



SCP 2022 CONFERENCE PROGRAM

We Believe!

March 3-5, 2022

Co-Chairs

Kelly Goldsmith (Vanderbilt University)

Ellie J. Kyung (University of Pennsylvania)

Manoj Thomas (Cornell University)

Conference Dashboard: <https://www.scp2022.com/>

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Winners of the Best Talk and Best Poster from each track will be announced at the Closing Ceremonies.

Please note: The links in this document are NOT live. To access sessions, go to the conference dashboard:

<https://www.scp2022.com>

Conference Program Overview

Friday, March 4, 2022

	TRACK 1 Spending Money CHAIR: Eesha Sharma (San Diego State University) Zoom Link	TRACK 2 Technology & Society CHAIR: Rom Schrift (Indiana University) Zoom Link	TRACK 3 Sustainability & Well Being CHAIR: Yeel Steinhart (Tel Aviv University) Zoom Link	TRACK 4 Goals & Motivation CHAIR: Rima Toure-Tillery (Northwestern University) Zoom Link	TRACK 5 Judgment & Decision Making I CHAIR: Dan Schley (Erasmus University) Zoom Link
Session A 9:30am–11:00am EST	1A. Luxury & Status DISCUSSANT: Anat Kelnan (Boston University) MC: Silvia Bellezza (Columbia University)	2A. Algorithmic Conversations DISCUSSANT: Klaus Werlenbroch (INSEAD) MC: Gideon Nave (University of Pennsylvania)	3A. Sustainable Consumption DISCUSSANT: Amir Grinstein (Northeastern University) MC: Yonat Zwebner (Reichman University)	4A. Goal Pursuit DISCUSSANT: Kathleen Vohs (University of Minnesota) MC: Sarah Memmi (University of Louisville)	5A. Misinformation DISCUSSANT: Dean Eckles (Massachusetts Institute of Technology) MC: Shreyans Goenka (Virginia Tech)
11:00am–11:15am EST	<i>Break</i>				
Session B 11:15am–12:45pm EST	1B. Charitable Giving DISCUSSANT: Deborah Small (University of Pennsylvania) MC: Kirk Kristofferson (Western University)	2B. When AI Goes Awry DISCUSSANT: Bernd Schmitt (Columbia University) MC: Mansur Khamitov (Indiana University)	3B. Reduce & Reuse DISCUSSANT: Rebecca Walker Reczek (Ohio State University) MC: Sara Loughran Dommer (Pennsylvania State University)	4B. Scarcity DISCUSSANT: Rebecca Hamilton (Georgetown University) MC: Sophie Linying Fan (The Hong Kong University of Science and Technology)	5B. Context Effects DISCUSSANT: Dan Schley (Erasmus University) MC: Ioannis Evangelidis (ESADE)
12:45pm–1:00pm EST	<i>Break</i>				
1:00pm–2:00pm EST	<i>Keynote Addresses: Jennifer Aaker (Stanford University) & Ayelet Fishbach (University of Chicago)</i> <i>Add to calendar Zoom link</i>				
Session C 2:00pm–3:30pm EST	1C. Currency Formats DISCUSSANT: Vicki Morwitz (Columbia University) MC: Shelle Santana (Bentley University)	2C. Consumer Privacy DISCUSSANT: Donna Hoffman (George Washington University) MC: Yanmei Zheng (University of Hawaii)	3C. Food Consumption DISCUSSANT: Kelly Haws (Vanderbilt University) MC: Linda Hagen (University of Southern California)	4C. Task Framing & Incentives DISCUSSANT: Ayelet Gneezy (University of California San Diego) MC: Caroline Roux (Concordia University)	5C. Uncertainty DISCUSSANT: Philip Fernbach (University of Colorado-Boulder) MC: Alice Moon (University of Pennsylvania)
3:30pm–4:30pm EST	<i>60th Anniversary Celebration & Awards Ceremony</i> <i>Add to calendar Zoom link</i>				
Session D 4:30pm–6:00pm EST	1D. Financial Decision Making DISCUSSANT: Eesha Sharma (San Diego State University) MC: Jenny Olson (Indiana University)	2D. Context Effects in Technology DISCUSSANT: Aner Sela (University of Florida) MC: Sang Kyu Park (Hong Kong University of Science and Technology)	3D. Healthy Choices DISCUSSANT: Aparna Labroo (Northwestern University) MC: Atar Herziger (Technion Israel Institute of Technology)	4D. Identity DISCUSSANT: Rima Toure-Tillery (Northwestern University) MC: Jen Savary (University of Arizona)	5D. Sequential Judgments DISCUSSANT: Yang Yang (University of Florida) MC: Adelle Yang (National University of Singapore)

Saturday, March 5, 2022

	TRACK 6 Attitudes & Persuasion CHAIR: Uzma Khan (University of Miami) Zoom Link	TRACK 7 Interpersonal Relations & Group Processes CHAIR: Eugenia Wu (University of Pittsburgh) Zoom Link	TRACK 8 Personality Processes & Individual Differences CHAIR: Anne-Sophie Chaxel (HEC Paris) Zoom Link	TRACK 9 Social Influence CHAIR: Aner Sela (University of Florida) Zoom Link	TRACK 10 Judgment & Decision Making II CHAIR: Ryan Hamilton (Emory University) Zoom Link
Session A 9:30am–11:00am EST	6A. Effects of Valuation DISCUSSANT: Christian Wheeler (Stanford University) MC: Allie Lieberman (UCLA)	7A. Shared Experiences DISCUSSANT: Peggy Liu (University of Pittsburgh) MC: Ximena Garcia-Rada (Texas A&M University)	8A. Gender Effects DISCUSSANT: Susan Dobscha (Bentley University) MC: Alican Mecit (SKEMA Business School)	9A. Online Reviews DISCUSSANT: Cait Lambertson (University of Pennsylvania) MC: Jared Watson (New York University)	10A. Time & Temporal Effects DISCUSSANT: Oleg Urminsky (University of Chicago) MC: Zoey Chen (University of Miami)
11:00am–11:15am EST	<i>Break</i>				
Session B 11:15am–12:45pm EST	6B. Product Evaluation & Use DISCUSSANT: Uzma Khan (University of Miami) MC: Marissa Sharif (University of Pennsylvania)	7B. Gifts & Giving DISCUSSANT: Nora Williams (Washington University in St. Louis) MC: Julian Givi (West Virginia University)	8B. Underrepresented Consumers DISCUSSANT: Dipankar Chakravarti (Virginia Tech) MC: Rowena Crabbe (Virginia Tech)	9B. Social Media DISCUSSANT: Keith Wilcox (Texas A&M University) MC: Francisco Villarreal Ordenes (LUISS Guido Carli University)	10B. Experience Effects DISCUSSANT: Alix Barasch (New York University / INSEAD) MC: Gabriela Tonietto (Rutgers University)
12:45pm–1:00pm EST	<i>Break</i>				
1:00pm–2:00pm EST	<i>Presidential Session Hosted by Geeta Menon (New York University): Career Tributes to Jerome Williams and Tom Meyvis</i> <i>Add to calendar Zoom link</i>				
Session C 2:00pm–3:30pm EST	6C. Brands DISCUSSANT: Anna Kirmani (University of Maryland) MC: Maria Rodas (University of Illinois Urbana-Champaign)	7C. Consumption in Relationships DISCUSSANT: Lisa Cavanaugh (University of British Columbia) MC: Hristina Nikolova (Boston College)	8C. The Pandemic DISCUSSANT: Selin Malkoc (Ohio State University) MC: Annie Wilson (University of Pennsylvania)	9C. Corporate Morality DISCUSSANT: Amit Bhattacharjee (INSEAD) MC: Sydney Scott (Washington University in St. Louis)	10C. Feelings & Emotions DISCUSSANT: Michel Pham (Columbia University) MC: Kristen Duke (University of Toronto)
3:30pm–3:45pm EST	<i>Break</i>				
Session D 3:45pm–5:15pm EST	6D. Psychological Ownership DISCUSSANT: Carey Morewedge (Boston University) MC: Andrea Luangrath (University of Iowa)	7D. Self-Other Perception DISCUSSANT: Brent McFerran (Simon Fraser University) MC: Tami Kim (University of Virginia)	8D. Political Ideology DISCUSSANT: Rashmi Adaval (University of Cincinnati) MC: Claire Heeryung Kim (McGill University)	9D. Social Signaling DISCUSSANT: Nailiya Ordabayeva (Boston College) MC: Ezgi Akpinar (Sabanci University)	10D. Price & Numerical Cognition DISCUSSANT: Ryan Hamilton (Emory University) MC: Franklin Shaddy (UCLA)
5:15pm–5:30pm EST	<i>Break</i>				
5:30pm–6:00pm EST	<i>Closing Ceremonies</i> <i>Add to calendar Zoom link</i>				

About & FAQs

It is here at last! We Believe...in SCP 2022! And you should too...

Lyrics and editing by Kelly Goldsmith; Performed by Jim Mourey; Starring some of the many people who contributed to this year's SCP Conference!

Welcome to SCP 2022 and the celebration of SCP's 60th Anniversary!

Since we cannot be together in person, we have made some changes to the typical virtual format. Each session was carefully curated to connect scholars with a shared interest in a specific topic (see FAQs below on exactly how this was done). Each session was placed in one of ten tracks with three other sessions on related topics of interest. This design allows SCP to offer ten unique "conferences-within-the-conference". We believe this will leverage the capabilities of a virtual conference and make it easier for you to connect with other scholars in your area and find their work.

Here is a description of the thematically-linked content in each session:

- Four 10-minute Competitive Paper presentations
- Discussant reflections & MC-led Q&A
- Two 5-minute Flash Talks
- Brief 1-minute Poster research question overviews
- Further group discussion on session theme

Also featured in this year's conference

- Keynotes addresses from [Jennifer Aaker](#) (Stanford University) & [Ayelet Fishbach](#) (University of Chicago)
- Presidential session hosted by [Geeta Menon](#) (New York University)
- Students—get your career off to the right start with guidance from the [Doctoral Consortium](#) (with Anastasiya Pocheptsova Ghosh, University of Arizona & Lawrence Williams, University of Colorado Boulder)
- Brush up and learn about the latest technical skills in the [Research Skills Workshop](#) (with Ashlee Humphreys, Northwestern University & Mathew Isaac, Seattle University)
- Celebrate [SCP's 60 Year Anniversary](#) with special guests and opportunities to connect with colleagues (lead by social chairs: Jordan Etkin, Duke & Szu-chi Huang, Stanford & Mary Steffel, Northeastern University)
- Awards for Best Talk and Best Poster for every track...determined by YOU! Come to sessions and vote!

You might have noticed that we did some things a little differently for this year's virtual conference. If you are curious about some of these decisions, we have listed some FAQs below. (We won't take it personally if you are not at all curious.)

For more information on how to register for the conference, [click here](#).

We look forward to seeing you on March 3-5, 2022!

[Ellie Kyung](#) (University of Pennsylvania), [Kelly Goldsmith](#) (Vanderbilt University), & [Manoj Thomas](#) (Cornell University)

SCP 2022 FAQs

Why are there no symposia sessions this year?

We eliminated all symposia for several reasons in an effort to make the review process as fair as possible. First, to ensure that every abstract would be evaluated through double-blind review without author names and institutions that could potentially cause bias. Second, to eliminate the advantage where symposia tend to have higher acceptance rates than competitive papers, particularly since this tends to benefit individuals who are already well-networked. Third, to facilitate a format where people can meet scholars in their area that they may not already know. We acknowledge that there are pros and cons to allow for symposia submissions.

So then, how did you put these sessions together?

Every submission was evaluated by 2-3 reviewers from our Program Committee of experienced scholars which included current and former presidents of SCP, ACR, and SJDM, and editors, AEs, and ERB members of *JCP*, *JCR*, *JMR*, and *JM*. These reviews and the submissions were then evaluated by one of our Session Associate Editors. All of the long abstracts of the submissions selected for presentation in the conference were then text analyzed for relatedness by the eternally awesome Dan Schley and scored for their relatedness to each other. We used these scores to then group Competitive Papers, Flash Talks, and Posters around 40 sessions on timely topics organized into 10 tracks. Our Track Associate Editors then curated our senior scholar discussants and junior scholar MCs who are experts in each topic area to contribute to and assist in guiding the sessions.

What are these Flash Talks?

We have seen Flash Talks executed at SJDM and SCP in the past as a great way to present novel effects in a succinct way that gets the audience thinking. Rather than having a session with just Flash Talks, we have incorporated Flash Talks into every session to give scholars with common interests a chance to meet.

Why are there no poster sessions?

All posters will be posted to session pages several weeks before the conference and sent to all session presenters and co-authors. This will give each poster presenter an opportunity to connect with scholars in their area during the session. We hope that this gives poster presenters more exposure to scholars who might be interested in their work.

Will there be any recordings of the sessions during the conference?

Because the goal is to have interactive discussion where people feel free to connect and ask questions, the conference sessions will not be recorded and no recorded presentations will be permitted. All sessions will be live. Please note that it is against conference policy to record the sessions yourself or take screenshots of other people's work.

Why are all of the talks (of every variety) shorter this year?

Thirty years of research by TED suggests that the ideal length for a talk is less than 18 minutes. Thus we have designed the conference so that no one person is ever speaking for more than 18 minutes. We have made the session presentations shorter to focus on sharing ideas in a more concise format and giving participants a chance to for discussion and to connect. We acknowledge this is an experiment—you will have to tell us afterwards what you think.

Why aren't you giving awards for "Best Competitive Paper" and "Best Working Paper" for the conference?

Rather than having these awards decided by a small committee, we wanted to involve all of you! There will be a "Best Talk" award (for competitive papers and flash talks) and "Best Poster" award for each of the ten tracks of the conference. Links to vote for your favorite talks and posters will be available after the conference begins. Thank you to the Numerical Markers Conference crew for this inspiration.

Why isn't there a session for talks from the award winners?

Due to constraints with the virtual format and scheduling, all award winners will be announced during the 60th Anniversary Celebration on Friday from 3:30 – 4:30 pm, but they will present in person at SCP 2023 to allow adequate time to plan for appropriate festivities with friends & family!

Why were we asked demographic questions when submitting abstracts and registering for the conference?

Every organization and institution is asking themselves how they can "do better" from a DEI perspective. As behavioral researchers, we should agree that data is necessary to see whether one is "doing better." You always have the option to decline to answer any questions, but we appreciate as broad participation as possible to help SCP track and understand its membership base over time.

