significantly greater happiness due to (at least in part) positive changes in financial harmony over time.

Paper 3, by Zheng, Tu, Yuan, and Xu, explores dyadic decisions made by two parties separately and sequentially. Specifically, they looked at sellers who improved a product by either maximizing-its-strengths or fixing-its-weaknesses, and buyers who selected among products as a result of the maximizing-strengths strategy and the fixing-weaknesses strategy. Experimental and secondary data showed that sellers prioritized fixing weaknesses more than buyers would like. This is because sellers adopted a more

negative mentality in decision making (due to evaluation apprehension), leading them to focus more on the negative aspects (i.e., the weaknesses) and act accordingly. Together, across a variety of contexts and methods, this session provides new insights into dyadic decisions. It should appeal to audiences interested in joint decision-making in general, and in prosocial behavior, financial decision-making, and preference mismatch in particular.

Title: All We Need is Love: Examining Differences in Time and Money Donations between Dyads and Individuals

Are consumers more prosocial together or alone? Four studies conducted with lab-created pairs and married couples, using both hypothetical and real donations, demonstrate that per-person monetary donations do not vary whether made together or alone; however, pairs of consumers donate less time per person than individuals. Preliminary process evidence suggests that this occurs because the dyadic decision context satisfies the needs for social connections, making the social utility offered by time donation less valuable.

Speakers: Hristina Nikolova

Title: The Effects of Using Joint Versus Separate Bank Accounts on Relationship Quality: A Longitudinal Field Experiment

Are romantic partners better off keeping their money in separate accounts or pooling their money into a joint account? We conducted a longitudinal (two-year) field experiment with engaged and newlywed couples to examine the influence of banking arrangements on relationship quality and financial harmony. Couples were randomly assigned to transition to using a joint account (Joint), to maintain separate accounts (Separate), or to use any account structure they desired (No-Intervention). Not only did Joint couples report greater relationship quality and financial harmony at the end of the experiment, the relative benefit of merging finances grew over time.

Speakers: Jenny G Olson; Scott Rick; Deborah Small; Eli Finkel

Title: Maximizing Strengths or Fixing Weaknesses? Sellers Prioritize Fixing Weaknesses More Than Buyers Would Like

Every product has its relative strengths and weaknesses, albeit both usually having improvement potentials. Five experiments, plus a longitudinal dataset in the Chinese car market, converge to yield a seller-buyer preference mismatch: when making product improvement decisions, sellers prioritize fixing weaknesses more than buyers would like. This is because sellers have a more negative mentality (due to evaluation apprehension), which leads them to focus more on the negative aspects (i.e., the weaknesses) and act accordingly. Broadening sellers' focus, such as encouraging them to consider the impact of all the attributes, can attenuate this mismatch.

Speakers: Xiaoying zheng; Yanping Tu; Jingting Yuan; Jing Xu

Session Title: Past Reflections, Future Aspirations: Intertemporal Phenomena in Goal Pursuit

Moderator: Sarah Memmi

Goals and time are inherently related. From health and social goals to financial and career goals, consumers must spend time to make goal progress and achieve desired outcomes. Goal pursuit also unfolds over time. Indeed, a stream of recent research has examined this phenomenon, shedding light on how motivation changes dynamically over the course of goal pursuit (Bonezzi, Brendl, & De Angelis 2011; Campbell & Warren, 2015; Etkin & Ratner, 2012; Fishbach & Dhar, 2005; Huang & Zhang, 2011; Jhang & Lynch, 2015; Kivetz et al., 2018; Wallace & Etkin, 2018). But how might a broader perspective of time—one that encompasses past, present, and future periods—expand our understanding? For example, consumers can both reflect on past efforts and look ahead to future goal pursuits. Further, when pursuing goals, consumers often face present decisions that entail trade-offs across time periods.

This special session addresses this gap by bringing together research that examines how consumers think, feel, and behave when considering goal pursuit across past, present, and future. Together, these three papers address two key questions: First, what are the consequences of thinking across past and future time periods for goal pursuit? Second, how do goals influence the way people think about their past and future?

The first paper focuses on how consumers form expectations about future goal pursuit. Abreu, Memmi, and Etkin examine how perceived variety among past episodes of conflict with a focal goal influences expectations about conflict in the future. They find that perceiving more (vs. less) variety among past episodes of goal conflict encourages consumers to construe past conflicts as isolated, one-off events, reducing future conflict expectations.

The second paper focuses on intertemporal trade-offs between the present and future during goal pursuit. Roberts, Imas, and Fishbach explore whether, beyond the established preference to receive gains sooner rather than later, consumers can also be impatient to incur costs. They find that, when pursuing goals, a desire for goal closure increases consumers' preference to incur costs (e.g., pay in time or money) sooner rather than later.

The third paper explores motivation following initial goal attainment. Brucks, Huang, and Campbell examine how the way consumers construe their goal pursuit journey (i.e., from the past to the present) influences feelings of authenticity. They find that, when goal success is framed as a transformation from the past to the present self (vs. moving away from the past or acquiring a new present self), consumers feel more authentic and are more motivated to maintain the goal in the future.

Together, these papers expand understanding of goals across multiple time periods. The findings inform how thinking about the past, present, and future influences goal pursuit, as well as how pursuing goals shapes intertemporal judgments and decisions. All projects are at an advanced stage with at least six completed studies. We anticipate this session will appeal to a broad audience with interests in goal pursuit, self-regulation, time and intertemporal choice, authenticity, forecasting, and variety.

Title: How Variety Influences Expectations of Future Goal Conflict

While pursuing goals, consumers often encounter conflicts (e.g., missing a workout at the gym due to staying late at work). Future conflicts could be avoided (e.g., by rearranging one's schedule) if consumers anticipated their occurrence, yet they often fail to do so. Why? In particular, what aspects of goal conflicts encountered in the past might make consumers less likely to anticipate goal conflict in the future? We propose that variety plays an important role. Six experiments demonstrate that, by encouraging people to construe past experiences as isolated, one-off events, variety decreases expectations of future goal conflict.

Speakers: Luis E. Abreu; Sarah Memmi; Jordan Etkin

Title: Can't Wait to Lose: The Desire for Goal Closure Increases Impatience to Incur Costs
Consumers' impatience is often portrayed as the preference to receive gains sooner. But are consumers also impatient to incur costs? Across six studies (N=1,448), consumers chose to incur costs sooner rather than later, which we argue is due to a desire for goal closure. Specifically, participants preferred to pay and work more sooner versus less later. This preference increased when participants were closer to completing the task and when the mental cost of the unresolved task was higher (i.e., when the desire for goal closure was high). We discuss implications for marketplace anomalies and how to improve consumer decision-making.

Speakers: Annabelle Roberts; Alex Imas; Ayelet Fishbach

Title: Losing Weight but not Feeling Like Yourself? A Transformation Mindset Facilitates Consumer Authenticity

This research explores what happens after a goal is successfully achieved. In all studies, we recruited consumers who had successfully achieved a weight-loss/fitness goal. Studies 1-2 (and 6 additional studies) showed that thinking of this success as a transformation from the past "unfit self" to the new "fit self" led to the highest feeling of authenticity, compared to thinking of this success as moving away from the past self, or as acquiring the new self. Studies 3 and 4 further showed that this increased authenticity engendered by the transformation frame positively affected consumers' willingness to share and their subsequent motivation.

Speakers: Melanie Brucks; Szu-chi Huang; Margaret Catherine Campbell

Social Event

5:15pm

Reception for PhD-Project Students, Affiliated Faculty, and SCP Leadership

Title: Research Topics Social; Interested in a particular research area or topic? Come and connect with others who are too! In topic-specific breakout rooms, you'll be able to

spark research collaborations, and make new friends! Some topics will be designated ahead of time, but you can also suggest your own topic during the session!

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Saturday March 6

Social Event

10:00am

Title: Business Professor Bootcamp

Has teaching on Zoom all year prevented you from closing those fitness rings and getting your steps in? Join us for a 30-minute fitness class designed specifically for busy business professors! No equipment necessary!

Speakers: Jim Mourey

Working Papers

Title: Poster Time!

Up early? Or late? Regardless of your time zone, grab a beverage and take some time to view and comment on this year's posters! Many authors will be available during this time slot for live chat and Q&A.

Social Event

Title: Coffee Time

Want to meet some fellow attendees? Grab a beverage and join in for an informal meet-and-greet/chat session about research, life, and anything else!

Speakers: Antje Graul; Andrew Long

Plenary Session

11:00am

Title: Dreaming big and being bold - thoughts on pursuing societal impact from the frontier of applied behavioral science

Join us for a plenary featuring Kelly Peters, CEO and co-founder of BEworks!

Over the past few decades, the field of behavioral economics has become virtually synonymous with the concept of a 'nudge'. Marketers and scientists welcome

continuous discovery of new ways of swaying individuals towards 'better' choices, for

example by shifting healthier supermarket items to eye level or invoking social norms to encourage app downloads or purchasing decisions. But should this be the limit of an applied behavioral scientist's or psychologist's dream? As a CEO and scholar with decades of experience leading teams of applied behavioral researchers, Kelly Peters is a firm believer that now is the time for us to expand the scope of our aspirations, and to be bold about carrying out societal-level change.

There is no better time. The world is rapidly changing – and with this, come new challenges. What happens when we begin the predicted transition to a post-consumptive economy, where individuals don't just want to buy more things, but actually want to reduce their consumption and carbon footprint, as well as derive meaning from the way they interact with brands? Meanwhile, how do we handle difficulties like global warming or the obesity epidemic when isolated nudges clearly do not offer fully-fledged solutions? Kelly's keynote speech is a nod to all scholars of human behavior and the mind, as it aims to explore the ways in which we can rediscover that wide-eyed spirit of wanting to make the world a better place.

Kelly Peters is the CEO and Co-founder of BEworks, the world's leading Behavioural Economics firm and one of the largest employers of psychologists in the private sector. She believes that when applied properly, scientific thinking has the power to transform society. Kelly developed the BEworks Method, a proprietary framework which fuses behavioural insights with the scientific method. This approach has been applied to complex challenges at many of the world's largest firms and government agencies. At the same time that she was developing the BEworks Method, she began developing the foundations of BEworks Academy, developing courses and programs to teach organizations the fundamentals of behavioural science. She teaches Applied Behavioural Science at the University of Toronto's Rotman School of Management – one of the world's top MBA programs – and is a regular lecturer at Cornell, Harvard, and other notable educational institutions.

Speakers: Kelly Peters, CEO, BEworks

Awards Session

12:15pm

Title: Business & Awards Lunch

Join the SCP Exec for an update on the Society, as well as future conferences. Award winners will also be announced, including this year's Distinguished Scientific Contribution and Early Career awards, as well as the 2021 SCP Fellows. Best Working Paper and best Competitive Paper for the conference will also be announced!

Speakers: Rod Duclos; Sarah Moore; Patti Williams; Eric Yorkston

1:30pm

Title: SCP Award Winners' Address

Come watch this year's Distinguished Scientific Contribution and Early Career award winners speak!

Speaker: Kathleen Vohs.

Competitive Papers

1:30pm

Session Title: Promotional Strategies, Good and Bad

Moderator: Taly Reich

Title: Characters' Reasons for Action Influence Audience Interest in Services
Promotional messages often include stories featuring characters. This research examines how characters' motivations for engaging in service-related behavior influences consumers' interest in services. Across five studies, we show that audiences are more interested in services after reading about a character who acts for intrinsic (vs. extrinsic) reasons. This effect occurs because the audience identifies more with intrinsically motivated characters. We also examine how consequences of characters' actions (for others and for themselves) featured in the storyline shape an audience's service interest.

Speakers: Anne Hamby; Tom van Laer

Title: A New Promotional Strategy: Chance Selection of Products for Promotion
How would selecting a product for promotion at random affect consumer preference? Companies frequently strive to infuse their marketing practices and brand images with elements and perceptions of fun. In eight studies (N = 2,559), we find that consumers prefer products selected for promotion by chance because consumers perceive chance promotional selection as more fun, and consequently view a company engaging in chance selection as more fun. We demonstrate the effect in consumer intentions, click-through rates, and real consumption decisions, and rule out multiple alternative explanations. Importantly, this preference emerges for hedonic products, but reverses for utilitarian products.

Speakers: Alexander Goldklank Fulmer; Taly Reich

Title: Disrespectful Promotions: How Discounts on Identity-Linked Products Hurt Brands
Despite abundant work demonstrating that brands benefit from linking products with consumers' social identities, research has yet to determine how consumers would respond to identity-linked products offered with price promotions. This article demonstrates that price promotions on identity-linked products may backfire because perceived devaluation of one's social identity is a threat which causes consumers to feel disrespected, leading to more negative brand attitudes. This phenomenon is more pronounced when the promotion has a stronger tie to the identity and when consumers strongly identify with the identity. However, the effect dissipates when the brand is perceived as an in-group member.