Why did you build your own website for the conference?

Between the three of us, two of us have OCD tendencies. Two of us are incapable of understanding conference schedules that are not in grid format. One of us forgets to attend conference sessions unless there is a calendar invite...or at least claims this as an excuse. All three of us like things to be easy to use—this was our attempt to make the conference user friendly.

Who do I contact if....

- I have issues with SCP membership or conference registration: Eric Yorkston at e.yorkston@tcu.edu.
- I have issues with getting into sessions the day of the conference even after I have registered: both scp2022@myscp.org and e.yorkston@tcu.edu.
- I have any complaints, comments, or observations that I want to share with the conference organizers: scp2022@myscp.org.

Why don't you have a conference theme?

We did initially have a conference theme. It was "Unmasked." That did not age well. We decided that our new conference theme should be "Research." Since everything submitted fit with that theme, we decided it wasn't worth publicizing any further.

Why are the three of you running this conference?

Geeta Menon asked us to. Have you tried saying no to Geeta Menon?

Is there anything else we should be accusing the three of you of while we're at it?

Probably. If we haven't done it, we have at least thought of doing it. You know where to find us.

Thank You

Our Generous Sponsors



Our Incredible Event Co-Chairs

Doctoral Consortium Co-Chairs

Anastasiya Pocheptsova Ghosh (University of Arizona)

Lawrence Williams (University of Colorado Boulder)

Research Skills Workshop Co-Chairs

Ashlee Humphreys (Northwestern University)

Mathew Isaac (Seattle University)

Social Co-Chairs

Jordan Etkin (Duke University)

Szu-chi Huang (Stanford University)

Mary Steffel (Northeastern University)

Our Inspiring SCP Board

Geeta Menon (New York University)
Patti Williams (University of Pennsylvania)
Gita Johar (Columbia University)

Brent McFerran (Simon Fraser University)
Eric Yorkston (Texas Christian University)

Our Brilliant Session Associate Editors

Flash Talk Associate Editors

Chiara Longoni (Boston University)
Kaitlin Woolley (Cornell University)

Poster Associate Editors

Yann Cornil (University of British Columbia)
Kirk Kristopherson (Western University)

Competitive Paper Associate Editors

Amit Bhattacharjee (INSEAD)
Cindy Cryder (Washington University in St. Louis)
Amy Dalton (The Hong Kong University of Science and Technology)
Kelly Herd (University of Connecticut)
Xiuping Li (National University of Singapore)
Jeff Parker (University of Illinois at Chicago)

Anthony Salerno (Vanderbilt University)
Rob Smith (Tilburg School of Economics and Management)
Gülden Ülkümen (University of Southern California)
Denfeng Yan (New York University, Shanghai)
Ying Zhang (Peking University)
Min Zhao (Boston College)

Our Most Excellent Track Chairs

Anne-Sophie Chaxel (HEC Paris)
Ryan Hamilton (Emory University)
Uzma Khan (University of Miami)
Dan Schley (Erasmus University)
Rom Schrift (Indiana University)
Aner Sela (University of Florida)

Eesha Sharma (San Diego State University)
Yael Steinhart (Tel Aviv University)
Rima Toure-Tillery (Northwestern University)
Eugenia Wu (University of Pittsburgh)

Our Talented Discussants, MCs, and Student Coordinators

Thank you to the wonderful team of Discussants and MCs and the student coordinators who valiantly safeguarded every session: Donald Gaffney (Vanderbilt University), Elina Hur (Cornell University), Jeffrey Kang (Cornell University), Arnaud Monnier (Cornell University), Archer Pan (Cornell University), Priscilla Peña (University of Rhode Island), Deepak Sirwani (Cornell University), Michelle Wang (Cornell University), and Rin Yoon (Cornell University).

Our Wise Advisors and Role Models

Sarah Moore (University of Alberta) and Rod Duclos (University of Western Ontario), who set the bar high for virtual conferences at SCP 2021 and advised us every step of the way.

Our Passionate Community Builders

Adriana Samper (ASU), Jim Mourey (DePaul University), Keisha Cutright (Duke University), and Ryan Elder (BYU) for their work as PhD Project Student and Faculty Liaisons, including orchestrating the 2022 SCP Community Building Initiative connecting students with faculty mentors for SCP conference submissions. And yes – those are Jim’s vocals in the “I Believe” video!

Our Esteemed Program Committee

See them all [here](#).

Our Amazingly Talented Design Team

Wondering who built this site? [Kieran Chapman](#) with the assistance of [Amelia Chapman](#).

Program Committee

Reviews of all submissions this year were double-blind.

Thomas Allard	Noah Castelo	Kristen Duke
BJ Allen	Lisa Cavanaugh	Lea Dunn
On Amir	Gizem Ceylan	Kristina Durante
Justin Angle	Cindy Chan	Andrew Edelblum
Esra Asif	Hannah Chang	Danit Ein-Gar
Selin Atalay	Sylvia Chang	Ryan Elder
Ana Babic-Rosario	Jinjie Chen	Jennifer Escalas
Hankyul Bae	Qihui Chen	Ellen Evers
Nadeesha Bandara	Shirley Chen	Sophie Fan
Akshina Banerjee	Vincent Chen	David Faro
Alixandra Barasch	Yunqing Chen	Rosellina Ferraro
Alberto Barchetti	Andong Cheng	Stacey Finkelstein
Michael Barone	Jennifer Chernishenko	Geoff Fisher
Shankha Basu	Charlene Chu	Ariel Fridman
Stephen Baum	Helen Chun	Liz Friedman
Julia Bayuk	Libby Chun	Alex Fulmer
Silvia Bellezza	Isabella Ciampa	David Gal
Aronte Bennett	Josh Clarkson	Jeff Galak
Jonah Berger	June Cotte	Fei Gao
Jonathan Berman	Adam Craig	Randy Gao
James Bettman	Clayton Critcher	Emily Garbinsky
Alessandro Biraglia	Serena D'Hooge	Julian Givi
Dipayan Biswas	Xianchi Dai	Ayelet Gneezy
Sean Blair	Peter Darke	Shreyans Goenka
Simon Blanchard	David DeFranza	Selin Goksel
Johannes Boegershausen	Xiaoyan Deng	Miranda Goode
Lisa Bolton	Kristin Diehl	Joseph Goodman
Andrea Bonezzi	Claudiu Dimofte	Laura Goodyear
Simona Botti	Tim Doering	Jocelyn Grabke
Tonya Bradford	David Dolifka	Lauren Grewal
Danielle J. Brick	Sara Dommer	Kelley Gullo Wight
Susan Broniarczyk	Heather Dretsch	Bingxuan Guo
Eva Buechel	Aimee Drolet	Nazli Gurdamar Okutur
Katherine Burson	Nofar Duani	Gerald Häubl
Aylin Cakanlar	Rod Duclos	Rishad Habib
Meg Campbell	Adam Duhachek	

Liat Hadar
Linda Hagen
Serena Hagerty
Rebecca Hamilton
Ryan Hamilton
David Hardesty
David Hardisty
Mycah Harrold
William Hedgcock
Stefan Hock
JoAndrea Hoegg
Maren Hoff
Jiewen Hong
Yuly Hong
Chuck Howard
Holly Howe
Ming Hsu
Bingyan Hu
Der-Wei Huang
Irene Huang
Yanliu Huang
Zhongqiang (Tak) Huang
Elina Hur
Jamie Hyodo
Deborah Roedder John
(no hyphen)
Kimberly Hyun
Elise Ince
Jeff Inman
Caglar Irmak
Shailendra Jain
Yuwei Jiang
Alicia Johnson
Ross Johnson
barbara kahn
Christina Kan
Jeffrey Kang
Uma Karmarkar
Elizabeth Keenan
Saeid Kermani
Junha Kim

Soo Kim
Yeseul Kim
Joowon Klusowski
Natalia Kononov
Sakshi Korde
Tom Kramer
Theresa (Tess) Kwon
Aparna Labroo
Katherine Lafreniere
Edward Lai
Jeff Larson
Kathy LaTour
Robyn LeBoeuf
Chang-Yuan Lee
Hyojin Lee
Leonard Lee
Saerom Lee
Christophe Lembregts
Sarah Lim
Lily Lin
Stephanie Lin
Monika Lisjak
Peggy Liu
Wendy Liu
Katherine Loveland
Michael Lowe
Tina Lowrey
Yandou Lu
Josh Lundberg
Shilpa Madan
Sam Maglio
Trang Mai-McManus
Giulia Maimone
Kelley Main
Prashant Malaviya
Selin Malkoc
Naomi Mandel
Nate Martin
Frank May
Nina Mazar
Chance Mccullough

Brent McFerran
Nicole Mead
Ravi Mehta
Shiri Melumad
Johann Melzner
Sarah Memmi
Rhiannon Mesler
Elizabeth Miller
Nirajana Mishra
Chiraag Mittal
Daniel Mochon
Alice Moon
Carey Morewedge
Milica Mormann
Coby Morvinski
Jim Mourey
Nira Munichor
Kevin Nanakdewa
Noelle Nelson
George Newman
Hristina Nikolova
Mike Norton
Nathan Novemsky
stephen nowlis
Joseph Nunes
Hyewon Oh
Ekin Ok
Christopher Olivola
Jenny Olson
Nailya Ordabayeva
Cele Otnes
Anna Paley
Gabriele Paolacci
Joowon Park
Hannah Perfecto
Andrew Perkins
Hilke Plassmann
Laura Pricer
Emily Prinsloo
Honghan Qi
Suntong Qi

Ryan Rahinel
Priyali Rajagopal
Shelly Rathee
Rebecca Ratner
Rebecca Reczek
Joe Redden
Taly Reich
Scott Rick
Christine Ringler
Matthew Rocklage
Neal Roese
Caroline Roux
Derek Rucker
Shelle Santana
Nikkita Sarna
Jennifer Savay
Irene Scopelliti
Sankar Sen
Julio Sevilla
Franklin Shaddy
Edith Shalev
Yael Shani Feinstein
Marissa Sharif
Hao Shen
Luxi Shen
Zhengyu Shi
Meyrav Shoham
Suzanne Shu
Ike Silver
Tanya Singh
Deepak Sirwani

Deborah Small
Rosanna Smith
Tatiana Sokolova
elisa solinas
Pooja Somasundaram
Katie Spangenberg
Stephen A. Spiller
Ashley Stadler-Blank
Jennifer Sun
Abigail Sussman
Steven Sweldens
Anna Tari
Jasper Teow
Debora Thompson
Geoff Tomaino
Lan Anh Ton
Gabriela Tonietto
Carlos J. Torelli
Claudia Townsend
Remi Trudel
Maria Giulia Trupia
Claire Tsai
Stephanie Tully
Umair Usman
Ana Valenzuela
Noah Van Bergen
Stijn van Osselaer
Joachim Vosgerau
Monica Wadhwa
Daniel Walters
Echo Wan

Michelle Wang
Qin Wang
Caleb Warren
Jared Watson
Liz Webb
Liad Weiss
Keith Wilcox
Elanor Williams
Patti Williams
Anne Wilson
David Wooten
Jinyan Xiang
Alison Xu
Haiyue (Felix) Xu
Jing Xu
Minzhe Xu
Jiani Xue
Dena Yadin
Adelle Yang
Lin Yang
Yang Yang
Carolyn Yoon
Rin Yoon
Yiqi Yu
Vincentia Yuen
Camilla Zallot
Yael Zemack-Rugar
Jay Zenkic
Lingrui Zhou
Meng Zhu

Doctoral Consortium

Doctoral students – Join us for the Doctoral Consortium for career advice and the opportunity to connect with scholars in the field and with each other. Registration is \$15 and will open when conference registration open. Note that registration is capped at 100 students to ensure the best possible experience.

CO-CHAIRS

[ANASTASIYA POCHEPTSOVA GHOSH](#), Eller College of Management, University of Arizona
[LAWRENCE WILLIAMS](#), Leeds School of Business, University of Colorado Boulder

SCHEDULE: THURSDAY MARCH 3, 2022

* indicates faculty panelist who are part of the “Meet the Faculty” breakout sessions

11:00 AM – 11:15 AM EST Introduction

11:15 AM – 12:00 PM EST Meet the Editors

Martin Schreier (WU Vienna; *International Journal of Research in Marketing*)*

Vicki Morwitz (Columbia University; *Journal of the Association for Consumer Research*)

Lauren Block (City University of New York – Baruch College; *Journal of Consumer Psychology*)

Page Moreau (University of Wisconsin-Madison), Cait Lambertson (University of Pennsylvania) and Vanitha Swaminathan (University of Pittsburgh; *Journal of Marketing*)

Bernd Schmitt (Columbia University; *Journal of Consumer Research*)

Maureen Morin (Rutgers University; *Journal of Marketing Research*)*

Maura Scott (Florida State University; *Journal of Public Policy & Marketing*)*

BREAK

12:15 PM – 12:45 PM EST Small Group Research Meetings for Europe and North America -- East Coast

Shankha Basu (University of Leeds)

Simona Botti (London Business School)

Zach Estes (City University London)

Ioannis Evangelidis (ESADE)

Joachim Vosgerau (Bocconi University)

Francine Espinoza Petersen (HEC Lausanne)

12:45 PM – 1:15 PM EST

Concurrent Sessions on Research Process

Track 1: Early Stage -- Identifying Research Ideas

Adrian Ward (University of Texas – Austin)*

Ryan Hamilton (Emory University)*

Zoey Chen (University of Miami)*

Tony Salerno (Vanderbilt University)*

Mansur Khamitov (Indiana University)*

Track 2: Late Stage -- Building a Research Agenda (Progressing vs. Letting Go of Projects)

Caleb Warren (University of Arizona)
Darren Dahl (University of British Columbia)*
Rebecca Hamilton (Georgetown University)*
Jonah Berger (University of Pennsylvania)
Rajesh Bagchi (Virginia Tech)*

BREAK

1:30 PM -- 2:00 PM EST

Concurrent Sessions on Academic Life

Track 1: Mentorship: How to be a Good Mentor, Inclusive Mentorship

John Lynch (University of Colorado Boulder)*
Aradhna Krishna (University of Michigan)
Geeta Menon (New York University)*
Americus Reed (University of Pennsylvania)*
Kristen Diehl (University of Southern California)

Track 2: Lateral Collaborations: Your Cohort, Other Peers

Stephanie Tully (University of Southern California)
Eesha Sharma (San Diego State University)*
Szu-chi Huang (Stanford University)
Jordan Etkin (University of Maryland)
Cait Lamberton (University of Pennsylvania)
Rebecca Reczek (Ohio State University)*
Kelly Haws (Vanderbilt University)

Track 3: Non-Traditional Paths to TT Jobs (Post Docs, Government Jobs, Industry)

Mary Steffel (Northeastern University)*
Elanor Williams (Washington University in St. Louis)
Nell Putnam-Farr (Rice University)*
Uma Karmarkar (University of California San Diego)*
Nick Reinholtz (University of Colorado Boulder)*

2:00 PM -- 2:15 PM EST

Final Thoughts

2:15 PM -- 3:15 PM EST

Social Event

8:00 PM -- 8:30 PM EST

Small Group Research Meetings for Asia and North America -- West Coast

Anirban Mukhopadhyay (Hong Kong University of Science and Technology)
Klaus Wertenbroch (INSEAD Singapore)
Sharon Ng (Nanyang Technological University)
Leonard Lee (National University of Singapore)
Amy Dalton (Hong Kong University of Science and Technology)
Erica Okada (Hitotsubashi University)
Adelle Yang (National University of Singapore)
Hannah Chang (Singapore Management University)
Stephen Spiller (University of California Los Angeles)
Esther Uduehi (University of Washington)

Research Skills Workshop

Looking to brush up on the latest technical research skills? Join us for the Research Skills Workshop on Thursday, March 3, 2022. The workshop consists of six 1-hour sessions staggered throughout the day to ensure that SCP attendees from all over the world will be able to attend at least several of the workshops. Registration will open with SCP Conference Registration. There is no fee, but register to make sure you reserve your spot.

CO-CHAIRS

[ASHLEE HUMPHREYS](#), Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University

[MATHEW ISAAC](#), Albers School of Business and Economics, Seattle University; Cox School of Business, Southern Methodist University (visiting)

SCHEDULE: THURSDAY MARCH 3, 2022

Click on each session title to access the Zoom link for the session -- you will receive the password when you register for the Research Skills Workshop. Registration is free – just select the ticket for the Skills Workshop when [registering for the conference](#).

Morning Sessions

9:00 AM -- 10:00 AM EST [Taking Research out of the Laboratory: External Validity and Field Studies](#)
Deborah Small (University of Pennsylvania)

10:00 AM -- 11:00 AM EST [The Wild World of Unstructured Data: Text, Image, Sound, Video](#)
Hortense Fong (Yale University)
Ryan Dew (University of Pennsylvania)
Shunyuan Zhang (Harvard University)

Afternoon Sessions

1:00 PM -- 2:00 PM EST [Best Practices in Effective Data Visualization](#)
Stephen Spiller (University of California Los Angeles)

2:00 PM -- 3:00 PM EST [Getting CB Papers into Management and Psychology Journals](#)
Ayelet Fishbach (University of Chicago)
Maryam Kouchaki (Northwestern University; Editor-in-Chief of *Organizational Behavior and Human Decision Processes*)
Peggy Liu (University of Pittsburgh)
Shinobu Kitayama (University of Michigan; Editor, *Journal of Personality and Social Psychology-Attitudes and Social Cognition*)
Nelson Cowan (University of Missouri; Outgoing Editor of *Journal of Experimental Psychology: General*)

Evening Sessions

5:00 PM -- 6:00 PM EST

Implementing Anti-Racist Research and Sampling from Diverse Groups

Brenda Straka (Duke University)

Esther Uduehi (University of Washington)

Jordan Starck (Stanford University)

6:00 PM -- 7:00 PM EST

Best Practices in Effective Data Management

Oleg Urminsky (University of Chicago)

Keynote Address

Friday, March 4, 1:00 PM -- 2:00 PM EST



Dr. Jennifer Aaker

Dr Jennifer Aaker is General Atlantic Professor and Coulter Family Fellow at the Stanford Graduate School of Business and a leading expert on how purpose and meaning shape individual choices and how technology can positively impact well-being. Her work has been widely published in leading scientific journals and featured in The Economist, New York Times, Wall Street Journal, The Atlantic, and Science. She is the co-author of several books including the award-winning book, [The Dragonfly Effect](#), which has been translated into over 10 languages, and more recently, the national bestseller, [Humor, Seriously](#), focused on why and how humor can be used as a secret weapon in business and life. A recipient of the Distinguished Scientific Achievement Award, Aaker counts winning a dance-off in the early 1980s among her greatest feats.



Dr. Ayelet Fishbach

Dr. Ayelet Fishbach is the Jeffrey Breakenridge Keller Professor of Behavioral Science and Marketing at the University of Chicago, Booth School of Business and the author of GET IT DONE: Surprising Lessons from the Science of Motivation. She is the past president of the Society for the Study of Motivation and the International Social Cognition Network. She is an expert on motivation and decision making. Dr. Fishbach's groundbreaking research on human motivation has won the Society of Experimental Social Psychology's Best Dissertation Award and Career Trajectory Award, and the Fulbright Educational Foundation Award.

SCP 60 Year Anniversary Celebration

Join us on Friday, March 4 from 3:30 – 4:30 pm EST for the SCP 60th Anniversary Celebration!

You do not need to register for the conference to attend – just click here: [Celebration Zoom Link](#)

The celebration will feature:

- SCP Past: Special guests educating us on SCP's rich history
- SCP Present: All SCP and JCP award results
- SCP Future: SCP election results and introduction of SCP 2023 conference chairs

Together, we will explore SCP's rich history, hear personal stories from former presidents and conference chairs, play trivia to see how much you still remember about SCP past conferences, and reveal presidential election results and all major awards! We look forward to seeing you there!



CO-CHAIRS

[Jordan Etkin](#), Fuqua School of Business, Duke University

[Szu-chi Huang](#), Graduate School of Business, Stanford University

[Mary Steffel](#), D'Amore-McKim School of Business, Northeastern University

SCP 2022 Presidential Session

Career Tributes to Jerome Williams and Tom Meyvis

Saturday, March 5, 1:00 -- 2:00 PM EST

[Zoom Link](#)

Program

Introduction: Geeta Menon, President, SCP (*New York University*)

Career Tribute to Jerome Williams

Moderator: Vanessa Perry (*George Washington University*)

Speakers

- David Crockett (*University of South Carolina*)
- Ashwani Monga (*Rutgers University*)
- Yuvay Meyers Ferguson (*Howard University*)

Career Tribute to Tom Meyvis

Moderator: Chris Janiszewski (*University of Florida*)

Speakers

- Stephanie Tully (*University of Southern California*)
- Jeff Galak (*Carnegie Mellon University*)
- Vicki Morwitz (*Columbia University*)
- Heeyoung Yoon (*New York University*)

1A. Luxury & Status

Friday, March 4

9:30am – 11:00am EST

DISCUSSANT: Anat Keinan (Boston University)

MC: Silvia Bellezza (Columbia University)

[Track 1 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

[Expressing Passion for Luxury Restores Warmth and Enhances Liking](#)

AUTHORS: SungJin Jung (INSEAD), Charlene Chen (Nanyang Technological University), Andy Yap (INSEAD)

PRESENTING AUTHOR: Charlene Chen (Nanyang Technological University)

Past research suggests that consumers incur a warmth penalty when using luxury products—they are judged by others as having low warmth and likability. This penalty leads to unfavorable outcomes for luxury consumers. How can this warmth penalty be alleviated? We propose a novel and counterintuitive way of restoring warmth for luxury consumers. We demonstrate that although many luxury consumers avoid sharing their passion for luxury with others, such passion expression actually restores their perceived warmth and consequently makes them more likable. We further show that this warmth restoration occurs because displaying passion for luxury enhances perceived authenticity.

[Word-of-Mouth Marketing Can Backfire for Luxury Products: Diminished Feelings of Uniqueness Lower Luxury Product Attitudes](#)

AUTHORS: Seo Young Myaeng (Northwestern University), Jacob Teeny (Northwestern University)

PRESENTING AUTHOR: Seo Young Myaeng (Northwestern University)

Contrary to the plethora of research showing a positive effect of word-of-mouth (WOM) recommendations on product attitudes, we show that luxury products encountered through WOM are actually evaluated more negatively than those encountered through consumers' own discovery. This effect emerges because WOM reduces the feelings of uniqueness elicited by luxury products, an essential characteristic of luxury items. Across multiple studies, product types, and scenarios, we demonstrate the negative impact of WOM for luxury products and the mediating role of feelings of uniqueness.

[When High Status Backfires: The Effect of Donation Requests from the Wealthiest in Society On Generosity](#)

AUTHORS: Aziza Jones (University of Wisconsin-Madison), Nailya Ordabayeva (Boston College), Rajiv Vaidyanathan (University of Minnesota Duluth)

PRESENTING AUTHOR: Aziza Jones (University of Wisconsin-Madison)

Four studies demonstrate that consumers donate less when a solicitation to do so comes from a highly wealthy (vs. average wealth) person. Consumers see a solicitor's wealth as relatively less legitimate than an average person's wealth because they are perceived to unfairly benefit from economic inequality. They are therefore deemed illegitimate as donation models, which ultimately lowers consumers' generosity. The effect is moderated by beliefs that the existing economic system and inequality are justified and the situational belief that the solicitor's wealth is justified (via perceptions that the solicitor's wealth came from hard work and humble beginnings).

When and How Slow Motion Makes Products More Luxurious

AUTHORS: SungJin Jung (INSEAD), David Dubois (INSEAD)

PRESENTING AUTHOR: SungJin Jung (INSEAD)

Eleven experiments reveal that a video ad depicting a product in slow-motion (vs. regular-speed) increases the luxury perceptions of (and subsequently boosts consumers' desire for) the featured product/brand. Slow-motion enhances luxury perceptions via a two-step process: (1) slow-motion increases consumers' feelings of immersion, which prompt them to (2) ascribe greater hedonic value to the product, ultimately leading to higher luxury perceptions. The effect attenuates when video blurriness and buffering impair the immersive experience of slow-motion, among consumers very weakly or very strongly predisposed to experience immersion, and (for food videos) among hungry consumers who already view food as highly hedonic.

FLASH TALKS

Novelty and Pain of Payment

AUTHORS: Deborah Abrams (Bain & Company), Samuel Bond (Georgia Institute of Technology), Selin Atalay (Frankfurt School of Finance and Management)

PRESENTING AUTHOR: Deborah Abrams (Bain & Company)

Innovative payment formats continue to emerge; it is important to understand how these new formats impact consumer experiences, attitudes and behavior. Our research identifies one critical variable, perceived novelty, and considers how the perceived novelty of various payment formats impacts pain of payment and other psychological aspects of spending. Through five studies, we show that higher perceived novelty leads to lower pain of payment. Additionally, we show that payment novelty does not solely stem from technological advances.

Negative Rewards Balance: How a Negative Rewards Balance and Its Framing Affect Credit Card Usage

AUTHORS: Jinwoo Kim (Carnegie Mellon University), Jin Kim (Yale University)

PRESENTING AUTHOR: Jin Kim (Yale University)

Rewards have a significant influence on adoption and usage of credit cards. A feature of rewards sometimes experienced by consumers but seldom studied by researchers is a negative rewards balance, which typically arises when previously earned rewards are revoked due to refunds. Although a reference-dependence account predicts that a negative rewards balance would motivate consumers to use the card more, we find the opposite across four

experiments (N=2,334): a negative rewards balance reduces consumers' likelihood of using the card. We also demonstrate that framing a negative rewards balance as owing points can mitigate the reduction in credit card usage.

POSTERS

[What Can Pitch Tells about the Product? The Role of Audio Pitch on Status Perception](#)

AUTHORS: Kaijun Zhang (Xiamen University), Jun Ye (Xiamen University)

PRESENTING AUTHOR: Kaijun Zhang (Xiamen University)

Marketing communications often contain auditory stimuli that can influence consumers' processing objectives and inference about omitted attributes. This work proposes that individuals project status meanings to the voice pitch, with low voice pitch seen as having higher status relative to high voice pitch. With evidence from three experiments, we proved that lower voice pitch used in marketing communications leads to a more positive evaluation of the status-signaling product. Such effect is due to consumers perceive higher products' status value from the status-signaling product advertising in lower voice pitch, and thus satisfy their pursuit of higher status.

[Download PDF](#)

[The Status Signaling Function of Wasting Food](#)

AUTHORS: Evelyn Devos (Ghent University), Daphne Ribbers (Ghent University), Mario Pandelaere (Virginia Tech), Anneleen Van Kerckhove (Ghent University)

PRESENTING AUTHOR: Daphne Ribbers (Ghent University)

While the consequences of wasting food have been researched on a large scale—that is for the environment, economy, and society—it remains unclear what the social consequences are for the individual who wastes food. Results show that wasting—both cheap and expensive—food increases one's financial status, yet also decreases one's social status in the eyes of others. Observers ascribe less social status to an individual who wastes food, because observers think this individual cares less about others. Considering perceived social status is relevant as it has been found to impact one's social interactions and subjective well-being.

[Download PDF](#)

1B. Charitable Giving

Friday, March 4
11:15am – 12:45pm EST

DISCUSSANT: Deborah Small (University of Pennsylvania)
MC: Kirk Kristofferson (Western University)

[Track 1 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Elina Hur (Cornell University) (yh776@cornell.edu)

COMPETITIVE PAPERS

Tainted Donations

AUTHORS: Emily Prinsloo (Harvard Business School, Harvard University), Jimin Nam (Harvard Business School, Harvard University), Elizabeth Keenan (Harvard Business School)
PRESENTING AUTHOR: Emily Prinsloo (Harvard Business School, Harvard University)

We find that donors penalize charities that have received donations from tainted donors (e.g., donors who have transgressed), by assigning less moral credit, endowing less trust, and indicating lower donation likelihood. This penalization occurs even when the donor's tainted behavior occurred after the donation and persists across donation amounts and types (e.g., monetary vs. non-monetary). Our results further suggest charities are penalized because they are perceived as inauthentic. Finally, the penalization can be mitigated if charities highlight that the donation will "do good," or if charities engage in rebound strategies such as forwarding the donation to a different charity.

Alleviating Risk Aversion to Uncertain Impact Donations

AUTHORS: Shoshana Segal (New York University), Joshua Lewis (New York University)
PRESENTING AUTHOR: Shoshana Segal (New York University)

Organizations raising funds for sustainable solutions to today's issues face a major problem: donations to their causes are inherently risky in impact, and potential donors are widely risk averse. This risk aversion leads donors to prefer certain impact charities, which often do not enact change on a systematic level. In four studies (N=4,616), we show that consumers are more likely to donate funds to uncertain high-impact charities (versus certain lower-impact charities) when they make donation decisions in a broad-bracketed (versus narrow-bracketed) context, which reduces the perceived stakes of the risky impact.