Speakers: Guanzhong Du; Kobe Millet; Aylin Aydinli

Session Title: On Sustainable Consumption and Social Causes**Moderator:** Katherine White

Title: What do I think about this sustainable Gucci? Product- or company-focused sustainability association, self-efficacy, and attractiveness of luxury products
 As a growing number of luxury brands experiment with integrating sustainable attributes into their products, research on consumer response to such efforts offers mixed findings. The current research sheds light on these contradictions by examining a relevant communication-related factor not studied before, which we label ‘brand sustainability association’ – whether the brand presents its product’s sustainability attributes as associated with the company or the product. Three experiments show that when luxury brands apply company-focused (compared to product-focused) sustainability association in their messaging, product attractiveness increases, with consumer self-efficacy serving as the underlying mechanism for this effect.

Speakers: Dikla Perez; Amir Grinstein; Matthew Matan Rubin

Title: Hoping for Change: How Emotions and Political Ideology Influence Sustainable Consumption

Political polarization around environmental issues has been increasing for several years. Compared to liberals, conservatives regularly report greater skepticism about climate change and lower willingness to engage in sustainable consumption. While previous research has identified emotions and political ideology as drivers of sustainable consumption, an important question remains: do emotional appeals influence conservatives and liberals in the same way? Four studies demonstrate that hope causes conservatives to increase their sustainable consumption. Our studies employ both measures and manipulations of political ideology and multiple operationalizations of sustainable consumption.

Speakers: Aylin Cakanlar; Lisa Cavanaugh; Katherine White

Title: The Effect of Interface Touch on Prosocial Behavior

This research explores the role of interface-mediated touch in consumer reactions to social cause marketing. In a series of six studies conducted in field and lab settings, this research demonstrates that using direct-touch interfaces such as the touchscreen on a tablet, compared to non-touch interfaces such as a computer with a mouse, while viewing online charitable ads or donation requests, increases consumers’ support for the advertised social cause, assessed via social media activities, donation intentions, and actual donations. Enhanced feelings of closeness to the victims described in charity ads underlie the positive effect of interface touch on consumer support.

Speakers: Aekyung Kim; Saerom Lee; Hyojin Lee

Symposia

Session Title: Consumer Responses to Algorithmic Decision Systems

Moderator: Chiara Longoni

Objectives. New technologies and predictive systems powered by Artificial intelligence (AI) are becoming ubiquitous in our society. Some of the most successful companies—Amazon, Netflix, and Spotify—leverage new technologies to provide relevant and in-the-moment recommendations. Algorithms are increasingly used to grant loans and award scholarships. Within a few years, sophisticated prediction systems will be employed in an even broader set of domains — from financial markets to transportation, from legal matters to military operations. Given this rapidly changing technological climate, what are the most up-to-date behavioral insights that shed light on how consumers react to new technologies? How can companies navigate this challenging and evolving technological landscape?

Topics. This symposium features research offering different perspectives on these questions. In particular, this symposium showcases research that examines novel drivers of consumer reliance on and responses to AI, algorithms, and forecasting models. The topics covered include: (1) What trade-offs in decision making determine preference for, or resistance to, AI-based recommendations? (2) What factors determine consumer preference among different prediction systems? (3) How do consumers react to favorable versus unfavorable algorithmic decisions?

The flow of the symposium is articulated around three empirical papers. The first two papers present novel insights with respect to consumer reliance on AI and forecasting models. Longoni and Cian set up the discussion by presenting evidence of a “word-of-machine” effect, whereby shifts in the importance or salience of utilitarian and hedonic goals shape preference for AI over human recommendations. This effect stems from the belief that algorithms are better suited for utilitarianism than hedonism.

Continuing on the theme of examining consumer reliance on forecasting systems, Fei and Dietvorst consider the factors that determine preference among different forecasting methods. The authors will present evidence supporting the notion that consumers value similarity between forecasting method and event being forecast, such that they prefer forecasting methods that replicate a prediction task.

The third paper examines consumer reactions to algorithmic decisions. Yalcin, Lim, Puntoni and van Osselaer focus on decision valence as an important moderator of people’s reactions to algorithmic decisions. The authors show that whereas people react less positively to acceptance decisions made by algorithms (vs. humans), people do not react more negatively to rejection decisions, an effect driven by a shift in perceptions of the decision-makers.

Likely audience. We expect this special session to attract a wide SCP audience, in particular scholars whose theoretical interests fall at the intersection of cognitive information processing, predictions, attitudes, and decision making. Due to the breadth

of the domains investigated (i.e., algorithms, artificial intelligence, recommendation systems), this symposium is also likely to attract researchers interested in new technologies, automation, digital marketing and online consumer psychology. Stage of completion. The papers included in this symposium are all at an advanced stage of completion.

Fit with the conference theme. This symposium covers a timely topic and showcases behavioral insights into how consumers respond to the changing (and challenging) technological climate, and aims to promote a better understanding of the complex relationship between humans and technology-enabled decisions.

Title: “Word-of-Machine” Effect: Shifts in Utilitarian and Hedonic Trade-offs Determine Preference For (or Resistance to) Artificial Intelligence Recommenders

Rapid development and adoption of applications of AI, machine learning, and natural language processing challenges managers and policy-makers to harness these transformative technologies. In this context, we provide evidence of a novel word-of-machine effect, whereby importance or salience of utilitarian (hedonic) attributes determine preference for (resistance to) AI recommenders over human ones. The word-of-machine effect (a) is robust to attribute complexity, dataset size, and transaction costs; (b) reverses for utilitarian goals if a recommendation needs matching to unique preferences; (c) is eliminated in case of human-AI hybrid decision making. An intervention based on the consider-the-opposite protocol attenuates the effect.

Speakers: Chiara Longoni; Luca Cian

Title: Prediction by Replication: Consumers Prefer Forecasting Methods Similar to the Event Being Predicted

Consumers often need to choose between prediction methods (e.g. recommendation systems, market forecast models). However, they don’t always prefer the best performing method. How do consumers choose between methods that operate in different ways? We find that consumers prefer forecasting methods that replicate the prediction task, even when such method is not the best performing on average. In other words, consumers prefer prediction methods that are more similar (e.g. in its outcome distribution, process, etc.) to the event being predicted. Based on the findings, we propose an intervention method that satisfies consumers and performs well.

Speakers: Lin Fei; Berkeley Jay Dietvorst

Title: Thumbs Up or Down: Consumer Reactions to Decisions by Algorithms Versus Humans

Companies are increasingly adopting algorithms to make decisions that affect their customers, such as accepting and rejecting applications. Across seven studies, we show that customers react to algorithms and humans differently depending on the valence of decision outcome (favorable vs. unfavorable). Specifically, we find that consumers react

less positively to favorable decisions (e.g., acceptances) made by algorithms (vs. humans), whereas they do not show more negative responses to algorithms when the decision outcome is unfavorable (e.g., rejections).

Speakers: Gizem Yalcin; Sarah Lim; Stefano Puntoni; Stijn Van Osselaer

Session Title: Understanding Consumer Conversation, Grant Packard

Moderator: Jonah Berger

Conversation is a foundational aspect of human life. The back and forth dialogues that happen every day in online chat, between customers and salespeople, and among managers shape important interpersonal judgments and decision making. But they can also be difficult to analyze with traditional tools.

This session presents research blending language produced in experiments and the field with sophisticated text analysis and quantitative methods to shed light on conversations. In doing so, we can begin to answer questions of importance to scholars, consumers, and managers. Is it necessarily true that customer service employees must choose between an exclusively warm or competent style when talking to consumers? Why do some word of mouth conversations persist while others quickly peter out? How do persuaders, and the targets of such attempts, signal their receptivity to an interaction partner?

While it's clear that word of mouth has an important impact on consumer behavior, there has been less attention to the broader conversational context in which word of mouth is situated. Why do some conversations, for example, last longer than others? Using over 26,000 observed conversational turns, Boghrati and Berger reveals the importance of asking questions and linguistic concreteness to encouraging word of mouth conversation. Question-asking is crucial to keeping a dialogue going, while concrete language makes conversational content more vivid and interesting.

Yeomans, Minson, Collins, and Gino shed light on how linguistic signals of receptiveness shape conversational outcomes. They use machine learning methods to detect receptive language, and then examine receptiveness as a predictor of perception and persuasion in a series of lab experiments. The studies reveal that people fail to estimate how interaction partners view their own receptiveness, and offer an intervention that enhances conversational outcomes for contexts spanning the professional and personal. Does whether customer service people use a more affective or cognitive speaking style impact customer satisfaction? Prior research on the warmth/competence trade-off suggests people should choose only one approach (e.g., frontline agents should always prioritize competence). In contrast, by looking at conversational dynamics, Li and Packard reveal that using both speaking styles within a conversation can be important. Analyzing transcripts from nearly 20 hours of customer service calls, they identify pivotal conversational moments where frontline employees should use a more affective or cognitive approach to boost customer satisfaction and purchases.

Taken together, these papers highlight how conversational content facilitates social interactions among consumers, managers, and frontline employees. We expect this

session will attract a wide audience of researchers with interests in social interactions, social perception and language across contexts such word of mouth, negotiation, and customer service. It should also have appeal to those interested in learning about text analysis and machine learning applications to social psychology. We look forward to a stimulating conversation about conversation among the presenters and attendees.

Title: What Drives Longer Word-of-Mouth Conversations?

Consumers have dozens of conversations a day but why do some conversations last longer than others? The present research analyzes hundreds of everyday consumer conversations to begin to address this question. Using a variety of techniques (machine learning and dictionaries), we find that although people find certain topics more interesting, the way conversation partners talk about a topic seems to have a larger impact on how long it is discussed. Particularly, speaking more concretely and asking certain types of questions encourages longer discussion. Overall, the findings shed light on linguistic drivers of conversation and the impact of different types of questions.

Speakers: Reihane Boghrati; Jonah Berger

Title: Conversational Receptiveness: Improving Engagement with Opposing Views

We examine “conversational receptiveness” – language that communicates thoughtful engagement during disagreement. We develop an interpretable machine learning algorithm to detect receptiveness in natural language. We also show that conversational receptiveness is reciprocated in kind, in two field settings where conflict is endemic to productivity. In discussion forums for online college courses on political topics, receptive posts receive more receptive replies. Furthermore, wikipedia editors who are more receptive are less prone to receive personal attacks. Finally, we develop a "receptiveness recipe" intervention, based on our algorithm, that can improve writers' persuasiveness, and their readers' willingness to collaborate with them.

Speakers: Mike Yeomans; Julia Minson; Hanne Collins; Francesca Gino

Title: Conversation Dynamics: When Does Employee Language Impact Customers?

While scholars increasingly understand what language matters in consumer contexts, when these features are important in the temporal flow of human conversation has received little attention. We apply a novel methodological approach to the warmth/competence trade-off. While prior research recommends sales/service employees take a purely competence-oriented approach, our analysis of nearly 20 hours of call centre conversations suggests employee use of both affective and cognitive speaking styles can enhance customer and firm outcomes if each is deployed at the correct time. This work demonstrates the importance of conversation dynamics and deepens understanding of the two most important dimensions of person perception.

Speakers: Yang Li; Grant Packard

Competitive Papers

Session Title: Disability and Accessibility: Brand and Consumer Judgments

Moderator: Lauren Grewal

Title: Accessibility for All: Why Brands Should Provide Products for Everyone and How to Help Consumers Support It

While many consumers benefit from increased accessibility in the marketplace, we propose that when firms consider where to focus their corporate social responsibility (CSR) efforts, accessibility and disability are frequently overlooked. In this work we demonstrate that marketers may be missing an opportunity by neglecting accessibility in that, under certain conditions, consumers respond quite positively to increased accessibility. Further, we highlight why this perceived tradeoff between accessibility and other CSR efforts exists, and what brands can do to best serve disabled consumers and other consumers who benefit from more accessibility without alienating other consumer segments.

Speakers: Lauren Grewal; Helen van der Sluis

Title: The Disability Premium: Consumers Reward Brands for Endorsing Inclusivity

Eight studies reveal a “disability premium” in advertising: ads with models with a physical disability — compared to models without a disability — enhance consumers’ attitudes, purchase intentions, and product choices. The disability premium is not due to self-deception or impression management, nor is it caused by consumers perceiving models with a disability to be more determined. In contrast to traditional advertising in which a model endorses a brand, we show that in ads with models with a disability, the brand endorses the model and hence the social value of inclusion, which consumers reward the brand for.