The Competence Curse: Misattribution of Needs Explains Why Donors Fail to Reward Effective Charity Management

AUTHORS: Lijun (Shirley) Zhang (Nanyang Business School, Nanyang Technological University), Thomas Allard (Nanyang Business School, Nanyang Technological University), David Hardisty (University of British Columbia), Xin (Shane) Wang (Ivey Business School)

PRESENTING AUTHOR: Lijun (Shirley) Zhang (Nanyang Business School, Nanyang Technological University)

Although the effective altruism movement recommends donating to charities that maximize impact per dollar, people often focus on donating to charities that seem to need the most. This research highlights a bias stemming from this focus-on-need where donors end up donating less to high-competence charities—effectively penalizing good management practices in non-profits—because they assume that these organizations need less help than low-competence charities. This failure to reward effective management, stemming from misattributing the charity's needs as end-users', is reduced when people make for-profit fund allocation decisions, concentrate on the end-users' needs, or realize their limited understanding of charity management.

Overhead as Investment: Reducing Overhead Aversion By Highlighting How Overhead Helps Raise Funds

AUTHORS: Amanda Geiser (University of California, Berkeley), Joshua Lewis (New York University)

PRESENTING AUTHOR: Amanda Geiser (University of California, Berkeley)

Overhead aversion is a major problem for non-profits. Donors dislike funding overhead themselves, but overhead costs are vital for organizations' survival. We demonstrate that framing overhead to highlight a causal link between overhead expenditure and generating new donations (e.g., “for every 30 cents spent on overhead we raised a dollar”) reduces overhead aversion compared to framing overhead in terms of the amount spent per dollar raised (e.g., “we spent 30% of every dollar raised on overhead” or “we spent 30 cents of every dollar raised on overhead”), even though these frames convey equivalent information. When overhead costs are framed as an investment that brings in additional donations, donors are less likely to view any overhead expenditure as a loss relative to a reference point of no overhead. Thus, they rate charities as more efficient, give more overall, and are more willing to fund overhead costs themselves.

FLASH TALKS

Thank You Too Much - When Thanking Hinders Prosocial Behavior

AUTHORS: Renato Regis (Vienna University of Economics and Business), Bernadette Kamleitner (Vienna University of Economics and Business)

PRESENTING AUTHOR: Renato Regis (Vienna University of Economics and Business)

Literature suggests that being thanked motivates subsequent prosocial behavior, however, it fails to address variations in the way a thank-you is expressed and variations in the behaviors people thank each other for. We focus on the intensity with which people thank each other for behaviors that they did for more than prosocial reasons (e.g. participating in a bonus point study). We propose and find that, in these situations an intense thank-you can demotivate, rather than motivate subsequent prosocial behavior. Our argument is that being thanked intensely elevates the morality of the act and thus induces moral licensing.

Letting You Choose Me: Empowering Victims Through Choice Impacts Donor Charitable Support

AUTHORS: Zuzanna Jurewicz (Ivey Business School, Western University), Kirk Kristofferson (Ivey Business School, Western University)

PRESENTING AUTHOR: Zuzanna Jurewicz (Ivey Business School, Western University)

We investigate the effects of empowering victims through choice (i.e., allowing victims to choose donors) on donors' program support. Using an elaborate longitudinal study in the guise of a pen-pals program with local seniors, we show that participants who are chosen by a senior (vs. choose a senior) experience increased affiliative feelings, which drive immediate program support and long-term commitment. Two additional studies provide evidence of this process and of a negative indirect effect through decreased free will.

POSTERS

When and Why Process Imagery Can Increase Donation Intentions

AUTHORS: Josh Lundberg (University of Kentucky), John Peloza (University of Kentucky), Adam Craig (University of Kentucky)

PRESENTING AUTHOR: Josh Lundberg (University of Kentucky)

Year-over-year, charitable donations in the US continue to increase. Evidently consumers are interesting in seeing change in their world and marketers of charitable organizations are thus tasked with communicating that their organization can effect such change. In this inquiry we contribute to the sequential image literature by showing that such imagery can be used to affect perceptions of organizational efficacy, increasing consumers' willingness to donate. Further, we find that this managerial tool may not be suitable for all charitable organizations, according to their repute on the marketplace.

[Download PDF](#)

The Role of Perceived Risk and Device Type in Online Crowdfunding Decisions

AUTHORS: Sorim Chung (Rochester Institute of Technology), Maria Karampela (University of Strathclyde)

PRESENTING AUTHOR: Sorim Chung (Rochester Institute of Technology)

We investigate the impact of investors' device type on online crowdfunding decisions. The findings demonstrate that investors on a PC (vs. smartphone) perceive higher risk in their investment, which then lowers their willingness to invest, and this negative indirect effect is stronger in temporally-distant or socially-distant conditions.

[Download PDF](#)

Instant Karma: The Role of Karmic-investment Mindset in Charitable Giving

AUTHORS: Xunyue Xue (Penn State University), Anna Mattila (Penn State University)

PRESENTING AUTHOR: Xunyue Xue (Penn State University)

Karma - the implicit belief that the universe rewards good deeds and punishes wrongdoings – resonates with many individuals' prosocial behaviors. However, there is limited research investigating how karma beliefs, along with various donation elements, affect donation intention. Therefore, this research examines two donation elements: donation type and donation source. Three experiments indicate that individuals with strong (vs. weak) karma beliefs, either chronic (Study 1) or situationally activated (Study 2), perceive in-kind (vs. monetary) donations as more sincere, thus leading to greater donation intention. Moreover, karma believers are more likely to donate windfall income than earned income (Study 3).

[Download PDF](#)

1C. Currency Formats

Friday, March 4
2:00pm – 3:30pm EST

DISCUSSANT: Vicki Morwitz (Columbia University)

MC: Shelle Santana (Bentley University)

[Track 1 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

Refund Psychology

AUTHORS: Tianjiao Yu (Washington University in St. Louis), Cynthia Cryder (Washington University in St. Louis), Robyn LeBoeuf (Washington University in St. Louis)

PRESENTING AUTHOR: Tianjiao Yu (Washington University in St. Louis)

Does a consumer's willingness to spend money depend on whether that money has a spending history? In this research, we examine whether consumers treat refunds, which have a spending history, differently from other types of money. We find that consumers are more likely to spend money refunded from a previous purchase than they are to spend other, non-refunded money. This pattern arises because refunded money is earmarked as "spending money" at the time of the initial purchase and retains that earmark even after it is refunded. Therefore, when refunds arrive, they feel free from obligations and easy to spend.

Connectedness to Payment Methods and Its Effect on Product Experience, Earning, and Investing

AUTHORS: Christopher Bechler (University of Notre Dame), Szu-chi Huang (Stanford University)

PRESENTING AUTHOR: Christopher Bechler (University of Notre Dame)

The number and variety of payment methods available to consumers is rapidly increasing. Consumers are receiving compensation via new payment methods (e.g., crypto) and can use many different payment methods (e.g., cash, card, Venmo, Apple Pay, crypto) to pay for goods and invest. Ten studies explore the differential attachment that consumers have to their payment methods and how this feeling of connection affects consumers' experience with their purchases (e.g., attachment to the purchased good, selling price, and intention to use), how hard they work to earn payment, and how they invest.

Are Conservatives Less Likely Than Liberals to Accept Welfare? The Psychology of Welfare Politics

AUTHORS: Shreyans Goenka (Virginia Tech), Manoj Thomas (Cornell University)

PRESENTING AUTHOR: Shreyans Goenka (Virginia Tech)

We find that political differences in welfare enrollment depends on the work requirement policy. A natural field experiment shows that when the supplemental nutritional program

(SNAP) had a work requirement, liberals and conservatives were equally likely to enroll in this program. However, when the work requirement was waived, conservatives were less likely to enroll in this program. Follow-up experiments replicate this result and demonstrate the underlying mechanism: conservatives' adherence to the binding moral values makes them hesitant to accept welfare. Importantly, policymakers can deploy marketing messages to mitigate this effect and boost conservatives' enrollment in such welfare programs.

Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review

AUTHORS: Thomas Swanton (The University of Sydney), Terryn Lee (Temple University), Seungyeon Kim (The University of Sydney), Sharon Collard (University of Bristol), Ellen Garbarino (The University of Sydney), Sally Gainsbury (The University of Sydney), Joydeep Srivastava (Temple University)

PRESENTING AUTHOR: Thomas Swanton (The University of Sydney)

Considerable evidence demonstrates a **cashless premium** wherein consumers are likely to spend more when using cashless payment methods compared to making payments in cash. However, some recent studies have failed to replicate this effect. The current work uses a meta-analytic approach to resolve this debate and examines potential moderators of the relationship between payment method and spending behavior. Meta-analyses of 43 years of payment methods research examining 516 observations from 97 studies in 63 papers support the cashless premium and reveal differential effects of moderators. We discuss theoretical and managerial implications for marketing and public policy.

FLASH TALKS

The Effect of Loan Application Formats on Consumer Loan Decisions

AUTHORS: Alicia Johnson (University of Arkansas), Daniel Villanova (University of Arkansas), Ronn Smith (University of Wyoming)

PRESENTING AUTHOR: Alicia Johnson (University of Arkansas)

Do different loan application formats affect consumer loan requests? Four studies show that when consumers are asked to provide a desired monthly payment versus loan amount, they request different principal amounts. This is because the formats prompt consumers to recruit format consistent information during the loan application process that biases request amounts. For a given term and interest rate, the monthly payment (vs. loan amount) format results in higher principal requests. This effect is pronounced for lower cost acquisitions but reverses for higher cost acquisitions because monthly payments are restricted by consumers' budget slack, which averages \$500/\$600 per month.

Why Cashback is Cash Forward: The Role of Smart Shopping

AUTHORS: Lina Xu (New Mexico State University), Mihai Niculescu (New Mexico State University)

PRESENTING AUTHOR: Lina Xu (New Mexico State University)

What is the psychological process behind cashback shopping? Across a survey and an experiment, this research demonstrates that cashback (vs. regular) shopping increases consumers' perception of time/effort savings, enlarging their perceptions of monetary savings and altering subsequent purchase decisions. The findings also reveal an extreme point of the

search theory—cashback shopping removes time and money constraints and thus represents a more advanced shopping mode. E-tailers should consider incorporating cashback programs into their promotion mix and emphasizing the role of time-saving rather than money-saving in their marketing communications.

POSTERS

[Match, rebate or no-subsidy: How tax subsidies promote charitable giving](#)

AUTHORS: Ursa Bernardic (University of Geneva, GSEM), Giuseppe Ugazio (University of Geneva, GFRI)

PRESENTING AUTHOR: Ursa Bernardic (University of Geneva, GSEM)

Donations by individuals play a vital part in supporting charitable organizations. To promote charitable giving, a common practice in several countries is to implement different subsidy schemes. We conduct two preregistered experiments (in Switzerland: $n=86$, and on Prolific UK sample: $n=165$) implementing collaborative public good game settings in which we investigate whether and how rebate, matching, or no subsidy schemes cause the reductions (crowding-out) or increases (crowding-in) of total, and net donations of earned money. We find that matching subsidy scheme results in more donations than rebate and no subsidy scheme, and that the rebate subsidy does not result in more donations than no subsidy, but does increase the cost of donors. Furthermore, we provide insights into the role of effort and wealth on donations, and investigate individual motivations of donors.

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1D. Financial Decision Making

Friday, March 4
4:30pm – 6:00pm EST

DISCUSSANT: Eesha Sharma (San Diego State University)

MC: Jenny Olson (Indiana University)

[Track 1 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Elina Hur (Cornell University) (yh776@cornell.edu)

COMPETITIVE PAPERS

Consumer Budget Management in the Age of Information Access

AUTHORS: Liang Huang (Tsinghua University), Anastasiya Pocheptsova Ghosh (University of Arizona)

PRESENTING AUTHOR: Liang Huang (Tsinghua University)

Using data from several lab experiments, a field study, and a budget tracking application, we demonstrate that access to past spending information increases consumer spending within the budgeted amount. This happens because access to spending information enhances consumers' certainty in budget standing relative to the budgeted amount. This effect is dynamic, with spending information affecting certainty at the end (but not the beginning) of the budget period. We demonstrate two interventions (providing less precise spending information and rolling over available money in the budget to the next period) that attenuate the effect.

The Friday Payday Effect: The Impact of Intra-week Payday Timing on Spending

AUTHORS: Wendy De La Rosa (University of Pennsylvania), Broderick Turner (Virginia Tech), Jennifer Aaker (Stanford University), Prashant Mishra (Indian Institute of Management Calcutta)

PRESENTING AUTHOR: Wendy De La Rosa (University of Pennsylvania)

More than half of Americans are paid on Fridays. However, surprisingly little is known about how intra-week payday timing (i.e., the day of the week in which a consumer receives their paycheck) impacts consumer spending. The current work addresses this gap by demonstrating that getting paid on Friday (versus any other weekday) increases consumer spending throughout a period. A Friday payday serves as a unique temporal landmark, increasing consumers' deserving justifications and their spending. Evidence for this account is shown through a series of pre-registered laboratory studies as well as a large-scale field experiment with Indian laborers.

Spending and Happiness: The Role of Perceived Financial Constraints

AUTHORS: Rodrigo Dias (Duke University), Eesha Sharma (San Diego State University), Gavan J. Fitzsimons (Duke University)

PRESENTING AUTHOR: Rodrigo Dias (Duke University)

Prior research suggests that financial constraints increase compensatory consumption; yet, little is known about their effect on purchase happiness. We find that perceived financial

constraints decrease purchase happiness. This effect occurs because consumers who perceive greater financial constraints are more likely to spontaneously consider opportunity costs when evaluating their purchases. Consistent with this mechanism, this effect is attenuated for planned (vs. unplanned) purchases. Finally, we find that because perceived financial constraints cause people to derive less happiness from spending, consumers who feel financially constrained write more negative reviews for their purchases.

Rating Service Professionals First Reduces Tip Amount in Sequential Decisions

AUTHORS: Jinjie Chen (City University of Hong Kong), Alison Xu (University of Minnesota), Maria Rodas (University of Illinois), Xuefeng Liu (University of Minnesota)

PRESENTING AUTHOR: Jinjie Chen (City University of Hong Kong)

We demonstrate that rating a service professional first reduces the subsequent tip amount. However, tipping first does not affect subsequent ratings. We suggest that rating a service professional can be perceived as a reward and, therefore, justifies tipping a smaller amount. Process evidence suggests that the core effect is driven by, in part, pain of payment and mental accounting. These findings contribute to several theoretical fronts, including mental accounting, sequential decision making, and service marketing. Practically, we recommend that managers solicit tips before ratings when designing a decision architecture for customers.

FLASH TALKS

Weighing Anchor on Credit Card Debt

AUTHORS: Benedict Guttman-Kenney (The University of Chicago Booth School of Business), Neil Stewart (Warwick Business School, University of Warwick), Jesse Leary (Financial Conduct Authority), Paul Adams (Unaffiliated)

PRESENTING AUTHOR: Benedict Guttman-Kenney (The University of Chicago Booth School of Business)

We conduct a lab-in-the-field experiment on UK credit cardholders testing a policy designed to remove the anchoring effect of credit card minimum payments. Across two balance scenarios, the policy effectively eliminates payments at only the minimum due, increases payments of the full balance, increases average payments by 44 percent, and changes the distribution of repayments. The experiment's external validity is evaluated by linking the experiment's hypothetical repayment choices with administrative data recording cardholders' actual, historical repayment choices. This reveals hypothetical choices are closely related to cardholders' actual payments.

Spending Responses to Income vs. Balance Information

AUTHORS: David Dolifka (UCLA Anderson School of Management), Stephen A. Spiller (University of California Los Angeles), Stephanie Smith (UCLA Anderson School of Management)

PRESENTING AUTHOR: David Dolifka (UCLA Anderson School of Management)

Consumers dislike debt and use various strategies to avoid it. We consider one such strategy: spending less than a salient financial reference point. Building upon research on debt aversion and accumulation (stock-flow reasoning), we predict debt avoidance by spending less than whatever financial information is available. When applied to different types of information—such as income (flow) or balance (stock)—this strategy yields different accumulation trajectories. Results from an incentivized spending game indicate consumers

apply the “underspending rule” to both income and balance. Consequently, participants who attend to income repeatedly underspend their income, resulting in an unintentional accumulation of balance.

POSTERS

The Effect of Money Priming on Variety Seeking- Activating the Concept of Money Increases Variety Seeking

AUTHORS: Mehdi Hossain (University of Rhode Island), Ashok Lalwani (Kelley School of Business, Indiana University), Priscilla Peña (University of Rhode Island)

PRESENTING AUTHOR: Priscilla Peña (University of Rhode Island)

Through the course of 9 studies, the authors’ findings suggest that money related thoughts, when stimulated, strengthen one’s long-term orientation (LTO) thus enhancing consumers’ variety seeking purchases. While prior research of money’s influence on self-sufficiency exhibits the “evil” influence of money (e.g., selfishness), the authors propose, however that money related thoughts can trigger positive psychological changes that are conducive to LTO. Since LTO increases thought of the near and far future, consumers may conceptualize repeated consumption as become boring, thus seeking variety to avoid it. Simply put, long-term oriented individuals can better anticipate such satiation compared to short-term orientated individuals.

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Breaking the Money Taboo: How Talking about Money Reduces Financial Anxiety

AUTHORS: Matt Meister (University of Colorado Boulder), Joe J. Gladstone (University of Colorado Boulder)

PRESENTING AUTHOR: Matt Meister (University of Colorado Boulder)

The authors consider how talking about one’s money issues reduces the stress and anxiety felt towards those issues. The investigation uses multiple secondary data sources, including 360,398 posts scraped from an online forum and 101,844 survey responses. In addition, a longitudinal diary study experimentally tests the benefits of talking. We find that talking about money is beneficial in that it reduces feelings of stress and anxiety towards one’s own finances. Additional analyses suggest that this benefit may be stronger for those who face objective financial distressed.

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2A. Algorithmic Conversations

Friday, March 4

9:30am – 11:00am EST

DISCUSSANT: Klaus Wertenbroch (INSEAD)

MC: Gideon Nave (University of Pennsylvania)

[Track 2 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Jeffrey Kang (Cornell University) (jk2832@cornell.edu)

COMPETITIVE PAPERS

[Friendly and Reliable: Antecedents of Smart Agent Personality](#)

AUTHORS: Kimberly Hyun (Georgia Institute of Technology), Samuel Bond (Georgia Institute of Technology)

PRESENTING AUTHOR: Kimberly Hyun (Georgia Institute of Technology)

Smart agents are modern technological tools that perform one or more tasks and interface in a mutual and dynamic way with their users (e.g., Amazon Alexa, Apple Siri, Roomba). Despite rapid technological advances and broad adoption, existing research provides limited insight into how these agents are perceived by their users. Prior work suggests a “personality” model for smart agents that includes two primary factors (“friendly” and “reliable”) and seven underlying facets. Extending that work, we confirm the utility of the model and demonstrate that emotional language and the ability to be customized serve as unique antecedents of friendliness and reliability, respectively. Our work informs understanding of how consumers perceive modern devices and how firms can design them to portray distinct personality characteristics.

[A Chatbot’s Language Can Undermine Consumer Trust](#)

AUTHORS: Lennay Chapman (Baruch College, CUNY), David Luna (University of Central Florida), Ana Valenzuela (Baruch College (CUNY) and at ESADE-Ramon Llul, Barcelona), Scott Schanke (University of Wisconsin-Milwaukee)

PRESENTING AUTHOR: Lennay Chapman (Baruch College, CUNY)

“Chatbots are increasingly used by marketers. However, the language used by consumer-oriented chatbots may influence consumer attitudes and behaviors in unanticipated ways. The present work investigates how consumers respond when chatbots’ language contains linguistic cues often associated with deception (emphatic markers and low lexical diversity). We show that the mere presence of these two linguistic markers within a chatbot’s language negatively impacts trust, measured implicitly and explicitly. In turn, a lack of trust leads to lower purchase intentions and willingness to provide personal information. While marketers may find it intuitive to include emphatic markers or a consistent set of words, this research suggests there may be substantial downsides to doing so. Additionally, this work provides an empirical paradigm to test the effects of language in service interactions, since chatbots

provide a way to abstract linguistic factors from the physical characteristics of the interaction, and analyze their effect on trust-dependent behaviors. "

Dehumanizing Voice Technology: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction

AUTHORS: Christian Hildebrand (University of St. Gallen), Donna Hoffman (George Washington University), Tom Novak (George Washington University)

PRESENTING AUTHOR: Christian Hildebrand (University of St. Gallen)

The use of natural language and voice-based interfaces gradually transforms how consumers search, shop, and express their preferences. The current work explores how changes in the syntactical structure of the interaction with conversational interfaces (command vs. request based expression modalities) negatively affects consumers' subjective task enjoyment and systematically alters objective vocal features in the human voice. We show that requests (vs. commands) lead to an increase in phonetic convergence and lower phonetic latency, and ultimately a more natural task experience for consumers.

New Pathways for Improving Engagement with Opposing Views

AUTHORS: Mike Yeomans (Imperial College London), Julia Minson (Harvard University), Hanne Collins (Harvard Business School, Harvard University), Francesca Gino (Harvard Business School, Harvard University)

PRESENTING AUTHOR: Mike Yeomans (Imperial College London)

"We develop an interpretable machine learning algorithm to detect "conversational receptiveness" – language that communicates thoughtful engagement during a disagreement. Across several populations (online education forums, Wikipedia editors, local government officials) receptive writers are more persuasive, and prevent conflict escalation. To teach receptiveness, we find benefits from a static "receptiveness recipe" explaining the model, and even moreso from a personalized feedback system that evaluates their previous responses. Our results show how algorithms can be used to improve the choices people make during difficult conversations.

FLASH TALKS

When Artificial Becomes Real: Role of Mind Perception in Perceived Authenticity of AI Influencers

AUTHORS: Sakshi Korde (Wilfrid Laurier University), Ammara Mahmood (Wilfrid Laurier University)

PRESENTING AUTHOR: Sakshi Korde (Wilfrid Laurier University)

AI influencers (AI) are entities which use machine learning algorithms to develop their content and interact with users on social media. We report that despite being explicit about virtual nature of AI, consumers perceive higher authenticity for AI as compared to the real influencers in social media contexts. An experimental study also investigates the mechanism driving this effect. We show that AI have lower mind perception (agency and experience) which results in heightened perceived authenticity. Thus, while lack of mind perception is generally associated with AI aversion in consumers, we show that lower mind perception results in positive perceptions of AI. Future studies aim to test boundaries for the effect and the downstream impact on brand perception.

Tailoring Recommendation Algorithms to Ideal Preferences Makes Users Better Off

AUTHORS: Poruz Khambatta (UCLA Anderson School of Management), Shwetha Mariadassou (Stanford University), Joshua Morris (Stanford University), Christian Wheeler (Stanford University)

PRESENTING AUTHOR: Shwetha Mariadassou (Stanford University)

In the digital era, companies rely on computer algorithms to predict consumer preferences and recommend content. In this research, we utilize machine learning algorithms to generate personalized recommendations tailored to people's actual or ideal preferences. Whereas people are more likely to follow both types of customized recommendations (albeit not equally) over non-customized recommendations, they feel better off and are more likely to use the recommendation service again when receiving "ideal" (vs. "actual") recommendations. This research has profound implications for companies, highlighting their ability to leverage recommendation algorithms for their own benefit while helping consumers live in line with their ideals.

POSTERS

When and Why Consumers Prefer to Interact with Artificial Intelligence Over Human Service Providers

AUTHORS: Jianna Jin (The Ohio State University), Jesse Walker (Fisher College of Business, Ohio State University), Rebecca Reczek (The Ohio State University)

PRESENTING AUTHOR: Jianna Jin (The Ohio State University)

Although consumers may often find themselves talking to conversational Artificial Intelligence (i.e., chatbots) instead of live humans, little is known about consumer preference for human versus chatbot service providers. While prior research has shown that people prefer human medical providers over their AI counterparts, we explore this preference in more common purchase contexts. We find when self-presentation concerns are activated, people prefer to interact with chatbots over humans because they feel less embarrassed interacting with a chatbot. Building on Theory of Mind, we show that this decreased embarrassment is driven by the decreased attribution of mind to chatbots (vs. humans).

[Download PDF](#)

A Theoretical Framework on Conceptualization of Autonomy in Personalization through Ring Theory of Personhood

AUTHORS: Jensolin Abitha Kumari J (Central University of Tamil Nadu), Preeti R. Gotmare (Central University of Tamil Nadu), Geetha Mohan (Indian Institute of Management)

PRESENTING AUTHOR: Jensolin Abitha Kumari J (Central University of Tamil Nadu)

Presenting personalized options may be perceived appealing, useful and relevant but prevent consumers from trying new things. This discourages consumers from naturally evolving and refining their taste and preferences in long term. AI based personalization result in long term impact on consumer autonomy due to repeat past behavior. As a result, a gap occurs in how consumers view their actual self to ideal self. Hence, it is important to study how consumers perceive the benefits of personalization, and how it affect consumer behavior. Drawing from ring theory of personhood we explain how consumer perceive personalization and autonomy in decision making.

[Download PDF](#)

The Role of Modality Authenticity in Consumer Acceptance of Verbal AI

AUTHORS: Claudia Iglesias (Wilfrid Laurier University) and Grant Packard (York University)

PRESENTING AUTHOR: Claudia Iglesias (Wilfrid Laurier University)

This research introduces "authentic modality" as a dimension of source acceptance in communications through which consumers make decisions when interacting with AI (vs. human) customer service agents. We predict and find that when it comes to human-AI interactions, people can be more influenced by AI (vs. human) agents when communicating via text. This effect occurs because people think of verbal communication as a more authentic way for machines (and not humans) to interact with others.

[Download PDF](#)

2B. When AI Goes Awry

Friday, March 4

11:15am – 12:45pm EST

DISCUSSANT: Bernd Schmitt (Columbia University)

MC: Mansur Khamitov (Indiana University)

[Track 2 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Jeffrey Kang (Cornell University) (jk2832@cornell.edu)

COMPETITIVE PAPERS

How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform

AUTHORS: Sonia Kim (Columbia University, Columbia Business School), Jaeyeon Chung (Rice University), Gita Johar (Columbia University, Columbia Business School)

PRESENTING AUTHOR: Sonia Kim (Columbia University, Columbia Business School)

Across six studies, the current research demonstrates how relying on the YouTube recommendation system may lead consumers to believe misguided information on this platform. As users rely more on the recommendation algorithm to watch new suggested videos, they tend to trust the YouTube platform as a valid source for information and be dismissive of the credibility of individual channels that upload video content. Consequently, they fall into a pitfall of believing in any information including even conspiracy theories claimed by these individual channels. We find this effect robust across various unverified historical, scientific, and health facts.

The Unintended Consequences of Raising Awareness: Knowing About the Existence of Algorithmic Racial Bias Widens Racial Inequality

AUTHORS: Shunyuan Zhang (Harvard Business School, Harvard University), Yang Yang (University of Florida)

PRESENTING AUTHOR: Yang Yang (University of Florida)

In May 2016, a series of news articles on algorithmic racial bias went viral and triggered a nation-wide outrage on social media. How does awareness of the existence of racial bias in some algorithms influence different groups' receptivity to unrelated, unbiased (i.e., race-blind) and beneficial algorithms? We find that the racial gap in Airbnb's Smart Pricing (i.e., an unbiased and beneficial pricing algorithm) usage widened by 61.2% after (vs. before) the media event, because awareness of algorithmic racial bias differentially affects the expected financial benefits of Smart Pricing along racial lines, increasing (reducing) the expected benefits among white (Black) hosts.

Artificial Intelligence in the Government: Responses to Failures and Social Impact

AUTHORS: Chiara Longoni (Questrom School of Business, Boston University), Luca Cian (Darden, University of Virginia), Ellie Kyung (Wharton School, University of Pennsylvania)

PRESENTING AUTHOR: Chiara Longoni (Questrom School of Business, Boston University)

Artificial Intelligence (AI) is pervading the government and transforming how public services are provided to people—from allocation of government benefits and privileges to enforcement of law and regulatory mandates, monitoring of risks to public health and safety, and provision of services to the public. Unfortunately, despite technological improvements and betterments in performance, AI systems are fallible and may commit errors. How do people respond when

learning of AI's failures? In twelve preregistered studies across a range of policy areas and diverse samples, we document a robust effect of algorithmic transference: algorithmic failures are generalized more broadly than human failures. Rather than reflecting generalized algorithm aversion, algorithmic transference is rooted in social categorization: it stems from how people perceive a group of non-human agents versus a group of humans—as out-groups characterized by greater homogeneity than in-groups of comparable humans. Because AIs are perceived as more homogeneous than people, failure information about one algorithm has higher inductive potential and is transferred to another algorithm at a higher rate than failure information about a person is transferred to another person. Assessing AI's impact on consumers and societies, we show how the premature or mismanaged deployment of faulty AI technologies may engender algorithmic transference and undermine the very institutions that AI systems are meant to modernize.