Speakers: Cossu Martina; Joachim Vosgerau; Zachary Estes

Title: Rethinking Perceptions of Disability: The Unintended Harm of Simplified Inferences

Despite the prevalence of consumers with disabilities, consumer psychology and marketing-related fields have largely perceived disability research as “niche” (Olkin 1999). We propose that the invisibility that disability justice advocates and disability studies experts point out reveals itself in the marketplace in several novel ways. We show that the perpetual perception of “impairment” in response to visible disability cues may lead nondisabled consumers to unintentionally contribute to further disabling individuals by limiting and stereotyping their daily preferences. We demonstrate this

inferred preference limitation across multiple consumption domains (e.g., utilitarian vs. hedonic product preference, gift-giving, fundraising).

Speakers: Helen van der Sluis; Adriana Samper; Kirk Kristofferson; Terri Hlava

Session Title: Online Reviews: A Focus on the Reviewer

Moderator: Joseph Goodman

Title: 1. Person or product? Effect of image content on review helpfulness.

Consumers are uploading more images in online reviews. However, how images in reviews influence consumers is unknown. To address this gap, we use an event study, two real-world datasets, and an experiment to investigate the connection between images and review helpfulness. We find that including more images indeed increased review helpfulness. Importantly, this effect depends on the image content, and is moderated by the purchase type, such that images of people (product) are more helpful for experiential (material) purchases. Together, these results underscore the importance of image in online reviews and have wider implications for consumers and review platforms.

Speakers: Shirley Chen; Annie Ding; Xin (Shane) Wang; Neil T. Bendle

Title: Are Critics Credible? Negative Sources are Perceived to be Less Credible

Source credibility has important consequences for consumers' attitudes, beliefs, and consumption decisions. The current research examines how consumers infer source credibility from communications and specifically examines how messages from the source can affect their own credibility. We propose and demonstrate that consumers infer lower source credibility when messages are negative rather than positive because they violate expected norms. Four studies provide empirical evidence that consumers infer lower source credibility from negatively valenced messages, and that this effect is mitigated when consumers do not expect to find positive messages. The findings show that overly critical sources are perceived as less credible.

Speakers: Junha Kim; Joseph Goodman

Title: Show Me the Stars: Online Reviewers' Rating Behavior and Persuasion

The authors examine the interactive effect of rating variance and volume on persuasion. Displaying the rating distribution underlying low and high volume reviewers significantly increases consumers' preferences for products endorsed by a reviewer with lower rating volume. The greater preference for products purchased by novice (vs. expert) reviewers occurs as WOM readers incorrectly infer higher reviewer expertise from novices' rating distributions. The relative diagnosticity of rating variance as a signal of reviewer expertise is pronounced when the level of rating volume is high. Interestingly,

consumers do not show higher rating dispersion under the goal to convey expertise with their ratings.

Speakers: Maximilian Gaerth; Neeru Paharia; Florian Kraus

Competitive Papers

2:45pm

Session Title: Word-of-Mouth: Its Profane Components, Influence on Consumer Experiences, and Association with Status Consumption

Moderator: Elanor F. Williams

Title: The Power of Profanity in Word-of-Mouth

While swearwords are used more often than ever before, it is not clear if website moderators should tolerate them in consumer reviews. This research explores how, why, and when swearwords in reviews affect readers. Results show that swearwords have a greater effect on readers' attitudes towards the product than non-swearword synonyms because they simultaneously convey meaning about the speaker (i.e., the reviewer's feelings) and the subject (e.g., the product's attributes). This effect is attenuated when these meanings are non-diagnostic. Overall, swearwords in reviews should be tolerated because they are useful.

Speakers: Katherine C Lafreniere; Sarah G. Moore; Robert Fisher

Title: The Effects of Reviews on Consumer Experiences

Reviews affect purchasing and consumption decisions, but can they change the product experience itself? We show that consumers who are exposed to negative, but not positive, reviews of a product before consumption experience the product more negatively compared to consumers who are not exposed to reviews, above and beyond adjustment to others' opinions. Negative reviews affect consumer experience only when they seem to be reliable sources of information, and because consumers are more likely to recall the negative attributes of the product. This, in turn, leads consumers to integrate the negative reviews into their own experience.

Speakers: Dena Yadin; Nira Munichor; Elanor F. Williams; Inbal Stockheim

Title: Word of Mouth and Status Consumption: When Silence Is Gold

Consumers often share word of mouth (WOM) about their status products with the intention to increase their status in the eyes of others. This research demonstrates that, paradoxically, sharing WOM about consumers' status products decreases the perception of these consumers' status. This effect is driven by observers' perception that consumers who share WOM about their status products lack cultural capital. While

demonstrating the mediating role of cultural capital, bragging and annoyance are ruled out as alternative mechanisms and several boundary conditions are examined. Practical downstream consequences of reduced status inferences are also explored.

Speakers: Sona Klucarova; Xin He

Session Title: Reviews Come with Rewards and Feeling of Power

Moderator: Marissa Sharif

Title: Incentives for Reviewing Increase Positivity of Review Content Through Intrinsic Motivation

Companies use incentives to increase review volume, yet there is mixed evidence for how incentives affect review positivity, an important predictor of sales. Examining reviews of different products and services, we find that incentives increase review positivity beyond affecting who writes the review. This occurred for financial and non-financial incentives, and when assessing review content across multiple natural language processing tools and with human judgments. Incentives affect review positivity by increasing intrinsic motivation to write reviews. As such, this effect attenuates when incentives are not associated with review writing and when incentives are negative (i.e., from a disliked company).

Speakers: Kaitlin Woolley; Marissa Sharif

Title: I Will Get a Reward, Too: Disclosing the Referrer-Reward Increases Referring Customer referral programs are prevalent yet consumers are reluctant to participate, because they find the referring process commercial and inappropriate for communal friends. Five 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.

Speakers: Yanping Tu; Zhihao Yu; Minzhe Xu

Title: Making an Impact in a Haystack of Online Reviews: The Role of Consumers' Sense of Power

A sense of power is often associated with self-serving goals and behaviors. Yet, we show that high power consumers are more likely than low-power consumers to post online reviews that help others. We propose that high power consumers engage in this helpful behavior to make an impact online. Results from three studies and analysis of authentic

review data reveal how a sense of power influences an online prosocial behavior, review generation. Our research offers practical insights for how to harness a sense of power to increase consumer production of impactful and helpful online reviews.

Speakers: Inbal Stockheim; Shai Danziger; Liat Levontin

Session Title: On the Possession and Disposal of Things and Money

Moderator: Stephanie Tully

Title: Do Upgrades Influence How Much I like my Possessions?

When consumers are exposed to upgrades, they change their decision process and how they perceive the status quo. Through five experiments, we found that consumers exposed to upgrades present an accelerated hedonic decline in comparison to those not exposed. Complementarily, we provide moderation-based and mediation-based evidence for attention to the status quo driving this effect. Specifically, when consumers are exposed to upgrades, they pay less attention to the status quo. As a consequence, their hedonic decline accelerates. Further, we ruled out alternative accounts for the mechanism, such as perceived repetition and attention to the number of repetitions.

Speakers: Maria Alice Pasdiora; Vinicius Andrade Brei

Title: Psychological Ownership as an Intervention: Addressing the Government Benefits Participation Gap

Each year, millions of eligible individuals forgo billions of dollars in government benefits. Addressing this participation gap is paramount since receiving benefits reduces poverty, childhood hunger, and educational disparities. We present psychological ownership as a new behavioral science intervention that can help address this participation gap. Three large-scale field experiments among low-income individuals show that leveraging psychological ownership of government benefits is a simple, effective way to stimulate interest in claiming benefits. A fourth experiment demonstrates that this increased interest is explained by psychological ownership making the request of benefits feel less like an aversive ask for help.

Speakers: Wendy De La Rosa; Stephanie Tully; Eesha Sharma; Eric Gianella; Gwen Rino

Title: The Disposal Consideration Effect: How Thoughts Of Disposal Influence Product Acquisition

Current research examines whether product disposal considerations, at the time of acquisition, influence consumers' product purchase decision. Across five studies, we find empirical support for our hypothesis that when prompted to think about product disposal (vs. general acquisition thoughts) in deciding whether to buy a product, consumers are more likely to purchase the product. We demonstrate this disposal consideration effect across different product categories, its boundary conditions, and

provide support for the underlying mechanisms of feelings of loss in considering throwing away the product and the heightened linkage between the product and the consumer's sense of self.

Speakers: Sylvia Chang; Nidhi Agrawal

Session Title: Technology and AI for a Better Understanding of the Consumer

Moderator: Suzanne Shu

Title: Bias Neglect: When Human Bias, but not Algorithmic Bias, is Disregarded
Consumers might regard humans as emotional and biased decision-makers, whereas algorithms as unemotional and neutral entities. This paper addresses whether or not the perception of humans as biased reduces trust in and satisfaction with human (vs. algorithmic) decisions. Across 4 studies (combined N = 3,203), we reveal a “bias neglect” phenomenon, i.e., consumers acknowledge but disregard human bias and trust human (vs. algorithmic) decisions. This bias neglect effect occurs in decision-making, as human emotionality strongly enhances trust and satisfaction, but the effect does not exist in data handling.

Speakers: Ipek Demirdag; Suzanne Shu

Title: Phone and Self: How Smartphone Use Influences Unique Choice
Smartphones and PCs are both ubiquitous shopping platforms, but do consumers make different choices on a smartphone, compared with a PC? We show that smartphone use leads consumers to make unique choices (i.e., minority-endorsed and individually-customized options). We propose that this effect is driven by an increased private self-awareness (i.e., heightened attention to the self), which reflects consumers' highly intimate relationship with their smartphone, compared with their PC. This increased focus on private aspects of the self when using smartphones leads consumers to choose options that they feel express their uniqueness and differentiate them from others.

Speakers: Camilla (Eunyoung) Song; Aner Sela

Title: Using mobile eye-tracking to capture the effects of choice set size on information processing during purchase decisions in the field

Laboratory studies find that people narrow the range of options they consider as the number of available options increases. We tested this effect in a naturalistic shopping setting, measuring eye movements while participants shopped in a professional mock grocery store. Consistent with laboratory research, participants looked at fewer options as the number of options increased. We also found that shoppers use brand preferences to reduce the set of options they consider. This shows that brand information guides shopper decisions when store layouts offer many alternatives, proposing that customers are more likely to churn when shelf space is scarcer.

Speakers: Alexandre Filipowicz; Laura Zaneski; Mary Kathleen Caulfield; Quentin Andre; Eric Singler; Hilke Plassmann; Joseph Kable

Symposia

Session Title: The psychology of inconvenient information: Advances in the study of (non-)disclosure

Moderator: Ike Silver; Stephen Baum

Marketers and consumers alike must often choose whether to reveal or conceal sensitive information. For example, firms must decide whether to disclose weak profit numbers or unmet sustainability goals; salespeople must decide whether to be forthright with buyers about product flaws; and consumers must decide whether to reveal personal shortcomings or controversial opinions in social settings. Although revealing negative information typically harms perceptions of producers, products, and individuals, recent studies suggest that disclosing inconvenient information can sometimes have unexpected upsides (e.g., Levine & Cohen, 2018).

This session presents three papers which advance our understanding of (non-)disclosure by: outlining new contexts in which consumers self-censor (paper 1), exploring observer reactions to disclosure across different kinds of revealed information (paper 2), and investigating consumers' predictions of how (undisclosed) information might affect others' judgments and decisions (paper 3). All three papers follow standards of open science (pre-registration, open data), and each is an advanced stage of investigation, with four or more studies complete in all cases.

Paper 1 (Silver, Small, and Goodwin) examines consumers' willingness to share politically inconvenient facts within their social networks. The authors find that above and beyond people's tendency to engage in motivated reasoning about hot-button political topics (e.g., abortion, gun control), consumers also engage in motivated sharing, omitting from conversation information that might paint them as a disloyal member of a valued cause, even if they believe such information to be factual and relevant to addressing the issue at hand. This tendency to self-censor contravenes how consumers, upon reflection, say they ought to communicate.

Paper 2 (Roberts, Landy, and Levine) explores how observers respond to different types of disclosures. Across myriad social and professional contexts, the authors find that observers distrust those who disclose moral flaws ("I took an extra 20 minute break to call a friend") more so than those who disclose flaws of competence ("I don't have a great memory for where everything in the store is") or sociability ("I have a hard time making eye contact when engaging customers"). The authors argue that disclosing moral flaws signals nefarious intentions, which paints actors more negatively and harms cooperation.