The Effect of Anticipated Embarrassment on Consumer Preference for Using Chatbots

AUTHORS: Rumela Sengupta: (University of Illinois at Chicago), Lagnajita Chatterjee (Worcester State University), Jeff Parker (University of Illinois at Chicago)

PRESENTING AUTHOR: Rumela Sengupta: (University of Illinois at Chicago)

In recent years, businesses have started using a variety of conversational chatbots to help improve their customer support efforts. Technological advances make these chatbots seem more human-like, which leads their users to anthropomorphize them. The current research examines the influence of anticipated embarrassment on consumers' willingness to use chatbots for online searches. Across three studies, we show that when faced with a decision of whether to use a chatbot to conduct a search, consumers are less likely to do so when they anticipate feeling embarrassed about the search than when they do not. This reluctance to use chatbots result from a sense of perceived social presence while interacting with a chatbot. Together, the findings reveal an unexamined negative impact of anthropomorphizing chatbots, which has important implications for both theory and practice.

FLASH TALKS

Should Automated Vehicles Favor Passengers Over Pedestrians?

AUTHORS: Julian De Freitas (Harvard Business School)

PRESENTING AUTHOR: Julian De Freitas (Harvard Business School)

Should automated vehicles favor passengers over pedestrians? Existing work suggests 'yes', insofar as consumers favor passengers when forced to choose between the two. I find that, if given a third option to treat passengers and pedestrians equally, most consumers choose that option instead. Consumers are also more outraged by firms whose AVs deliberately (but not indiscriminately) harm pedestrians instead of passengers, and their feelings of outrage explain how much they blame the firm for the accident. Given these preferences and moral reactions, AV firms may be better off depicting their AVs as egalitarian.

Anthropomorphism and Virtual Assistants' Mistakes: Who is to Blame?

AUTHORS: Bianca Kato (University of Guelph), Juan Wang (University of Guelph), Jing Wan (University of Guelph)

PRESENTING AUTHOR: Bianca Kato (University of Guelph)

This research investigates whether anthropomorphizing a virtual assistant (VA) can influence how consumers blame companies when there is a service error. We find that anthropomorphism increases the likelihood of consumers blaming the company that produces the VA, while the blame attributed to the VA does not change. This is because consumers perceive the company as having more control over the anthropomorphized VA. The increased company blame has important downstream managerial implications.

POSTERS

Human Chefs Cook More Calories: The Impact of Human (vs. Robotic) Food Producer on Calorie Estimation

AUTHORS: Wenyan Yin (Drexel University), Yanliu Huang (Drexel University), Cait Lamberton (University of Pennsylvania)

PRESENTING AUTHOR: Wenyan Yin (Drexel University)

This research explores how the production mode (human-made vs. robot-made) has an impact on calorie estimation for vice and virtue food. Across 3 studies, we find that healthy food is inferred to have more calories when it is produced by a robot than by a human whereas the effect is reversed for unhealthy food. Unhealthy food produced by a human is estimated to have more calories than its counterpart. Perceived food quality mediates the relationship between the production mode and calorie estimation.

[Download PDF](#)

Does Lack of Social Support Predict Maladaptive Relationships with Technology?

AUTHORS: Summer Kim (University of Kansas), Yexin Li (University of Kansas)

PRESENTING AUTHOR: Summer Kim (University of Kansas)

Loneliness, a health crisis even before the pandemic, has only intensified in the last year. A consequence of loneliness is greater attachment to non-human entities like smartphones. Although phones are an important connectivity tool, they can also heighten negative emotions and impede off-line relationships. Data from a cross-national dataset and two lab studies reveal that dispositional and situational loneliness predicts nomophobia, or the fear of being without one's mobile phone. Moreover, nomophobic individuals shell out more money for smartphone network coverage. Consumers should be aware of these consumption biases and consciously prioritize real life relationships when they are lonely.

[Download PDF](#)

The Effect of Ingratiation on Users' Evaluation of an Ingratiating Artificial Intelligence

AUTHORS: Umair Usman (University of Kentucky), Aaron Garvey (University of Kentucky)

PRESENTING AUTHOR: Umair Usman (University of Kentucky)

The current research explores how an ingratiating AI affects users' evaluation of the AI's usefulness. We find positive effects of ingratiation by a machine-like (vs. human-like) AI on a user's willingness to accept recommendations, and the perceived accuracy of the AI in making future predictions. We propose that a user's perception about how objective the AI is, based on the findings from research on intentions and agency of a machine-like (vs. human-like) AI, explains the underlying psychological process of the hypothesized effect.

[Download PDF](#)

Artificial Intelligence Can Help Counter Perceived Threats

AUTHORS: Itai Linzen (Tel-Aviv University), Yael Steinhart (Tel Aviv University), Ziv Carmon (INSEAD)

PRESENTING AUTHOR: Itai Linzen (Tel-Aviv University)

This research argues that Artificial Intelligence (AI) can play a restorative role when consumers feel threatened. In four studies, we demonstrate that consumers experiencing a threat to their sense of control report higher purchase intentions of AI-based products than non-threatened consumers, since threatened consumers believe such products may help them manage their everyday lives. We further show that this effect is moderated with respect to non-AI products that only perform consumer's instructions without learning consumer's preferences. Finally, we demonstrate that AI-based products may increase consumers' perceived sense of control.

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2C. Consumer Privacy

Friday, March 4
2:00pm – 3:30pm EST

DISCUSSANT: Donna Hoffman (George Washington University)

MC: Yanmei Zheng (University of Hawaii)

[Track 2 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Jeffrey Kang (Cornell University) (jk2832@cornell.edu)

COMPETITIVE PAPERS

[Just Between You and Me: Private Financial Transactions Signal Communal Traits and Enhance Others' Willingness to Cooperate](#)

AUTHORS: Lennay Chapman (Baruch College, CUNY), Ana Valenzuela (Baruch College (CUNY) and at ESADE-Ramon Llul, Barcelona), Kathleen Vohs (University of Minnesota)

PRESENTING AUTHOR: Lennay Chapman (Baruch College, CUNY)

Online platforms give consumers the ability to execute payments in either a private or public manner. Thus, one consumer's decision regarding the privacy of an interaction may have the ability to expose a fellow consumer's personal information. Consumers make such decisions commonly, yet the implications of influencing another consumer's privacy are not well understood. Under the premise that consumers want to have control over their own private information, particularly when it comes to money, the current work identifies downstream social benefits – namely, enhanced cooperation – of decisions about whether to expose others' financial information. The enhanced willingness to cooperate is due to the perception that consumers who preserve others' privacy have relatively stronger moral traits. Additionally, consumers use privacy behaviors to signal their own moral traits, understanding that this may encourage others to cooperate. Seven experimental studies, conducted in both Spain and the United States, support these propositions.

[AdverTiming](#)

AUTHORS: Koustuv Saha (Microsoft), Yozen Liu (Snap Inc.), Nicholas Vincent (Northwestern University), Farhan Asif Chowdhury (University of New Mexico), Leonardo Neves (Snap Inc.), Neil Shah (Snap Inc.), Maarten Bos (Snap Inc.)

PRESENTING AUTHOR: Maarten Bos (Snap Inc.)

Ads deliver revenue for online platforms, but ad exposure affects user experience. Balancing ads with other content is imperative. Currently, ad allocation relies primarily on demographics and inferred user interests, which are treated as static features and can be privacy-intrusive. Our research uses person-centric and momentary context features to understand optimal ad-timing. In a quasi-experimental study on a three-month longitudinal dataset of 100K Snapchat users, we find that ad timing influences ad effectiveness. We simulate ad reallocation, finding

that our study-driven insights lead to greater value for the platform. We discuss privacy-preserving components and ethical implications of our work.

Unfair Value Allocation: The Role of Data Ownership in Private Information Disclosure

AUTHORS: Jia Chen (University of Illinois at Chicago), David Gal (University of Illinois at Chicago)

PRESENTING AUTHOR: Jia Chen (University of Illinois at Chicago)

Consumer privacy is an issue of increasing public concern. Prior research has tended to view consumer privacy in terms of personal data exposure (and the potential harms thereof, such as identity theft or embarrassment). However, the present research proposes that consumers' concerns over disclosing their private information reflect not only data exposure concerns, but also concerns over data ownership (i.e., the ownership of the value created from their private information). We find convergent support across six preregistered experiments that consumers express greater concerns over disclosure of their information when they perceive that they are not receiving the fair value of their private information in exchange. This research contributes to the privacy literature by identifying a relatively understudied aspect of consumer privacy concerns, offers practical implications for firms on managing users' data, and calls attention to users' data ownership from the legal perspective.

"Not Having Enough" Could Help Save Your Personal Information: Resource Scarcity and Privacy Behavior

AUTHORS: Arani Roy (McGill University), Ashesh Mukherjee (McGill University)

PRESENTING AUTHOR: Arani Roy (McGill University)

Consumers often experience lack of resources such as money, water, or food. We explore how experiencing such resource scarcity could impact individual's online practices, specifically, their online information-disclosure behavior. Across four experiments, we propose that resource scarcity leads to reduced willingness to share personal information. We further explain how perceived threat mediates the effect. In the process, we contribute to the privacy literature by finding a novel antecedent to information-disclosure behavior namely, resource scarcity. Also, our findings imply that an unwanted self-discrepant feeling could lead to consumer welfare, in the form of protection from data-misuse.

FLASH TALKS

Using Virtual Reality: A Hedonic-Utilitarian Asymmetry

AUTHORS: Ruouo Li (University of South Carolina), Rafay Siddiqui (Santa Clara University), Ashwani Monga (Rutgers University)

PRESENTING AUTHOR: Ruouo Li (University of South Carolina)

While marketers commonly use Virtual Reality (VR) as a medium to advertise real experiences to consumers, we find that using VR may induce more patience for the advertised experience. Specifically, the telepresence associated with VR makes consumers feel as if they have already consumed part of the real experience, which makes it difficult to justify consuming the real experience soon after. Consequently, consumers exhibit more patience for an experience after having sampled it through VR (vs. regular video), but only when the experience is hedonic (i.e., when it needs justification) rather than utilitarian (i.e., when it does not need justification).

Does Intent Matter? A New Information Privacy Dimension

AUTHORS: Michael Pecoy (University of Iowa), Chelsea Galoni (University of Iowa)

PRESENTING AUTHOR: Michael Pecoy (University of Iowa)

Whether it's using Apple Maps for directions, searching Google for information, or watching Netflix for entertainment, consumers are constantly sharing personal information to large corporations whether they realize it or not. Information privacy is important to consumers, and should be ensured, when giving data to these tech firms. Information privacy is closely related, but not identical, to control over personal information. Hence, (lack of) control over personal information is insufficient in explaining (violations of) information privacy. The information recipient's (e.g. Google) intent also influences feelings that one's information privacy has been invaded or violated. Intent to use the consumer's data for the consumer's benefit (e.g. improve user experience) is less detrimental to information privacy than using it for commercial intent (e.g. sponsored ads). We present 1 study supporting intent as an underlying variable of information privacy.

POSTERS

The Constructed Value of Personal Information

AUTHORS: Kyle Murray (University of Alberta), Tim Derksen (University of Alberta)

PRESENTING AUTHOR: Tim Derksen (University of Alberta)

Consumers often trade their information for access to services. We find that consumers construct the value of their information dependent upon the method of elicitation. The value of personal information is mediated by the negative affect generated in consumers through the elicitation method. The effect is amplified by a data breach but nullified when consumers consider their data as a whole.

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2D. Context Effects in Technology

Friday, March 4
4:30pm – 6:00pm EST

DISCUSSANT: Aner Sela (University of Florida)

MC: Sang Kyu Park (Hong Kong University of Science and Technology)

[Track 2 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Jeffrey Kang (Cornell University) (jk2832@cornell.edu)

COMPETITIVE PAPERS

[The Impact of Relative Pricing and Recommendations on Consumers' Trust and Choice](#)

AUTHORS: KyuRee Kim (Kelley School of Business, Indiana University), Rom Schrift (Kelley School of Business, Indiana University)

PRESENTING AUTHOR: KyuRee Kim (Kelley School of Business, Indiana University)

Seven studies explore the interplay between relative pricing and recommendations, and their impact on consumers' trust and choice. We find that when the recommended option happens to be the most expensive option in the set, consumers' trust decreases. Accordingly, the effectiveness of a recommendation decreases when it is targeting the more expensive option in the set. Integrating costly signaling theory, we show that adding a more expensive decoy option increases consumers' trust and the likelihood of following the recommendation. Validating consumers' trust as the underlying mechanism, the effect attenuates when the recommendation is coming from a reliable and independent source and is moderated by consumers' innate tendency to be skeptical about general marketing claims.

[Context Matters – Even with Virtual Objects: Perception of Object Proximity and Ownership in Augmented Reality](#)

AUTHORS: David Finken (University of Lucerne), Reto Hofstetter (University of Lucerne), Aradhna Krishna (University of Michigan), Florian von Wangenheim (Swiss Federal Institute of Technology (ETH))

PRESENTING AUTHOR: David Finken (University of Lucerne)

We investigate how product presentation in augmented reality influences product construal and perceived ownership. We argue AR reduces psychological distance (i.e., increases perceived proximity) to a product (compared to 2D or 3D presentations), increasing perceived ownership. Incongruent usage context dampens this effect: AR only increases ownership for products in congruent (vs. incongruent) usage contexts, which we explain as a function of AR's reciprocal alignment of reality and virtuality. Five experiments conducted on mobile devices across multiple products provide evidence for this. Our results imply firms are well-advised to find ways to encourage consumers to use AR, specifically in right contexts.