Paper 3 (Baum and Critcher) demonstrates that information that has yet to be disclosed ('privileged information') is expected to tilt consumers' evaluations and decisions more

strongly than identical information that has already been disclosed. For example, participants that test a product with a subtle flaw expect consumers who do not yet know about the flaw—but will soon—to evaluate the product more negatively than consumers who knew about the flaw all along. The authors consider how this psychology might lead consumers and firms to inflate how much revealing negative (or positive) information might change others' judgments.

The world is full of inconvenient facts, and decision-makers must often choose whether to reveal personal shortcomings, product flaws, or contradictory political realities in pursuit of broader goals. This session provides novel insights that deepen our understanding of the psychological processes guiding how consumers and firms make such disclosure decisions.

Title: Motivated self-censorship: How impression management concerns bias fact-sharing among ideological allies

Four preregistered experiments (N=1663) find evidence of self-censorship effects in information-sharing about moral and political issues: Consumers omit from conversation evidence they believe to be factual and relevant to important social issues (e.g., gun control, climate change) if bringing up such evidence might cast public doubt on their loyalty to valued political causes.

Speakers: Ike Silver; Deborah Small; Geoff Goodwin

Title: Disclosing shortcomings in morality, sociability, and competence

What are the consequences of volitionally sharing flaws about the self with others? Across four studies (total N=1,396), we find that disclosing morality flaws (e.g., dishonest, unfair) reduces trust compared to disclosing competence (e.g., unintelligent, incapable) or sociability flaws (e.g., cold, introverted) in a variety of professional and social settings. We explore the underlying mechanism and find that people who disclose morality flaws are perceived as having less positive intent compared to other types of flaws. These results challenge prior research about the benefits of self-disclosure and provide new insights into the consequences of sharing personal information with others.

Speakers: Annabelle Roberts; Justin Landy; Emma Levine

Title: The Privileged Information Effect

Across 5 experiments, we provide evidence of a privileged information effect. Utilizing paradigms in which participants evaluate real advertisements and consumer goods, we find that information is assumed to affect others' judgments more if it has yet to be (versus already has been) disclosed to them. Critically, in both instances, consumers are making predictions about others' judgments when others have equivalent information. This effect occurs for both positive and negative features of products and services, and

has implications for how consumers and firms prevent (or promote) the spread of information.

Speaker: Stephen Baum; Clayton Critcher

Awards Session

2:45pm

Title: SCP Fellows' Address

Come watch this year's SCP Fellows speak! Hosted by Vicki Morwitz.

Speaker: Vicki Morwitz

Symposia

Session Title: The Effect of Changing Climates on Consumers Mental Health in the Marketplace

Moderator: Jane Machin

Macro-environment shocks challenge mental well-being (NAMI). The Covid-19 pandemic, for example, is causing significant mental strain even for those who do not contract the virus (World Health Organization 2020). People worry about contracting and surviving the virus, the long-term effects of the disease, forced social isolation, and homeschooling children while trying to work. Financial pressures like those created by the pandemic's job losses (Cox 2020) can foster higher rates of depression, anxiety, and substance abuse (e.g., Modrek et al. 2013; Margerison-Zilko et al. 2016; Forbes and Krueger 2019). Furthermore Covid-19 survivors have shown an increased rate of psychiatric disorders including depression, anxiety, and PTSD (Siddique 2020). In another example, continued police brutality against black people and racial discrimination negatively impacts mental wellbeing (e.g., Priest et al. 2013). Social justice activists, like those in the Black Lives Matter (BLM) movement, experience mental fatigue and burnout (Gorski and Chen 2015), while the non-stop news coverage of increasingly polarized political campaigns is making people physically and emotionally sick (University of Nebraska-Lincoln, 2019).

Mental health and wellbeing needs to be a priority for marketing researchers. Given that the global mental health crisis affects 1 in every 4 consumers, ignoring this vulnerable population brings into question the external validity of research only conducted among healthy consumers. Additionally, the economic costs of treatment and lost productivity exceed \$2.5 trillion globally (Trautmann, Rehm, and Wittchen 2016). These numbers can be expected to increase with the current macro-environmental changes. Even with those numbers, many go undiagnosed and untreated each year due in part to the media portrayals of those with mental illness as dangerous or weak. The stereotypes portrayed in the media mean marketing shares some of the responsibility for the stigma surrounding mental health. More importantly, however, is the potential for marketing researchers to improve mental health outcomes. Marketing

offers a unique interdisciplinary approach and our expert knowledge of consumer behavior and marketing management can identify opportunities to improve consumer outcomes while maximizing firm value.

This symposium explores how marketing can help consumers manage mental health and wellbeing. The first paper by Mirabito et al. unpacks the customer journey of those dealing with a mental health condition. Unlike other commonly-researched customer journeys, the mental health customer journey is a multiyear journey with a fuzzy start point, an indefinite endpoint, and marked by multiple ups and downs. In the second paper, Otnes et al. explore tranquility and wellness in the marketplace. The authors unpack dimensions of tranquil experiences in the marketplace and how these impact consumer mental wellbeing. The last paper by Zahrai and Veer examines how the effects of isolation can impact social media over usage and overload. This can have a profound impact on mental health. All of these papers highlight the importance of the marketplace on mental health and wellbeing.

Title: Buyers' Quest for Mental Health Care

Mental illness (MI) has reached epidemic levels globally. While people living with MI are urged to seek treatment, little is understood about how the treatment journey is navigated. Grounding our investigation in customer experience and service ecosystem theory, we analyze 33 in-depth interviews with people seeking care for chronic mental illness. For all our participants, the customer journey is unexpected, unwanted, unrecognized, unclear, uncertain, unevaluable, and yet highly consequential. While customer journey research is typically firm-centric, dyadic, timebound, and predictable, our buyers describe egocentric, multi-actor, multiyear journeys with a trajectory marked by multiple ups and downs, role shifts, and often no endpoint. They learn by integrating insights from personal experience, peers' experiences, and professional counsel. Our findings have implications for the emerging service ecosystem literature.

Speakers: Ann M. Mirabito; Jane Machin; Natalie Ross Adkins; Elizabeth Crosby; Justine Rapp Farrell

Title: Dimensions of Consumers' Tranquil Marketplace Experiences: Perspectives from Service Providers

Research links emotions such as peace, calm, and tranquility to wellness (e.g., stress reduction). Yet consumer research privileges understanding experiences of HAPS (high-arousal positive) over LAPS (low-arousal positive) emotions. We leverage interviews with 34 practitioners seeking to foster customer tranquility. We unpack four dimensions providers believe are salient to tranquil experiences: tranquility is an ultimate emotional outcome; it flourishes in unordinary marketplace experiences; it fosters release from goal impingement, and it requires focused attention. We offer a definition of consumer

tranquility that leverages these dimensions and discuss how practitioners believe their marketplace offerings help foster tranquility in consumers.

Speakers: Cele Otnes; Ravi Mehta; Hyewon Oh

Title: Alone or Lonely: Social Media Effects on Well-Being During COVID19 Forced Isolation

Excessive social media use is often accompanied by a lack of physical social interactions as users are physically isolated but maintain social interactions in a virtual format. Yet, little research has considered the influence of forced isolation on excessive use and its impact on users. This study explores the impact of social media use during the enforced physical isolation of COVID19. This research shows that it is not physical isolation but psychological isolation that correlates with excessive social media use. The results reiterate the differing impact felt between being physically isolated and feeling socially or psychologically isolated.

Speakers: Kseniia Zahrai; Ekant Veer

Competitive Papers

4:00pm

Session Title: How the unnecessary, the meaningless, and the illusory impact consumers

Moderator: Andrew Gershoff

Title: Mere Packaging And Consumer Choice: How Unnecessary Packaging Can Increase Product Value

Product packaging may provide important promotional and functional benefits, but packaging is also a major contributor of waste. In order to become more sustainable, many major US retailers are trying to reduce unnecessary packaging. We find that even seemingly unnecessary packaging (“mere packaging”) can be psychologically beneficial for consumers. We propose that packaging keeps a product from losing some of its essential properties such as its mass, an argument that is distinct from that of magical contagion - the belief that negative properties might enter an unpackaged product.

Speakers: Tim Philipp Doering; Katherine Burson; Andrew Gershoff

Title: Meaningless Descriptors Increase Price Judgments and Decrease Quality Judgments

Descriptors for which consumers do not understand their meaning are increasingly common in a globalized world. Can descriptors for which consumers do not understand their semantic meaning nonetheless affect product judgments in systematic ways? We examine how “meaningless” descriptors affect price and quality judgments, finding that

they lead to opposing effects: consumers perceive a product with a meaningless descriptor to be a less prototypical version in its category, increasing price judgments but decreasing quality expectations. This research thus demonstrates that meaningless descriptors cause effects that diverge from the typical finding wherein factors which lift price judgments also lift quality expectations.

Speakers: Ernest Baskin; Peggy Liu

Title: The Unwillingness to Pay for Minimalist Product Aesthetics

Contrary to standard economic theory, which assumes the principle of procedure invariance (Tversky et al. 1988), we identify a robust preference reversal involving consumer goods with minimalist versus ornate aesthetics. Four experiments demonstrate that although consumers are often more likely to indicate a preference for a minimalist (vs. ornate) good when preference is elicited through choice, their WTP for the minimalist (vs. ornate) good is often lower. Mediation and moderation evidence suggest that this reversal occurs because WTP reflects consumers' beliefs that minimalist (vs. ornate) goods have lower production costs, whereas choice is more reflective of consumers' individual aesthetic tastes.

Speakers: Lauren Min; Cary Anderson; Peggy Liu; Kate Min

Title: Opting for the Undesirable: How an Illusory Loss Affects Subsequent Choice

Prior research suggests two explanations for why a prior loss may increase preference for a less chosen alternative: a shift in reference point (Tversky and Kahneman, 1991), and in a risky choice context, a desire to break even (Thaler and Johnson, 1990). We demonstrate a phenomenon whereby an unattractive, unrelated alternative is chosen more after an illusory loss. We propose that this preference is not driven by a shift in reference point or an increase in risk-taking, but instead by a motivation to maximize hedonic value via a process of hedonic editing.

Speakers: Jean Zhang; Gal Smitizsky; On Amir

Session Title: Searching, Spending, and Saving: How Search Affects Financial and Purchase Decisions

Moderator: Elina Y Hur

When choosing a credit card, retirement portfolio, or apartment, consumers seek out information to improve their decision. How does the process by which consumers search for information affect their choices and decisions? Whereas prior research has focused on the outcome of search in terms of the quality of the resulting decision (Dellaert & Häubl, 2012; Häubl & Trifts, 2000; Weitzman 1979), less is known about how the experience during search affects choice (e.g., Diehl & Zauberman, 2005). This is

important given the changing landscape of consumer search, in particular, the proliferation of online search. This session aims to address this question, joining together three papers that offer a new perspective on how the search process affects consumers' financial and purchase decisions.

The first paper (seven studies) examines a novel factor influencing consumer search: present-biasedness. Using multi-methods such as eye-tracking, Mouselabweb, and field surveys, Mrkva, Webb, and Johnson demonstrate that present-biased consumers persist less in searching for credit cards, but are no more likely to fall for teaser rates or focus on upfront costs. Because these consumers are impatient, they terminate unpleasant search earlier, causing them to choose credit cards that accrue higher total costs.

In the second paper (four studies and secondary data from the Survey of Consumer Finances), Ward, Grillo, and Fernbach demonstrate that whether consumers search for information or receive information without searching can affect their financial risk-taking. Consumers who Googled (vs. were assigned) financial information were more confident in their investment choices, betting more money that their answers were correct, despite their choices resulting in lower financial returns. Internet search (vs. receiving information) also led consumers to make more risky financial investments, a relationship which persisted in an archival analysis of consumers.

In the last paper (five studies), Hur, Woolley, and Tu examine how structuring search can affect the search experience, with implications for consumers' valuation of their chosen option for financial decisions and purchases. Examining curated choice sets, the authors found that how options are presented in a set can affect perceptions of effort payoff, which in turn influence final choice valuation. For example, in an incentive-compatible paradigm mirroring a financial decision, participants who found the highest payout at the end (vs. beginning) felt their search effort paid off more. Experiencing greater effort payoff from search caused consumers to be more likely to recommend their chosen option, pay more for this option, and be more impatient to receive this option.

Across a range of methods and decision contexts, these papers provide new insights into the search experience, with important consequences for financial decision-making, risk-taking behavior, and choice valuation. This session identifies how individual differences and context factors shape consumer search, and will offer broad appeal to audiences interested in how the online search environment can be designed to influence consumers' financial and purchase decisions.

Title: Search Now or Pay Later: How Time Preferences Influence Consumer Search and Choice

Across several studies (N=18,405), we show that present-biased consumers are unwilling to engage in unpleasant search that could drastically reduce future debt. When selecting a credit card, present-biased consumers terminate search quickly and choose cards that accrue higher fees. This result generalized across both lab studies and surveys of real world financial search, across different measures of search (eye-tracking and Mouselabweb), and in representative samples. Additionally, a manipulation that

increased patience caused consumers to search more and make better decisions (choosing cards with lower borrowing costs). Present-biased consumers did not prioritize attributes differently; they simply searched less.

Speakers: Kellen Mrkva; Elizabeth Webb; Eric J. Johnson

Title: Risky Click: How Online Search Increases Financial Risk-Taking

Consumers often search the Internet for information prior to making important decisions. In this research, we investigate how online financial search affects subsequent financial risk-taking. Four experiments (N = 1,604) provide evidence that searching Google for financial information increases financial risk-taking in domains such as investment choice and retirement portfolio allocations, even when it does not improve relevant financial knowledge or performance. Consistent with these findings, secondary analysis of the 2016 Survey of Consumer Finances (n = 6,248) reveals that reliance on the Internet for financial information predicts willingness to take financial risk, even after controlling for financial literacy.

Speakers: Adrian F. Ward; Tito L. H. Grillo; Philip Fernbach

Title: When Searching Pays Off: Options Discovered Later are Valued More

Five studies (N = 1,503) examined how the process of searching for information affects consumers' experience of search and valuation of their final outcome for financial and purchase decisions. Within curated sets of options, finding the best option at the end (vs. beginning) of the choice set influences effort payoff. This effect is mediated by perceived search progress, and attenuates when consumers learn information about products without experiencing progress (i.e., sequentially vs. simultaneously). We further document key consequences of this effect for: recommendations, willingness to pay for options, and impatience.

Speakers: Elina Y Hur; Kaitlin Woolley; Yanping Tu

Session Title: Using Innovative Methodologies to Change Policy and Behavior

Moderator: Shelly Rathee

Understanding behavior in the public policy domain is essential as it addresses many pertinent issues, including human welfare, health behavior, charitable contributions, political institutions, sustainability, and more. With COVID-19 and a new world of uncertainty, it is important to uncover innovative research techniques and methodologies to accurately forecast and make predications related to public policy. The current session presents three papers that push the boundaries of research in this area. Questions addressed in this session include whether the fate of political campaigns be forecast, how participation in colorectal cancer (CRC) screening can be increased for underserved populations, and when and why charitable contributions can be influenced.

In the first paper, Tong, Krosnick, and Knutson use neural data in a political domain to examine whether behavioral and brain data could forecast a political campaign survival. Specifically, the research determines whether brain data could add value to traditional polling data. By examining the neural activity in a small sample (n=46) to forecast the survival of 2019-2020 Democratic primary campaigns, the researchers found that brain activity (in the combined NAcc and MPFC) could forecast campaign survival. The findings hold implications for political campaigns by suggesting that early features, such as candidate selection, play a critical role in campaign survival, thereby leading to more efficient allocation of campaign resources.

The second paper focuses on innovative approaches in the health domain. Lieberman, Gneezy, Gupta, Berry, and Argenbright examine how financial incentives and deadlines influence CRC screening. Across two field experiments, participants (N=16,336) were invited to complete CRC screening with either non-incentivized deadlines or deadlines coupled with declining incentives. The results indicated that modest fixed incentives did not encourage screening. However, imposing deadlines—with or without declining incentives—were equally effective at increasing screening relative to control. These results have important implications to encourage CRC screening with the potential to reduce CRC incidence and mortality.

Finally, the third paper focuses on innovative approaches in the charitable contributions domain. Rathee, Mishra, and Mishra use Natural Language Processing (NLP) and a field experiment to illustrate that sacrifice associated with donations is an important motivator of donation behavior. In a series of experiments, the authors show that being asked to “give up” a monetary amount equal to the price of a product (virtue or vice), influences perceptions of sacrifice, thereby influencing the donation likelihood. These results have important implications for non-profit and charitable organizations while noting that charities do not currently follow this practice.

Considering the relevance of public policy behavior in the current uncertain environment, we expect that the session will be of interest to researchers as well as practitioners interested in neuroscience, natural language processing, consumer well-being, pro-social behavior and political institutions more generally. This session fits within the Behavioral Insights for Changing Climate conference theme by creating new wisdom and holistically expanding the public policy domain using innovative research methodologies.

Title: Neuroforecasting Political Campaign Survival

Can the fate of political campaigns be forecast? Some theorists claim that early features drive eventual campaign success, while others argue that events during campaigns determine success. We asked whether neural activity in a small sample (n=46) could forecast the survival of 2019-2020 Democratic primary campaigns, months later. A combination of nucleus accumbens and medial prefrontal cortex activity forecasted campaign survival, while individual choice did not, extending a partial scaling account of neuroforecasting to political outcomes. Practically, the findings hold implications for

political campaigns by suggesting that early feature such as candidate selection plays a critical role in campaign survival.

Speakers: Lester Tong; Jon Krosnick; Brian Knutson

Title: Testing the Role of Motivation and Procrastination in Colorectal Cancer Screening
Colorectal cancer is the second leading cause of cancer death in the U.S. While screening saves lives, participation is low, especially among underserved populations. Two field experiments aimed to increase fecal immunochemical test (FIT) completion. Study 1 (N=8,565) offered incentives to complete screening annually for 3 years and discontinued incentives in Year 4. Study 2 (N=7,771) invited participants to complete a FIT with either non-incentivized deadlines or deadlines coupled with declining incentives. Results indicated that modest fixed incentives did not encourage screening. However, deadlines—with and without declining incentives—were equally effective at increasing screening relative to control.

Speakers: Alicea Lieberman; Ayelet Gneezy; Samir Gupta; Emily Berry; Keith Argenbright

Title: How Food References with a Giving-up Frame Influence Donation Behavior?
Sacrifice is an essential motivator of donation behavior. This research examines how references to food (virtue vs. vice) affect consumers' donation behavior when the appeal uses a giving-up frame (e.g., Please Donate \$2. Note \$2 is the same as giving-up a blueberry muffin). A text-analysis, a field study, and two lab studies examine how subtle manipulations of equating a donation to a virtue food can lower the perception of sacrifice and increase the likelihood of donation compared to an equivalent vice food or no-food condition. This phenomenon occurs because the giving-up frame activates the construct of sacrifice.

Speakers: Shelly Rathee; Arul Mishra; Himanshu Mishra

Session Title: Unanticipated Consequences of Constraining Behavior

Moderator: Jackie Silverman

Consumers have limited money and time that they can spend in an infinite number of ways. Deciding how to best spend one's resources involves tradeoffs between short-term desires and longer-term investments. To help people make better choices, individuals and firms frequently impose constraints on how consumers spend their money and time (Cheema and Soman 2006; Gollwitzer and Sheeran 2006; Shefrin and Thaler 1988; Thaler and Bernartzi 2004). For example, people often create budgets to encourage fiscal responsibility or self-impose deadlines to reduce procrastination (e.g., Ariely and Wertenbroch 1999; Cheema and Soman 2006). This session seeks to better identify and understand the unanticipated consequences of attempting to constrain such resource expenditures. Specifically, these papers build on existing literature

through novel experimental research that answers questions about how different types of constraints (i.e., budgets, time limits, and schedules) change the reference points by which consumers evaluate their use of the constrained resource. As a result, these papers find unanticipated and even negative outcomes for how consumers spend their money and time.

The first paper examines the counterintuitive effect of constraining money by exploring how budgets can backfire. This paper finds that consumers are more inclined to spend money that has been budgeted for specific expenses than money that has not been budgeted because the loss of money is psychologically realized when it is mentally appropriated. Thus, rather than helping to constrain spending, budgets can actually facilitate consumer spending.

The second and third papers investigate how constraining another important resource—time—can have surprising consequences. Paper 2 examines how a common time management tool—setting an alert after a pre-determined amount of time spent (akin to a commonly-available option on most smartphones)—affects how much time people spend on the activity. Results show that setting such non-binding time limits on “leisure” activities, like social media or games, counterintuitively increases the time spent. This occurs because setting a limit shifts consumers’ salient reference point for evaluating time spent on leisure.

Paper 3 also investigates time, but instead focuses on consumers’ perceptions of time “windfalls.” What happens when previously-scheduled time suddenly becomes free because of a change in plans? The authors find that this gained time feels subjectively longer because it is evaluated against a reference point of having no free time. Thus, people engage with whatever new activity comes to occupy it at a relatively slower pace.

Together, these three papers highlight the importance of understanding how consumers manage their time and money, documenting ironic psychological processes and unintended negative consequences of multiple popular resource management tools. In line with the conference theme, this session examines how consumers try (but may ultimately fail) to cope with strains on their most cherished resources—money and time—in a changing world. The widespread applicability of these findings will attract consumer psychologists, policy-makers, and practitioners, and will create a productive discussion surrounding the theoretical and practical implications of each presentation.

Title: Loss Booking: A Theory of Mental Budgeting

We propose a loss booking theory of the psychological mechanisms involved in mental budgeting that explains the way it changes how spending is perceived, experienced, and initiated. We propose that the loss of money is psychologically “booked” or realized when it is budgeted into mental accounts. Because of the prior realization of losses, expenditures of budgeted money are less likely to be coded as losses, and thus elicit less pain of paying than expenditures of unbudgeted money or money budgeted toward other categories. Therefore, mental budgeting facilitates consumer spending.

Speakers: Chang-Yuan Lee; Carey Morewedge

Title: When Limits Backfire: The Ironic Effect of Setting Limits on Leisure

Consumers often wish to reduce their time spent on unproductive activities, like social media and games. To better manage their time, consumers (and even companies) frequently set costless, non-binding limits on how long individuals spend on leisure. Four pre-registered experiments examine how setting a limit can affect consumers' evaluations of their time spent, as well as how much time they actually spend on leisure vs. work. Building on prior work on reference points, we show that setting a limit can backfire, increasing, rather than decreasing, the time spent on such activities at the expense of paid work.

Speakers: Shalena Srna; Jackie Silverman; Jordan Etkin

Title: Gained Time is Expanded

When a scheduled task is cancelled, consumers gain time. Examining the perception and consumption of windfalls of time, seven studies demonstrate that intervals of gained time feel longer in prospect than equivalent intervals that were always free, leading consumers to move at a slower pace to fill the subjective time available. This occurs because gained time is evaluated against a reference of having no free time, increasing its subjective magnitude. The studies utilize both naturally occurring (e.g., Daylight Saving, COVID-19 shelter-in-place) and experimentally manipulated time gains and examine both self-reported and real behavior during gained time.

Speakers: Gabriela Tonietto; Selin Malkoc; Sam Maglio

Competitive Papers

Session Title: When Consumers Talk about Brands and When Brands Know About Consumers

Moderator: Rebecca Walker Reczek

Title: The Impact of Political Ideology on Attitudes toward Customer Reviews: When and Why Conservatives Don't Listen to and Act on Other Customers Reviews

This research examines how political ideology, a core belief system that impacts core aspects of consumer decisions, influences customer reviews' perceived usefulness and customers' willing to read reviews when making purchase decisions. We predict that political conservatism decreases perceived usefulness of and reliance on customer reviews because conservatives (vs. liberals) tend to view customer reviews as "lay" reviews of low quality when no explicit information about reviewer expertise is provided. Three studies provided support for this prediction. Further, boosting reviewer expertise attenuates the relationship between political ideology and customer review use.

Speakers: unhui Huang; Christine Kim; David Dubois

Title: The Visualization Aspect of Online Reviews

Most e-commerce websites display the distribution of online ratings for their assortments. However, they visualize the distributions using either stacked bar graphs (e.g., Amazon.com) or bar graphs (e.g., Yelp.com). The current research examines the effect of such graphical formats and finds that consumers evaluate an item less positively when its ratings distribution is displayed in a stacked bar graph (versus a bar graph). Moreover, we find that consumer choice is influenced by the graphical format used. This shift in evaluation and choice is due to the differential effect of the graphical cues provided in a distribution graph.

Speakers: Seyedjavad Mousavi; Surendra N Singh; Promothesh Chatterjee; Tamara Masters

Title: When Brands Know Too Much: Consumers React More Harshly to Negative Brand Experiences after Brands Collect Sensitive Personal Information

As brands collect more information from consumers, new research is needed to explore how data collection influences consumer response to subsequent brand actions. We demonstrate how brands' data collection can negatively impact consumers' perception of, and response to, brands' subsequent marketing actions as a function of the sensitivity of the data collected. Across three lab studies and a field study, we demonstrate that consumers who provided sensitive (vs. non-sensitive) data to a brand become more punitive following a negative brand outcome. This occurs because they are more likely to attribute the negative outcome to the brand's response to their identity.