Automation Experience Inhibits Prosocial Behavior: The Mediating Role of Perceived Social Connectedness

AUTHORS: Xiaoyan (Jenny) Liu (Southwestern University of Finance and Economics), Chi Hoang (ESCP Business School), Sharon Ng (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Xiaoyan (Jenny) Liu (Southwestern University of Finance and Economics)

As technology involves, autonomous facilities such as self-service kiosks, smart shopping carts, and service robots, are widely adopted by retailers and service firms. Past literature in this field has mainly focused on factors that impact consumers' acceptance and/or use of autonomous technologies, while very limited research attention has paid to potential social consequences of automation deployment in various consumption and service contexts. In this work, we conduct six studies to show that automation exposure inhibits consumers' prosocial behaviors, across different types of automation technologies, real and intentional prosocial behaviors, and different populations (US, Singapore, China). We further demonstrate lower perceived social connectedness induced by automation exposure drives this effect. However, such inhibiting effect is attenuated (1) when reminding consumers about their existing social connections; (2) when social connection is perceived undesirable; or (3) when social distancing is required during the pandemic.

Google Effects on Perceived Knowledge and Cognitive Self-Esteem

AUTHORS: Adrian Ward (University of Texas)

PRESENTING AUTHOR: Adrian Ward (University of Texas)

In the current Digital Age, consumers are constantly connected to online information. Eight experiments ($n = 1,917$) provide evidence that when people use Google to access information, they mistakenly attribute the Internet's "knowledge" to themselves. They report significantly higher evaluations of their own ability to process and remember information, and predict that they will do significantly better on subsequent tests of general knowledge, even without access to the Internet. At times, people even forget that they have "Googled" at all; they claim that answers found online were produced entirely from their own memory.

FLASH TALKS

The Position Effect of Embedded Advertisements in Digital Videos: A Paradox for Video Content Creators and Advertisers

AUTHORS: Yunzhijun Yu (Simon Fraser University), Yushi Song (Harbin Institute of Technology), Yue Cao (Harbin Institute of Technology), Guoxin Li (Harbin Institute of Technology)

PRESENTING AUTHOR: Yunzhijun Yu (Simon Fraser University)

Prior research offers mixed evidence when it comes to an understanding of an embedded advertisement's psychological impacts on viewers' video streaming experience. In this experiment, we showed that the position of the embedded advertisement's appearance in a video impacted viewers' attitudes toward the advertisement as well as the original video content. Viewers indicated the highest attitude toward the ad when it appeared at the beginning (vs. in the middle/at the end) of a video. Surprisingly, viewers' attitude toward the original video was the lowest when an embedded ad appeared at the beginning (vs. in the middle/at the end). This position effect suggested a paradox: advertisers benefit the most when their advertisement is embedded at the beginning of a video – the exact same location that content creators may want to avoid so that their viewers may enjoy their content better.

Love at First Touch: How Swiping vs. Typing Changes Online Dating Decision-Making

AUTHORS: Farhana Nusrat (Drexel University), Yanliu Huang (Drexel University), Cait Lamberton (University of Pennsylvania)

PRESENTING AUTHOR: Farhana Nusrat (Drexel University)

In this study, we examine how the use of different devices (computers vs. smartphones) influences customers' online dating decision-making process. Our findings demonstrate that when using their computers (vs. smartphones), customers give greater priority to the inner attributes of a potential dating partner. We further show that customers' gender moderates this effect.

POSTERS

Digital Technology Changes Cognition without Necessarily Worsening It

AUTHORS: Lorenzo Cecutti (University of Toronto), Anthony Chemero (University of Cincinnati), Spike Lee (University of Toronto)

PRESENTING AUTHOR: Lorenzo Cecutti (University of Toronto)

A growing concern in popular media and scientific discourse is that digital technology worsens cognitive abilities. Specifically, smartphone use is often depicted as leading to poorer memory, attention, and executive functioning. We critically review relevant findings and find no clear evidence for any lasting detrimental effects. Furthermore, by adopting a functionalist theoretical perspective, whereby thought is in service of action, we present evidence that technology shapes cognitive processes, sometimes positively. In the extended abstract, we summarize our account of how technology changes predominant modes of cognition without necessarily worsening it.

[Download PDF](#)

3A. Sustainable Consumption

Friday, March 4

9:30am – 11:00am EST

DISCUSSANT: Amir Grinstein (Northeastern University)

MC: Yonat Zwebner (Reichman University)

[Track 3 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Deepak Sirwani (Cornell University) (ds2344@cornell.edu)

COMPETITIVE PAPERS

Not All Green is Equal: Consumers' Systematic Bias in Evaluating Sustainable Products

AUTHORS: Elina Hur (Cornell University), Suzanne Shu (Cornell University)

PRESENTING AUTHOR: Elina Hur (Cornell University)

We examine whether consumers have a systematic bias in evaluating sustainable products based on the order of environmental benefit a product offers and the environmental harm generated by the product. We found that people prefer sustainable products that provide environmental benefits following harm (e.g. a car that is conventionally-manufactured that runs electric) more than products that generate benefits followed by harm (e.g. a car that is sustainably-manufactured that runs on gasoline). This effect is driven by greater perceived impact on the environment, and is moderated by individual motivations for sustainability.

Mindfulness Encourages Sustainable Behavior by Reducing Perceived Effort

AUTHORS: Carina Thuerridl (University of Amsterdam), Ruta Ruzeviciute (University of Tennessee, Knoxville)

PRESENTING AUTHOR: Carina Thuerridl (University of Amsterdam)

To mitigate the detrimental effects of human (over)consumption on the planet, individuals need to change their consumption habits. Behaving sustainably is effortful, however, which inhibits positive behavior change. We show that mindfulness, i.e., “the enhanced attention to and open awareness of current experience or present reality” – when directed at physical sensations – can decrease the perceived effort that is often associated with sustainable behaviors. This, in turn, increases individuals’ likelihood to behave sustainably. Our research adds to the emerging literature on the link between mindfulness and sustainability and provides an effective intervention to overcome a well-known barrier to sustainable consumption.

Feeling Small but Thinking Big: Awe-induced Positive Self-diminishment Motivates Sustainable Consumption

AUTHORS: Srinwanti Chaudhury (University of Pittsburgh), Nitika Garg (University of New South Wales), Colin Gabler (Ohio University)

PRESENTING AUTHOR: Srinwanti Chaudhury (University of Pittsburgh)

Marketers often struggle to increase the appeal of relatively-expensive eco-friendly products while making positive associations with the consumption experience. Here, we propose an alternative conceptualization – positive self-diminishment or an association of positivity while feeling small – that addresses the dilemma. Specifically, drawing on an emotion perspective, we explore the concept of the ‘positive self-diminishment effect’ by examining one antecedent – the emotion of awe. Over five studies, including archival data as well as a field study, we show how awe-induced positive self-diminishment guides higher valuation of sustainable products. Answering recent calls for research to examine other positive emotions, we contribute to existing literature by evaluating a range of positive emotions and demonstrating that awe-induced positive self-diminishment is indeed, a stronger and more efficient motivator of sustainable actions.

Effortlessly Green: When and Why Effort Impacts Environmentally Friendly Consumption

AUTHORS: Dafna Goor (London Business School), Yonat Zwebner (The Interdisciplinary Center Herzliya)

PRESENTING AUTHOR: Dafna Goor (London Business School)

This research shows that effort lowers consumers’ preference for environmentally friendly products, producing what we call **the effortlessly green phenomenon**. Five studies, combining actual purchases from an e-commerce platform, field experiments, and incentive-compatible lab experiments, demonstrate this effect across consumption contexts and consumer populations. This behavior arises because effort increases feelings of deservingness, which in turn make consumers self-focused. This work contributes to theory and practice by enhancing the understanding of the antecedents of eco-friendly behavior in the marketplace.

FLASH TALKS

The Time Framing Effect on Consumption and Waste Avoidance

AUTHORS: Minkwang Jang (The University of Chicago Booth School of Business), Ayelet Fishbach (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Minkwang Jang (The University of Chicago Booth School of Business)

Many consumer goods and activities have limited time window for consumption (e.g., food, media streaming, sporting events). The current time within this time period can be framed as time elapsed since the beginning (“elapsed time”) or time remaining until expiration or discontinuation (“remaining time”). Across five studies, we demonstrate that these time frames lead to different time trends of motivation to consume time-bound products and services: remaining-time frame leads to increasing likelihood of consumption over time relative to elapsed-time frame and even deviations from anticipated enjoyment. We show that this effect is mediated by concerns about waste and responsibility.

It’s Wasteful: When Talking about Disposal Hurts Product Evaluations

AUTHORS: Sylvia Chang (University of Washington), Nidhi Agrawal (University of Washington)

PRESENTING AUTHOR: Sylvia Chang (University of Washington)

Current research demonstrates that when disposal is referenced in describing a product, consumers are more likely to perceive it as wasteful, and this heightened wastefulness perception in turn leads to decreased purchase likelihood. This disposal reference effect occurs even though the reference is irrelevant to the actual wastefulness of the product, and we examine when this effect is likely to occur and how to mitigate the association between disposal and wastefulness. Our findings make theoretical and practical contributions by providing insights on how consumers' conceptualization of disposal and waste influences their decision-making.

POSTERS

Reduced Control Helps People Buy Local: Role of Warm Glow Feelings

AUTHORS: Arani Roy (McGill University), Ashesh Mukherjee (McGill University)

PRESENTING AUTHOR: Arani Roy (McGill University)

People in their daily lives often feel that they are not in control of their decisions, choices, and actions. This loss of perceived control affects their consumption decisions. In our research, we explore how this loss of control impacts an individual's local consumption intent. Local consumption is important in today's world, as it helps communities create jobs, keeps the money within the locality, and reduces ecological footprint. Through three studies, we show how people in low (high) perceived control are likely to exhibit higher local consumption intent through an affective mechanism.

[Download PDF](#)

Does Belief in Karma Make Consumers Willing to Spend More on Ethical Products?

AUTHORS: Summer Kim (University of Kansas), Yexin Li (University of Kansas)

PRESENTING AUTHOR: Summer Kim (University of Kansas)

Belief in karma—the idea that good or bad actions beget positive or negative outcomes—has been shown to impact consumer prosocial behavior. Yet little is known how this variable influences consumption decisions and the extent to which consumers are willing to sacrifice their own self-interest. Consumers with higher beliefs in karma are more likely to support ethical brands, reject unethical brands and make ethical choices despite higher cost, an effect that is driven by belief in the contagion of brand essence. We hence suggest socially responsible brands (which are often more expensive) target consumers who believe in karma.

[Download PDF](#)

Received! The Effect of Take-Back Program Acknowledgment on Perceptions of Company Sustainability and Consumer Recycling Intentions

AUTHORS: Yuly Hong (Georgia Institute of Technology), Sara Dommer (Pennsylvania State University), Karen Winterich (Pennsylvania State University)

PRESENTING AUTHOR: Yuly Hong (Georgia Institute of Technology)

An increasing number of companies offer take-back programs for their products or related products, whereby consumers send or drop off used items for recycling. Beyond simply offering such take-back programs, are there additional actions companies can take to increase their sustainability image and encourage repeat recycling from consumers? This research demonstrates the positive effect of company acknowledgment on consumers'

sustainability perceptions of the company and future recycling intentions with the company, the mediating roles of transparency and trust, as well as a downstream behavioral consequence on consumer word of mouth in the context of take-back programs.

[Download PDF](#)

Climate Uprising: Examining the Effects of Power on Consumers' Responses to Sustainable Products

AUTHORS: Amira Mahmoud (Suez Canal University), Aric Rindfleisch (University of Illinois at Urbana-Champaign)

PRESENTING AUTHOR: Amira Mahmoud (Suez Canal University)

Consumers around the globe are just as concerned about climate change as they are about the spread of infectious diseases. Although a number of market initiatives are taking place to ensure a shift towards sustainable production and consumption, consumers are reluctant to buy sustainable products. The current research examines how power shapes consumers' purchase intentions and behaviors towards sustainable products. We report the results of an experimental study demonstrating that power plays a pivotal role in encouraging the selection of products with sustainable attributes. Specifically, low power consumers weight sustainable product attributes more heavily compared to high power consumers. The results also rule out two alternative explanations including advertisement involvement and product knowledge. We also measure consumers actual purchase behavior to show that the effects of power extend to actual purchase contexts.

[Download PDF](#)

Sustainable Consumption in Tight and Loose Cultures: A Gendered Expression of Femininity or Alternate Masculinity?

AUTHORS: Tanvi Gupta (Indian Institute of Management Udaipur), Reetika Gupta (Essec Business School), Malobi Mukherjee (James Cook University)

PRESENTING AUTHOR: Reetika Gupta (Essec Business School)

Sustainable consumption is a gendered act—reflecting femininity. In our research, we explore the role of cultural tightness/looseness on sustainable consumption through its influence on gender-ordering. Through a series of archival datasets, we show that tight (vs. loose) cultures score lower on sustainable consumption, mediated by gender-ordering. Additionally, an experiment shows how cultural tightness interacts with distinct gender identities to influence sustainable consumption. Specifically, in loose cultures, both men and women express their respective gender identities through lower (higher) preference for sustainable products, whereas, in tight cultures, both men and women deviate from their gender identities by reversing their preferences.

[Download PDF](#)

You're Further Along in Your Life: Consumers' Cavalier Usage of Repurposed Products

AUTHORS: Sylvia Chang (University of Washington), Jennifer D'Angelo (Texas Christian University), Francesca Valsesia (university of washington)

PRESENTING AUTHOR: Sylvia Chang (University of Washington)

This work examines how consumers perceive and use products that are made out of repurposed materials. Across three studies, we find support for our prediction that consumers are more likely to be cavalier with products made from repurposed materials. This careless usage behavior extends to different product categories and is driven by the perception that a repurposed product is further along in its product lifespan even though the product itself is

new. Our research makes theoretical and practical contributions by providing insights on consumers' attitudes and behaviors toward sustainable products.

[Download PDF](#)

The “Vegetarian Protein = Less Nourishing” Intuition: Addressing the Bias that Vegetarian Protein is Less Nourishing than Meat

AUTHORS: Sumayya Shaikh (Grenoble Ecole de Management), Amanda Pruski Yamim (Grenoble Ecole de Management), Carolina Werle (Grenoble Ecole de Management)

PRESENTING AUTHOR: Sumayya Shaikh (Grenoble Ecole de Management)

This research tests an unexplored bias, that consumers instinctively infer vegetarian proteins to be less nourishing than equivalent meat proteins. We name this bias the “vegetarian protein = less nourishing” intuition. Four studies compare two types of protein (vegetarian vs. animal) and show that the “vegetarian protein = less nourishing” intuition significantly affects consumption behavior. Specifically, consumers purchase more proteins, calories, carbohydrates, and fat when exposed to vegetarian proteins than meat proteins. This research is important for marketers and public policy makers, as the proposed bias can add to the worldwide obesity epidemic due to the resulting increased consumption.