Speakers: Jianna Jin; Robert Smith; Rebecca Walker Reczek

Social Event

5:15pm

Title: SCP's Got Talent

Join familiar friends and make new friends at our opening cocktail reception! Bring your favorite drink of choice, and be sure to submit a favorite cocktail recipe (or comfort food/dessert recipe) to share as part of our SCP@Home cookbook by clicking [here](#).

Speakers: Jim Mourey; Tiffany Barnett-White

Posters

Title: How Uncertainty Can Promote Investment in Energy-Efficient Upgrades

We propose that consumers are more likely to invest in energy-efficient upgrades (e.g., replacing incandescent lightbulbs with LED lightbulbs) when they perceive future energy prices as inherently unpredictable (versus predictable). In two studies, we investigate how framing future energy costs as unpredictable (versus predictable) affects feelings of aleatory uncertainty – that the future is inherently unknowable – and investment in energy-efficient upgrades. We propose that experiencing aleatory uncertainty, in turn, leads to diminished anticipation of regret from investing in energy-efficient upgrades, and thus increases their willingness to invest in energy-efficient technology.

Speakers: Alanna Sharman; Keri Kettle

Title: Digital Resource Scarcity And Online Purchase Intent: The Moderating Role of Message Framing Consumers often face scarcity of digital resources such as low battery life on the phone or low data availability to browse the internet. Experiencing scarcity affects how individuals evaluate advertisements and subsequently make purchase decisions. Two experiments are conducted to examine the effect of digital resource-scarcity on consumers' online purchase intent. Using regulatory focus theory, we propose that the effect of digital resource scarcity on purchase intent is moderated by advertisement message-framing. When the message framing is loss-framed rather than gain-framed, the individual is more likely to exhibit higher favorability towards the advertisement leading to increased purchase intent.

Speakers: Arani Roy; Ashesh Mukherjee

Title: Examining Role of Anthropomorphism and Service Failure on Negative Word of Mouth and Switching

Extant literature on consumer-brand relationship identifies effectiveness of anthropomorphism in generating positive perception of consumers towards a brand, leading to improved brand performance. The present paper investigates the influence of anthropomorphized services on the customer behavior in a post-failure context. This study identifies the moderating role of anthropomorphism in the relationship between service failure (low severity vs. high severity) and negative word of mouth and switching. The results showcase a dual effect of anthropomorphism, where it reduces the negative customer behavior in low severity condition and enhances the negative customer behavior in high severity condition.

Speakers: Archit Vinod Tapar; Gurbir Singh

Title: Get Your Science Out of Here: When Do Scientific Marketing Appeals Backfire?

We explore when and why scientific appeals are effective and when they backfire. We propose that consumers possess lay intuitions about the scientific process as competent yet lacking warmth. Across four studies, we demonstrate that when products are positioned as hedonic, promotions that invoke scientific development (vs. control appeals) result in lower purchase intentions and WTP. In contrast, when products are positioned as utilitarian, scientific development appeals increase purchase intentions. Finally, we demonstrate that when science

is used to test product quality (rather than to develop the product), scientific appeals do not backfire.

Speakers: Aviva Philipp-Muller; John P Costello; Rebecca Walker Reczek

Title: Culture Comforts: The Cognitive Effects of Political Ideology on Motivated Cultural Learning
What motivates consumers to learn about their own versus other cultures? We propose that recently documented differences in the cognitive flexibility of political conservatives and liberals influences the cultures consumers are motivated to understand. Two studies demonstrate that conservatives (liberals) are motivated to learn about their own (others) culture due to their cognitive rigidity (flexibility). The implications of this motivated cultural learning for our understanding of political ideology, cultural acceptance, and consumer behavior are discussed.

Speakers: Bryan M Buechner; Joshua J. Clarkson; Garrett Ainsworth

Title: Keeping It Intact: Structure Maintenance Behavior During Consumption

Certain forms of consumption involve the undermining and even destruction of an internal structure. In this work, we demonstrate that in such situations, consumers engage in consumption patterns to maintain the structure, for instance by (1) postponing the beginning of consumption or (2) leaving the substructures intact. In this proposal, we show evidence of consumer structure maintenance from four lab experiments, discuss the significance of this finding, and provide future directions to advance this work.

Speakers: Cong Clark Cao; Liang Huang

Title: Predicting meat consumption from concurrent, automatic appraisals: Insights into the intention-behaviour gap of meat-eating.

Meat production considerably contributes to climate change, yet even ethically minded consumers struggle to implement meat-reducing intentions. Evidence points to the role of automatic appraisals but has been inconclusive. One reason for this may lie in the unidimensional approach to assessing automatic appraisals, whereby research predominantly considers generic appraisals of meat and vegetarian stimuli (positive/negative). Using a novel multidimensional approach we show that automatic appraisals at the attribute level (health, sustainability, taste, price, ethicality) influence meat-eating behaviour to varying degrees. Our findings have important implications for the interpretation of existing knowledge concerning the role of automatic appraisals in meat-eating.

Speakers: Daria Altenburg; Adriaan Spruyt

Title: The Effect of Elongation Bias on Verbal Messages: How the Shape of a Textbox Influences Consumer Attitude Strength

We examine whether the elongation bias in size perception extends to word estimates in advertisements. We find that the shape of a text message affects attitude strength, especially under the low elaboration condition. A perceived increase in the number of words within an

elongated textbox may increase the individual's assumption that he or she has elaborated upon the message, i.e., perceived elaboration for individuals under low elaboration. This research contributes to the literature on elongation bias and consumer attitude.

Speakers: Dongeun Kim; Catherine Cole; Dhananjay Nayakankuppam

Title: Me and My Breasts: Why women prefer autologous to prosthetic breast reconstruction. Women increasingly undergo breast reconstruction after mastectomy. Currently, two main reconstruction techniques exist: the autologous (using women's own tissue) and prosthetic (using synthetic materials) technique. Whereas surgeons mainly focus on women's health in conventional benefit-risk analyses, we provide evidence in 2 studies that women prefer autologous over prosthetic reconstruction because of its identity signaling value. This is the first empirical evidence highlighting the importance of identity in this specific health-related context while at the same time opening avenues for more research on identity considerations in cosmetic surgery, or in health care decision making more generally.

Speakers: Fabienne Krywuczky; Kobe Millet; Jiska Eelen

Title: Less Talking, More Empathy: How to use Emojis to Help People Feel Good

Text therapy is a convenient form of counselling that allows clients to text with a therapist. In this study, we examine how use of emojis in the context of text therapy impacts clients' overall counselling experience. In two studies, we show that using emojis with concise messages (vs. long messages) lead to greater clients' overall satisfaction, higher willingness to pay, and increased positive word of mouth. Also, the effects on willingness to talk again with the therapist, likeliness of recommending the therapist and the counselling platform more were mediated by the participants' perceived empathy displayed by the therapist.

Speakers: Farhana Nusrat; Yanliu Huang

Title: How to Extract Meaning and Happiness from Experiences: Experiences as Ends versus Means

A central goal of marketing is enhancing consumer welfare. Research shows that having experiences rather than material goods is one route; yet that literature treats experiences monolithically. Three experiments tested whether the motivation underlying experiences would affect well-being, defined as happiness and meaning. Consumers thought about experiences pursued for the sake of having the experience (ends condition) versus pursued to reach another end (means condition). As expected, consumers reported more happiness and meaningfulness from experiences as ends versus means. Rather than exhorting consumers to simply pursue experiences, consumers may benefit from focusing on the motivations underlying their pursuit.

Speakers: Hankyul Bae; Kathleen D Vohs

Title: The Good, The Bad and the Minimum Tolerable: Exploring Expectations towards the Institutional Food Experience

Consumer expectations are on the rise due to changing demographics, higher education, better health and increased wealth. This presents several new challenges for society, and health services for the aging population in particular. However, we lack updated empirical knowledge on the consumer expectations and their potential antecedents. In study 1, we qualitatively explore the consumer expectation construct in relation to institutional food experience among aging consumers. Based on the findings, we propose an extended expectancy-disconfirmation model. In study 2, we quantitatively investigate the role of consumer personality traits in expectation formation using the developed model.

Speakers: Hanne Andreassen; Olga Gjerald; Kai Victor Hansen

Title: The Effect of Constrained Creativity on Variety Seeking

Consumers regularly encounter creative tasks within the consumption process. These creative tasks generally have a limited set of options which can constrain the consumer's creativity. Constraints force consumers to think outside-the-box requiring additional cognitive effort and thus effecting subsequent behavior. Using a set of experimental studies, we found that constrained creativity reduces consumers subsequent variety seeking behavior. Additionally, the context of the creative task moderates this relationship. When the creative task was perceived as work variety seeking was reduced, whereas when the task was perceived as fun the constraint did not have this effect.

Speakers: Heather Patterson; Huifang Mao; Samantha Cross

Title: Climate change on the smartphone: The effect of mobile attachment to the perception of psychological distance

Anchored on the Construal Level Theory and Attachment Theory, the current research demonstrates that attached to mobile consumers would alter the way climate change is perceived between their own mobile and other devices. Specifically, climate change would appear further away on mobile and closer on the desktop. Sobel test results show that the level of mobile attachment indirectly influences the perceived social distance via both negative and positive emotions such as anxiety and hope. Further theoretical and practical applications for climate change communication are discussed.

Speakers: Hoang Linh NGUYEN; Marie-Helene FOSSE-GOMEZ

Title: The Numerator Neglect: When the Denominator Carries More Information

In this research, we propose the numerator neglect hypothesis and show that in situations where an incident can affect several individuals (e.g., infectious disease), people evaluate the ratio information that is represented by smaller (vs. larger) denominators as more likely to occur. For example, when an infectious disease is said to infect 1-in-5 people, people evaluate the infection rate higher than when the disease is said to infect 20-in-100 people. We argue that this happens because ratio information that is represented by smaller (vs larger) denominators suggests to people that it takes less for the event to personally impact them.

Speakers: Hoori Rafieian; Anubhav Aggarwal

Title: How Consumers' Cooperativeness Impacts the Effect of Nicknaming Autonomous Products on Their Use

The advent of artificial intelligence boosts the use of nicknames for today's everyday products. However, we are not aware of any research that examines the effects of this phenomenon. Across two studies, a large-scale field study with real customers and a subsequent experimental study, we show that providing a nickname helps regaining control over autonomous products, which increases their usage intention. This effect applies to people with a collaborative personality but is attenuated for competitive ones. Our findings have substantial theoretical implications for consumer research on autonomous technologies, as well as managerial implications for communication, targeting, and product design.

Speakers: Jenny Lena Zimmermann; Emanuel de Bellis; Reto Hofstetter

Title: The Stigma Triad: Conceptualizing Stigma in Consumption and its Consequences
Consumption stigma can disenfranchise those who consume in two ways: either inherited stigma (e.g., gender, race/ethnicity stereotypes) or achieved stigma (e.g., unhealthy, maladaptive, addictive consumption). First, we conceptualize the elements that create consumption stigma. Second, our Stigma Triad Model demonstrates how stigma plays out in the marketplace between consumers and companies. Third, delving deeper, eight theoretical propositions are presented, which predict behavioral responses to stigma and pave avenues for further research to test these propositions. As stereotypes, discrimination, and maladaptive behavior become more prevalent in modern consumer culture, this research addresses several dilemmas that companies and consumers must manage strategically.

Speakers: Jerry Grimes; Robert Mai

Title: The Egalitarian Value of Counterfeit Goods: Purchasing Counterfeits to Reduce Inequality
How does income inequality affect consumption of counterfeit goods? In three pre-registered studies, we find that after manipulation of perceived inequality, consumers are more likely to associate counterfeits with compensating for inequality by ostensibly providing access to high status goods, an outcome we label the egalitarian value. This egalitarian value, in turn, increases consumers' preference for counterfeit (vs. legitimate) brands (Studies 1-3). We find that this effect is stronger in those with egalitarian beliefs (Study 2), and that the egalitarian value is driven by a perception that counterfeits get back at those at the top of social hierarchies (Study 3).

Speakers: Jingshi Liu; Wiley Wakeman; Michael I. Norton

Title: The Impact of Positive Purchase-Centered UGC on Audience's Purchase Intention: Roles of Tie Strength, Benign Envy and Purchase Type

It is increasingly prevalent that consumers create user-generated content (UGC) to display their purchases on social media to both strong ties and weak ties. This research explores how the audience reacts to the purchase-centered UGC. Two studies show that tie strength between

buyer and audience positively influences audience's feeling of benign envy, which in turn affects audience's purchase intention towards the displayed purchase. Furthermore, two additional experiments identify purchase type as a moderator of the mediation effect. This research extends multiple research streams including tie strength and purchase type, and provides implications for the practices of UGC and influencer marketing.

Speakers: Jingyi Duan

Title: Concretizing Sustainability with Circularity: A Construal Level Approach to Encourage Sustainable Consumption

Despite increasing awareness of the negative impact of our lifestyles on the environment, most consumers have not adequately changed their behavior. One possibility for the disconnect is the perceived abstractness of sustainability. Drawing on construal level theory, this research proposes that framing sustainability as circularity, based on the principles of the circular economy, reduces the abstractness of sustainability, which in turn, prompts consumers to behave more sustainably. Four studies investigate the effects of circular framing on sustainable behavior, including the moderating role of consumers' chronic construal level.

Speakers: Jolie Gutentag

Title: Double Down When the Deck is Hot, Fold When it is Cold: Temperature Effects on Risk Behavior Risk, an element of decision making that permeates the marketplace, has enjoyed over fifty years of investigation. In spite of this, situational determinants of risk remain relatively unexplored. In order to better understand overarching marketplace influences, the current work examines the influence of temperature on consumers' inclination toward risk. Across four studies, evidence for a positive relationship between one's felt temperature and risk taking is found. In doing so, the authors find that this effect is driven by the interpretation of warmth as a reward cue, resulting in behavioral activation, which in turn heightens risk taking.

Speakers: Josh Lundberg; Adam Craig; John Peloza

Title: Who wants to hustle? Conservatives Propensity for Multi-Level Marketing Participation and Losses

Participation in multi-level marketing companies (MLMs) often leads to negative outcomes. In two studies, we examine how political conservatives are more vulnerable to MLM advertising (and thus MLM consequences) than liberals. A systematic review of MLM websites (Study 1) finds that MLM advertising uses language that emphasizes conservative values of personal growth, hard work and autonomy. National data illustrates this point showing that conservative US counties had more participants in an MLM and that those participants lost more than liberal counties (Study 2). The findings from this research can help inform policy and interventions, addressing consumer vulnerability to MLM marketing appeals.

Speakers: Katharine Howie; Rhiannon Mesler; Ke (Christy) Tu; Jennifer Chernishenko; Abbas Safaei Ghasrodashti

Title: Curbing the Spread of COVID-19: A Self-Control Perspective

To combat the COVID-19 pandemic, governments and health organizations rely on non-pharmaceutical interventions (NPIs; e.g., social distancing and mask wearing), which necessitate consumers' constant effort exertion to regulate behaviors. Thus, we explore the role of self-control in the current pandemic. Through analyzing real-world COVID-19 data (studies 1a and 1b) and two online experiments (studies 2 and 3), we find that trait self-control predicts consumers' NPI adherence intentions. Additionally, we find that health message framing (i.e., self-focused vs other-focused) moderates the effect of self-control on NPI adherence (study 3).

Speakers: Ke (Christy) Tu; Shirley Chen; Rhiannon Mesler

Title: Eat Clean: The Impact of Cleanliness on Food Perceptions

Despite all the efforts from marketers and policy makers, consumers continue to face challenges in their attempts at healthy eating. Interventions often have the unintended effect of facilitating less healthy choices. However, the role of psychological influences during the act of consumption have demonstrated a powerful role. In this research, we examine the impact of one such influence, namely cleanliness, on perceptions of food and intentions for consumption. We find that, in a clean environment, food is perceived to be healthier, more fresh, and of higher quality, relative to a dirty environment.

Speakers: Lauren Trabold Apadula; Chrissy Martins; Eric Hamerman; Chrissy Martins

Title: Just Between You And Me: Paying Privately Signals Moral Traits And Enhances Others' Willingness to Cooperate

Consumer-to-consumer (C2C) payment platforms have gained popularity in recent years, but little is known about the social implications of their use. We investigate one important feature C2C payment platforms offer – the ability to send payments privately or publicly – and show there are social benefits associated with paying privately. Consumers are more willing to cooperate with private payers because they infer that private payers possess stronger moral character traits. Four studies, conducted in both Spain and the United States, show that behaviors on C2C payment platforms have signaling capabilities, and that in cooperative contexts, consumers may benefit by keeping payments private.

Speakers: Lennay M. Chapman; Ana Valenzuela

Title: Phones And Selves: Self-Smartphone Overlap, Online Self-Disclosure, And Privacy Concerns

For many, smartphones, used innumerable times a day, are gateways to social connection, entertainment, marketplace access, and accomplishing goals. With such intimate, frequent use, people may come to psychologically associate themselves with their smartphones, an observation that formed the basis of our investigation. Drawing on theories that posit

possessions can be viewed as extensions of the self, we proposed that as consumers experience greater overlap between their smartphone and self, perceived self-boundaries become porous, operationalized as self-disclosure. Increased online self-disclosure that stems from self-smartphone overlap then leads to reductions in privacy concerns. Two pre-registered studies provided support for these propositions.

Speakers: Lennay M. Chapman; Kathleen D Vohs

Title: An Investigation of New Methods to Capture Individual-level Implicit Brand Familiarity
Brand familiarity is strongly associated with consumer preferences and choice, and a critical component of consumer-based brand equity. This research examines to what extent the pupillary response captures consumer reactions to images of brands differing in familiarity, by combining the measurements of pupil diameter with traditional behavioral reaction times. Three studies involving hundreds of brands demonstrate the discrepancy between individual-level and group-level (i.e., experimentally defined) brand familiarity and the efficacy of pupillometry in capturing semantic differences in brand familiarity. The results lead up to methodological suggestions for future research.

Speakers: Léon Franzen; Bianca Grohmann; Aaron P. Johnson; Corina Lacombe; Amanda Cabugao; Karine Elalouf

Title: Does the Pandemic Influence the Country of Origin Effect? Higher Purchase Intentions toward Face Masks from Developing Countries

This study explores the impact of country of origin (COO) on consumers' trust in product information by comparing information about face masks from developed and developing countries. Serial mediation analysis shows that U.S. consumers perceive COO to be culturally more distant from their own culture if the face masks are from developing countries (e.g., India). Interestingly, this perceived cultural distance increases trust in the product information, results in higher purchase intentions toward the face masks. This positive COO effect contradicts the previous findings in which purchase intentions are usually higher toward products from developed countries.

Speakers: Mansi Gupta; Sorim Chung

Title: Explaining the Socioeconomic Gradient of Obesity: A Longitudinal Analysis of the Psychosocial Factors that Led Low SES Americans to Gain More Weight during the Covid Crisis
Obesity is strongly associated with socioeconomic status (SES), and both are among the highest risk factors for Covid-19. Using a longitudinal design among a large sample, we found that low SES Americans gained more weight during the first six weeks of the Covid crisis, further exacerbating their vulnerability to the SARS-cov 2 virus. Among the sociopsychological factors hypothesized to explain the socioeconomic gradient, stress was the only one to significantly mediate the link between SES and weight gain by decreasing energy expenditures and increasing energy intake (through higher and less healthy food intake).

Speakers: Maria Langlois; Pierre Chandon

Title: Being Charged For Free Products Stops Consumers From Committing to Other Brands: Role of Perceived Control

Consumers are susceptible to encounter non-zero prices for products that they think should be available for free, for example, reading news online or accessing product reviews. Such exposure to non-zero costs for perceived free products leads consumers to a feeling of reduced perceived control. Following loss of control, consumers try to restore such control. We examine how this control restoration attempt manifests in reduced commitment to brands they subsequently encounter. Overall, using three studies, we explore how exposure to non-zero pricing affects commitment to subsequent brands through perceived control.

Speakers: Maria Ortiz; Arani Roy

Title: The Effect of Service Robot Anthropomorphism on Consumer Risk Perceptions

In an online between-subjects experiment (n = 203) we explore how differently anthropomorphized service robots (low, medium, high) affect consumer risk perceptions along four dimensions (psychological, functional, privacy, time) in a fictitious bank service-setting. We find that psychological and time risk perception are the lowest in the medium anthropomorphism condition. We further find that this effect is mediated by uncanniness, even though for functional and privacy risk perceptions only indirect effects were significant. Preliminary results point towards the relevance of anthropomorphism for consumer risk perception, and the necessity for understanding this relationship to optimally design service robots in the future.

Speakers: Martin Aubel; Indrè Pikturnienė

Title: Can everyday charitable appeals encourage sustainable behaviour? An experimental study focused on Australian bushfire appeals

Can NGO appeals that are primarily used to encourage public donations also encourage sustainable behaviour in individuals? This study examines framed messages within an Australian bushfire appeal, understanding an appeal's influence on intended sustainable behaviour as well as identifying whether there is a correlation between a negative emotional response and intended sustainable behaviour. The results demonstrate a clear indication that recreating awareness on aggregate outcomes like an explicit environmental disaster such as bushfires can encourage intended sustainable behaviour. Furthermore, this experiment supported present research identifying a correlation between a negative emotional response to the appeal and intended sustainable behaviour.

Speakers: Megan Cleary

Title: How Spatial Distance Cues Influence Donation Intention: Role of Effortful Thinking

Prior research shows that spatial distance cues influence judgment and decision making in a number of different ways. In this research, we examine how spatial distance cues influence

donation decisions. We find that the effectiveness of spatial distance cues in enhancing people's donation intention is conditional upon their degree of effortful thinking. Utilizing a variety of charitable causes, and measures and manipulations of effortful thinking, we show that effortful thinking enhances feelings of empathy toward victims who are geographically located farther as opposed to near, which subsequently enhances their donation intention for spatially distant victims.

Speakers: Mehdi Tanzeeb Hossain; Tracy Khan

Title: Behavioral (In)consistency: The Relative Effects of Egoistic and Altruistic Appeals on Prosocial Behavior

Advocates for non-normative prosocial behaviors are more influential when they practice a behavior themselves compared to when they do not. We explore the relative effects of egoistic and altruistic appeals on consumers' intentions to engage in prosocial behaviors as a function of advocates' behavioral (in)consistency. For solar panel installation and vegetarianism, alignment between an advocates' words and actions has a greater effect on the efficacy of an egoistic appeal than an altruistic appeal. Participants predict that the self-interested appeal will always be more effective, regardless of an advocate's behavior.

Speakers: Melissa Beswick; Oleg Urminsky

Title: Entrusting the Future to Others' Hands: People Are More Likely to Delegate Choice to a Decision Device When Choosing for the Future

People often have to decide in advance for the future even though their future preference may be inherently unknowable in the present. While much of the existing research has documented what people choose for the future, relatively little attention has been paid to how they prefer such decisions to be made. We find that people are more likely to opt to have a choice made by an external mechanism (e.g., randomization, majority rule, friend, or algorithm) as opposed to explicitly making a choice themselves when the outcome is to be received in the future as opposed to in the present.

Speakers: Minkwang Jang; Oleg Urminsky

Title: Vocal Similarity, Trust and Persuasion in Human-AI Agent Interactions

This research explores an important component that exists in human-AI agent interactions and user personalization – acoustic similarity. We quantify the distance measure as a measure of objective vocal similarity in pitch and timbre (MFCCs) and we show that acoustic similarity leads to higher trust, and perceptions of warmth and competence.

Speakers: Na Kyong Hyun; Michael Lowe

Title: Upstream Marketing Placebo Effects – The Influence of Product Names on Implicit Food Experience

Commonly marketing placebo effects (MPEs) are explored with self-report ratings on taste and liking. Self-report ratings require a conscious processed behavioural response of consumers.

However, MPEs often operate on an unconscious perceptual level, altering expectations about food products implicitly. Consequently, upstream MPE processes might already be identifiable on implicit perceptual levels, before an MPE is verbalised via self-reports. This study investigates consumers' implicit and explicit consumption experience induced by the products' name –acting as a marketing placebo–, indicating that upstream MPE processes are measurable in implicit reward associations before they can be consciously verbalised.

Speakers: Nadine R. Gier; Enrique Strelow; Caspar Krampe

Title: Capturing and Keeping the Customer Experience: The Effect of Photos on Remembered Enjoyment

The enjoyment of experiences often extends beyond the physical experience through the memories retained by customers and shared with others through social communication. This research investigates how consumers' exposure to photos of a past product or service experience affects their memory for and enjoyment of the experience and subsequent cognitive and behavioral responses to the focal product. Studies conducted using eye tracking and virtual scenarios reveal that, when photo cues are present, consumers remember greater enjoyment, want to spend more time engaged in the recalled activity, have greater repurchase intentions, and are more likely to share their experiences with others.

Speakers: Nari Yoon; Raymond Burke

Title: Reducing Daily Plastic Consumption Prior to and During the Covid-19: A Cross-Cultural Analysis

This comparative study explores UK and US consumers' single-use plastic consumption prior to and during the pandemic. The analysis was performed within the theoretical framework of Ajzen's (1965, 1991) Theory of Planned Behaviour, which was extended to include perceived responsibility, consumers' other pro-environmental behaviour, past behaviour and fear appeal. The findings show that for prior to the pandemic, attitude and perceived behavioural control; and for during the pandemic, perceived behavioural control and subjective norm are the strongest predictors of behaviour respectively. The findings also reveal that there are major differences between predictors of behaviour between UK and US consumers.

Speakers: Nazanin Love; Mioara Cristea

Title: "My Rights to Information Privacy!": The Effect of Information Control on Consumers' Attitudes And Behaviors

Consumer information is a valuable commodity in the digital age. However, consumers have raised concerns about information privacy, possibly leading to self-protective behaviors in information disclosure. In this research, we shift the discussion to a focus on consumer empowerment. We found that enabling individual's control of their own information leverages more truthful information disclosure, website stickiness, and positive word of mouth. These effects occur because giving consumers a sense of information control enhances their perceived empowerment and trustworthiness towards firms. We also found that the effect of

information control on information disclosure behavior varies across different types of online services.

Speakers: Ngan Vo; Rajesh V. Manchanda

Title: Biased Assessments of Cigarette and Cannabis Smokers, And The Potential Role of Non-stigma Based Public Health Messaging in Overcoming Them

Over time, tobacco de-marketing campaigns have promoted the stigmatization of cigarette smokers. Cannabis use, gradually attaining legalization worldwide and often co-occurring with cigarette consumption, also faces stigmatization. Three experiments (2 with Canadian students, 1 with managers in California) demonstrate biased assessments of cigarette and cannabis smokers seeking employment. Studies 4 and 5 (planned) will investigate whether: (a) customers exhibit similar biases toward service employees; and (b) alternative public health dissuasive tactics (e.g., empathy-based) help overcome unsubstantiated biases engendered by stigmatization. Overall, we examine firm and customer perceptions of employee smoking, and the role of messaging in correcting for unfounded biases.

Speakers: Nicolas Roulin; Namita Bhatnagar

Title: How Incentives Help Us Do Hard Things

When people must complete both a hard and easy task, which do they attempt first? We examine how incentives affect people's preferred task order when faced with two tasks of differing difficulty. Across three studies, when an incentive for completing both tasks is present (vs. absent), people are more likely to choose the harder task first. This effect seems not to be due to differences in people's certainty about whether they can complete the tasks. We suggest that incentives may increase motivation to complete the tasks, which prompts people to tackle the bigger obstacle to completion (the harder task) first.

Speakers: Patrick Matthew Healey; Robyn LeBoeuf

Title: Vigilance and Covid-19: The Role of Political Ideology, Beliefs, and Threat Proximity

Political conservatives are typically more vigilant against disease than liberals. Using both secondary data and experiments, we find the opposite effect for COVID-19, with conservatives being less vigilant than liberals. This difference is due to divergent moral beliefs: while conservatives believe they need to be brave and thus less vigilant out of loyalty to the country, liberals believe they need to be vigilant out of care for others. Crucially, we propose and show that conservatives' moral beliefs lose influence as COVID-19 threat becomes more proximal, whereas liberals' beliefs persist regardless of threat proximity.

Speakers: Peyman Assadi; Monika Lisjak; Julie Irwin; Naomi Mandel

Title: Confidence in Online Reviews for Experiential (vs. Material) Purchases

Consumers often share their consumption experiences online, such as by writing online reviews. While the impact of online reviews on consumer behavior has been studied extensively, less is known about how exactly consumers write reviews. Across five experiments

and an analysis of a large dataset of reviews on Amazon and Yelp, we show that consumers use a more confident tone when writing reviews for experiential than material purchases. This effect is driven by higher perceived accuracy of memory for experiences as compared to material goods, even when consumers are relying on the gist of their memory and not the details.

Speakers: Pureum Kim; Anastasiya Pocheptsova Ghosh; Martin Reimann

Title: Deciding Who's Responsible for a Sponsored Post: The Role of Closeness and Perceived Motives in Navigating Ambiguous Persuasion Attempts

Sponsored posts often seem ambiguous to consumers, as it is unclear whether the posting influencer or the sponsoring company is primarily responsible for creating its persuasive message. Three studies suggest perceived similarity with the influencer affects how followers navigate this ambiguity by increasing feelings of closeness. Closeness leads followers to attribute greater responsibility to the company if they perceive self-interested motives for the post. Such attributions may help followers resolve a threat to felt closeness by reducing perceptions of the influencer being a self-interested persuasion agent. We then explore downstream consequences on perceived trustworthiness of the post and purchase intentions.

Speakers: Robina Ghosh; Ty Henderson; Wayne D. Hoyer

Title: Use of Group Consumption Cues in Online Reviews

In most cases, consumers consume products or services in groups rather than individually. However, when sharing their experiences, they may or may not provide any cues that reveal the consumption setting. This research examines whether providing group consumption cues by reviewers (such as using plural pronouns to refer to themselves) influences other consumers. Using two lab experiments, we found that consumers are more likely to purchase a service when such cues are provided. Online review platforms can use our results to optimize their review submission forms.

Speakers: Seyedjavad Mousavi; Sina Aghaie

Title: How Social Functioning Ability and Crowdedness Impact Consumer Behavior

In the current research, we report three studies that investigate the impact of social functioning ability on consumers' decision making under varying levels of social crowdedness. Our two initial studies suggest that people with lower social functioning ability feel less socially pleasant in the extremely crowded condition compared to people with higher social functioning ability. In the third study, we work to separate the impact of physical crowding from the intensity of social interaction, showing that the latter affects those with lower social functioning skills more. We will propose several new areas that could be explored in future research.

Speakers: Shiyun Chen; Gary Gaeth; Irwin Levin

Title: How Individuals Differ in Response to the COVID Crisis: The Role of Social Functioning

This project was focused on the relationship between social functioning, which we have been studying for a number of years, and the impact of the COVID crisis. We related our scale of Quality of Social Functioning to individuals' reactions to social aspects of the current COVID crisis. Those scoring at the low end of our scale exhibited extreme reactions in the following areas: feeling distressed, scared, nervous, socially isolated, and financially impacted; and feeling more pessimistic about how long the infection and its impact will last. We discuss the broader role of deficits in social functioning.

Speakers: Shiyun Chen; Gary Gaeth; Irwin Levin; Aron Levin

Title: Stable Versus Malleable: Beliefs About Body Shape Impact the Evaluation of Figure-altering Products

Consumers may react to psychological pressure to look athletic by using direct resolution products that require effort to improve body shape or symbolic self-completion products that flatter their appearance. It remains, however, unclear when consumers decide to utilize which product. Therefore, the current work sought to investigate whether the belief about the malleability of body shape influences this decision. We demonstrated that the more strongly consumers believe that body shape is malleable, the less highly they value symbolic self-completion products, but the more often they choose direct resolution products.

Speakers: Silvan Burri; Sascha Steinmann; Dirk Morschett

Title: I Hope Therefore I Save: The Positive Effect of Hope on Financial Decision Making

Different institutions are increasingly using various strategies to encourage consumers to save money. For instance, in the U.S., employers have made it easy for employees to register for retirement benefits such as the 401(k) and 403(b). Various companies offer generous matching benefits to encourage their employees to save and contribute to their retirement programs. However, the majority of Americans claim they do not have enough savings. Hence, despite an increase in saving incentives and strategies by both private and public companies, successful interventions to motivate consumers to save remain sparse

Speakers: Stephen Juma; Mario Pandelaere

Title: Asymmetric Consumer Response to Competent Brands' and Warm Brands' Product-Harm Incidents and Subsequent Corrective Actions

The authors show – using an experiment – that in the aftermath of a brand's product-harm incidents, its perceived competence, but not warmth, determines consumers' complaining. Econometric modeling of observational data further confirms that competence decreases the number of complaints, but warmth increases complaints. The authors next demonstrate that the brand's warmth, but not its competence, determines consumers' compliance with the brand's product-recall notice – a corrective action in the aftermath of product-harm incidents. An experiment and observational data support the hypotheses. In summary, competence attenuates complaining but does not elicit compliance, whereas warmth does not affect complaining, but elicits compliance.

Speakers: Vivek Astvansh; Jennifer L. Stoner

Title: “It’s all in your head”: How extraverts’ tendency to perceive purchases as experiences versus material objects brings them greater purchase-related happiness

This research advances extraversion as an individual difference that reliably predicts whether people tend to see their purchases more as experiences or material objects; which, in turn, affects the level of happiness they gain from those purchases. Evidence from three studies shows that extraverts are likely to perceive purchases in experiential versus material terms, and this has a positive impact on the happiness they derive from those purchases. We show that this result emerges from dispositional (trait extraversion) as well as experimentally induced extraversion (state extraversion).

Speakers: Wilson Bastos; Fernando Machado

Title: A First Look at Experiential Conspicuous Consumption as a Social Status Signal

Buying and displaying expensive purchases, coined conspicuous consumption (CC), is social signal that leads to many desirable outcomes like perceptions of wealth and status. To date, the literature demonstrating CC has focused on material goods (e.g., cars), neglecting other targets of consumption like experiential goods (e.g., vacations). Given the extensive attention to different psychological effects of experiential vs. material goods in general, including experiential goods in the CC discussion is an important endeavor. Across two studies, experiential CC had similar status-boosting effects to material CC. Experiential CC had unique social benefits (perceptions of warmth) above and beyond material CC patterns.

Speakers: Wilson Nemoto Merrell; Josh Ackerman

Title: Control versus Care: How Culturally Shaped Psychological Ownership Affects Pet Spending

This research examines how pet spending behaviors diverge between cultures and the role of psychological ownership. In particular, we hypothesize that individualistic consumers may experience ownership by exercising control over the pets and therefore purchase extrinsic items for pets (e.g., costumes, toys). In contrast, collectivistic consumers spend more intrinsically on pets (e.g., quality food, healthcare, shelter) due to their relational approach to ownership and their desire to care for pets’ innate needs. Moreover, individualists’ extrinsic spending on pets spread across different pet species, whereas collectivists spend more intrinsically on relational pets (e.g., dogs, cats) than effectance pets (e.g., reptiles).

Speakers: Yafei Guo; Carlos Javier Torelli

Title: Is True Self Frugal? Exploring the Effect of True Self on Consumption Decisions

Marketers often promote the notion of true self in their advertising campaigns. However, this research suggests that activating consumers’ true selves can ironically decrease their willingness-to-pay for the advertised products. Study 1 showed that participants were less willing to pay for both vice and virtuous foods when the product ad encourages them to be their true selves. Study 2 demonstrated that participants were less willing to pay for both

experiential and material products after writing about their true selves. These findings reveal that a true self campaign can discourage consumption and bring negative consequences to marketers.

Speakers: Yanfen You; Lina Xu

Title: Is There a “Gestalt Bias Effect” in Indulgence? Subjectively Constructing Food Units Into Wholes (Versus Parts) Increases Desire to Eat and Actual Consumption.

In the present work we extend research into the unit bias effect and its extension – the portion size effect – by demonstrating the existence of a “Gestalt bias effect”. Drawing on the tenets of Gestalt psychology, we show that a unit bias effect can be observed for food portions that are composed of identical basic units, but which are subjectively grouped into, or perceived as a Gestalt – a larger whole. In three studies, we find that such subjectively constructed food wholes constitute a new (perceptual) unit that is perceived bigger than the units it is constructed from, thereby prompting increased eating and desire to eat.

Speakers: Yannick Joye; Sabrina Bruyneel; Bob Fennis

Title: Divergent Effects of Budgeting for Gift- and Personal-Purchases

Across four studies (including one field study), we find that people perceive budgets differently depending on whether those budgets are set for personal-purchases versus gift-purchases. For a personal-purchase, consumers aim to spend less than their budget; whereas for a gift-purchase, consumers aim to spend all of their budget.

Speakers: Yuna Choe; Christina Kan; Evan Polman

Title: Crossed Out! Effect of Strikethrough Price Presentation on Deal Evaluation

In this research, we examine the novel factor of discount price presentation format, strikethrough, on consumers’ deal evaluation. We find that when consumers are cognitively busy, a strikethrough on the original item price increases perceived savings, resulting in a greater purchase intention of the discounted product.

Speakers: Yuna Choe

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