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3B. Reduce & Reuse

Friday, March 4
11:15am – 12:45pm EST

DISCUSSANT: Rebecca Walker Reczek (Ohio State University)

MC: Sara Loughran Dommer (Pennsylvania State University)

[Track 3 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Deepak Sirwani (Cornell University) (ds2344@cornell.edu)

COMPETITIVE PAPERS

[When Products are People: The Impact of Anthropomorphism on Recycling](#)

AUTHORS: Alisa Wu (Columbia University, Columbia Business School), Maayan Malter (Columbia University, Columbia Business School), Gita Johar (Columbia University)

PRESENTING AUTHOR: Alisa Wu (Columbia University, Columbia Business School)

"Four studies test a novel intervention (and underlying mechanism) to increase recycling. We find that anthropomorphized products are more likely to be recycled than their equivalent (control) counterparts. Anthropomorphism elicits a broader mindset (**we** rather than **me**) and thus an abstract construal level, shifting consumers' focus from undesirable means (exerting effort) to the desirable ends (protecting the environment) and therefore increasing their likelihood to recycle. The mediating process is both directly tested through analyzing the abstractness of the language used when talking about anthropomorphized products and indirectly tested through two moderators: adding visual cues and making the means salient."

[Inequality Undermines The Sharing Economy](#)

AUTHORS: Jinyan Xiang (Virginia Tech), Mario Pandelaere (Virginia Tech)

PRESENTING AUTHOR: Jinyan Xiang (Virginia Tech)

Across four studies, we document that inequality prevents consumers from using and contributing to the sharing economy because inequality lowers interpersonal trust. We demonstrate this effect in various sharing economy contexts (e.g., lodge-sharing, ride-sharing and peer-to-peer lending) and using different manipulations of inequality. These consumer-level findings suggest that inequality could hinder the development of a sharing economy in the long run by discouraging potential providers and users. This research adds to both inequality and sharing literature by documenting a new consumer consequence of inequality and identifying a critical socioeconomic determinant of the development of the sharing economy.

[The Salience of Choice Increases Pro-Environmental Behavior](#)

AUTHORS: Shilpa Madan (Virginia Tech), Kevin Nanakdewa (University of Toronto), Jinyan Xiang (Virginia Tech), Krishna Savani (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Shilpa Madan (Virginia Tech)

Across eight archival, correlational, and experimental studies, this research documents a novel driver to increase consumers' support for the environment despite the associated costs—the salience of choice. The stronger the sense of choice consumers have, the more they believe their actions can make a difference, and consequently, the more they donate to environmental causes, support environmental taxes to reduce consumption of environmentally detrimental goods, and endorse sustainable products. Importantly, we replicate the effect across multiple diverse samples, operationalizations of choice, and incentive-compatible pro-environmental measures. Theoretical, managerial, and policy implications are discussed.

Getting Rid of Self-Threat: Consumer Disposal as a Compensatory Strategy

AUTHORS: Jessica Gamlin (University of Oregon)

PRESENTING AUTHOR: Jessica Gamlin (University of Oregon)

Theories of compensatory consumption focus on the important role of consumer **acquisition** in resolving self-threats. Recent research on minimalism and decluttering, however, highlights how consumer disposal can help shape identity and define the self-concept. Bridging these literatures, we theorize that self-threat elicits “compensatory **disposal**” (i.e., donating, selling, or trashing possessions that fall outside the domain of the specific threat). Study 1 shows that consumers experiencing greater self-threat are more likely to join minimalist groups, which are dedicated to disposal of possessions. Study 2 sampled within a minimalist group and showed that prolonged membership, which entailed greater disposal of possessions, reduced self-threat. Study 3 experimentally elicited self-threat (vs. no threat) and showed that this heightened compensatory disposal motives. Taken together, these studies suggest a novel strategy that consumers use to compensate when they face self-threat.

FLASH TALKS

Blue Begets Green: Advertising Imagery Influences Consumer Recycling Rates

AUTHORS: Jessica Gamlin (University of Oregon), Matthew Meng (Utah State University)

PRESENTING AUTHOR: Matthew Meng (Utah State University)

Encouraging consumers to properly recycle materials is critical for the ecology and well-being of species across our planet. Substantial campaigns have therefore focused on educating consumers to place only clean materials in the recycling bin and to trash all dirty materials, even if those materials would otherwise be recyclable (e.g., greasy cardboard pizza box). This research examines how advertisements printed on recyclable material (i.e., paper) impact consumer disposal of such materials. We examine the key aspect of a material's recyclability—“clean” versus “dirty”—combined with a pivotal element of advertising content—literal versus figural imagery. The study we present shows that print advertisements depicting literally clean (vs. dirty) imagery increases consumer recycling rates, but those depicting **figuratively** clean (vs. dirty) imagery undermines consumer recycling rates. Thus, firms' use of literal and figurative advertisements merely depicting “clean” or “dirty” imagery has consequences for consumer's ecological behaviors.

A Fitting Engagement: Can Personalized Body Avatars Boost Consumer Experience and Reduce Waste?

AUTHORS: William Hampton (University of St. Gallen), Anouk Bergner (University of St. Gallen)

PRESENTING AUTHOR: William Hampton (University of St. Gallen)

Innovative AI-tools harbor potential to address the \$550 billion waste from returned clothes due to incorrect sizing. Three-dimensional virtual personalized avatars are a new way to capture a consumer's size and physical characteristics, allowing shoppers to "try on" products from home with a high degree of fit accuracy. Despite this exciting development, research on such novel technologies is scarce and predominantly concerned with usability rather than consumer implications. In an initial study, the current work demonstrates that consumers who "try on" clothes with a personalized avatar feel more involved in the shopping process and increased product fit confidence, which ultimately leads to increased spending during simulated online shopping. Participants also reported their avatar was a better self-representation than industry models. We hope our findings spur more extensive research on novel consumer technologies with the potential to promote sustainable consumption while simultaneously improving consumer inclusion and online shopping experience.

POSTERS

[It Was Hard for Them to Sell It: The Impact of Previous Owner's Attachment on Buyer Perceptions of Contamination and Condition of Secondhand Items](#)

AUTHORS: Sara Hanson (University of Richmond), Catherine Armstrong Soule (Western Washington University)

PRESENTING AUTHOR: Catherine Armstrong Soule (Western Washington University)

This research explores how a previous owner's attachment to a secondhand item impacts buyers' perceptions. Specifically, three studies demonstrate that attachment to a used item alters buyers' perceptions in a counterintuitive manner. Initial qualitative evidence documents lay assumptions that sellers of secondhand items have low attachment to items and uncertainty around the significance of the previous owner's identity. However, experimental results demonstrate that when the previous owner indicates attachment to their item, buyers perceive the item to be less contaminated and in better condition, contradicting the notion that attachment leads to negative perceptions of more usage and wear.

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[History Sells: How Positive Usage History Shapes Consumers' Preferences for Used Products](#)

AUTHORS: Yang Cao (Xiamen University), Charis Li (Grenoble Ecole de Management), Jun Ye (Xiamen University)

PRESENTING AUTHOR: Yang Cao (Xiamen University)

This research investigates how positive usage history (i.e., the unique actualization of intended benefits of a product for the previous owner) affects consumers' preferences for used products. Three studies show that positive usage history increases consumers' preferences (e.g., choice, purchase intention, willingness to pay) when relevant (vs. irrelevant) to the potential buyers' usage goal, due to the perceived instrumentality of used products (i.e., the extent to which the products can help or hinder the goal achievement). Furthermore, ownership cues left by previous owners can enhance the effect. These findings shed light on

product history value in the context of second-hand transactions and offer important implications for marketers.

[Download PDF](#)

Reluctance to Repair: Relative Income, Entitlement, and Product Perfectionism as Barriers to DIY Repair.

AUTHORS: Aprajita Gautam (University of Texas at Austin), Rajagopal Raghunathan (University of Texas at Austin)

PRESENTING AUTHOR: Aprajita Gautam (University of Texas at Austin)

Repair is recognized as a key component of the circular economic system that aims to minimize waste. However, surprisingly little is known about what causes a few individuals to repair and others to not. It is assumed that the poor repair while the rich dispose. The current work highlights the importance of perceived relative income in determining whether one chooses to engage in DIY (do-it-yourself) repair. We posit that over and above objective income, feeling relatively wealthier than the people around you can increase the reluctance to repair. Across 4 studies, we replicate this effect using various product types, using different measures of repair, and controlling for multiple covariates. Further, we show that this effect is due to people higher in perceived relative income feeling more entitled and believing that they should own the best products. This results in the devaluation of old/broken things and subsequently higher reluctance to repair.

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3C. Food Consumption

Friday, March 4
2:00pm – 3:30pm EST

DISCUSSANT: Kelly Haws (Vanderbilt University)
MC: Linda Hagen (University of Southern California)

[Track 3 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Deepak Sirwani (Cornell University) (ds2344@cornell.edu)

COMPETITIVE PAPERS

[The Effect of Powerlessness on Preferences for Free-From-Products](#)

AUTHORS: Lijun (Shirley) Zhang (Nanyang Business School, Nanyang Technological University), Elaine Chan (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Lijun (Shirley) Zhang (Nanyang Business School, Nanyang Technological University)

Going gluten-free and dairy-free are popular nowadays. Six studies show that the feeling of low power increases preferences for Free-From-Products (FFP). This effect is driven by the powerless' heightened sensitivity to threat. Consistent with this account, the powerless' preference for FFP is attenuated when their sensitivity to threat is lessened: when the power structure is unstable or illegitimate. We also rule out status-signaling, health-seeking, and impression management accounts. Together, we contribute to both food consumption and power literature by demonstrating what drives the increasing demand for FFP and showing how the powerless respond to threats that go beyond social context.

[Exposure to the Natural Environment Leads to Healthier Food Consumption](#)

AUTHORS: Maria Langlois (INSEAD), Pierre Chandon (INSEAD)

PRESENTING AUTHOR: Maria Langlois (INSEAD)

Exposure to nature has been found to lead to a host of health benefits, but does it also influence healthy food consumption? Four online experiments and a field study demonstrate that exposure to the natural environment, compared to an urban environment, leads people to select healthier, more natural foods. Specifically, our research reveals that a walk in a park (vs. on a city street) or exposure to a nature (vs. urban) scene does not influence how much people eat nor how foods are perceived, but does drive individuals to make food consumption decisions that are more aligned with health goals.

[What's the American Word for "Gourmet"? Epicurean Labeling Increases the Appeal of Moderate Food Portions in France but not the United States](#)

AUTHORS: Pierre Chandon (INSEAD), Yann Cornil (Sauder Business School, UBC)

PRESENTING AUTHOR: Yann Cornil (Sauder Business School, UBC)

Epicurean labeling is an intervention designed to promote portion control by emphasizing the aesthetic, multisensory properties of food on menus or packages. A field experiment at a

French cafeteria showed that epicurean labeling reduced the amount of food ordered (and eaten) while increasing the perceived value of the meal. An online experiment replicated these effects among French, but not American respondents. Finally, the analysis of 9,154 food packages found that epicurean labeling was associated with smaller package sizes in France but not in the US. This research contributes to solving the “French paradox” of unhealthier food yet healthier people.

Less is More (Natural): The Impact of Number of Ingredients on Consumer Perceptions and Preferences

AUTHORS: Michelle Kim (University of California San Diego), Rachel Gershon (University of California San Diego), Sydney Scott (Washington University in St. Louis)

PRESENTING AUTHOR: Michelle Kim (University of California San Diego)

Across 8 pre-registered studies, we examine when and why consumers prefer products with fewer ingredients. First, in laboratory and field experiments, we show that consumers tend to prefer the same product if it is framed as having relatively few ingredients. In an additional consequential study, we find that this preference is strongest among consumers who have a strong concern for naturalness. In five follow-up studies, across a wide range of products, we demonstrate that consumers view products with fewer ingredients as more natural. This belief that a product with fewer (vs. more) ingredients is more natural persists even when all ingredients in both products are explicitly natural and also when the product with fewer ingredients contains “unnatural” ingredients. This research explores the psychology of how consumers infer naturalness based on the number of ingredients in a product and reveals the importance of naturalness perceptions on consumer decision-making.

FLASH TALKS

The Differential Impact of Self- and Body-Referent Marketing on Consumers' Health Perceptions

AUTHORS: Deepika Naidu (Washington State University), Andrew Perkins (Washington State University), Elizabeth Howlett (Washington State University)

PRESENTING AUTHOR: Deepika Naidu (Washington State University)

"The role of the corporeal body in consumer behavior has been largely unexplored, yet body-referent marketing practices are becoming more common in the marketplace. The current research investigates how body-referent and self-referent food branding differentially impact consumers' health perceptions of food products. We find that consumers perceive products with body-referent food branding as being healthier than when the same product utilizes self-referent food branding.

I Want What You're Having, But Don't Look at Me: Direct Eye Contact Decreases Consumer's Food Preferences

AUTHORS: Michelle Wang (Cornell University), Kathy LaTour (Cornell University), Suzanne Shu (Cornell University)

PRESENTING AUTHOR: Michelle Wang (Cornell University)

It's common to see human models in food images, however, little do we know about whether direct eye contacts between the human model and the audience could affect the audience's perceptions of the targeted food item. This study shows an interesting negative effect of direct eye contact, where consumers showed significantly lower food preferences, purchase intentions and willingness-to-pay towards food items that were presented with human models making direct eye contact with the camera (vs. looking away). We explored a perceived infringement account and highlighted the implicational and theoretical contributions of this work.

POSTERS

Consumers' Inferences of Product Naturalness and Healthiness: The Role of Ingredient Quantity and Labeling

AUTHORS: Tianqi Chen (Boston University), Daniella Kupor (Boston University), Remi Trudel (Boston University)

PRESENTING AUTHOR: Tianqi Chen (Boston University)

Consumers often desire to eat healthy foods. Yet a food's healthiness is often an unobservable attribute, and consumers therefore frequently rely on external cues to draw their own conclusions. In this research, we find that the number of ingredients in a product branded as healthy can bias these conclusions. In contrast to the frequency heuristic, which has found that "more is better," we find that consumers infer that foods containing more ingredients are less natural and thus less healthy. This is because consumers infer that products with more ingredients are more likely to originate from a more complex production process that requires more human intervention.

[Download PDF](#)

Voiceless Consonants in Brand Names Enhance the Expected Carbonation in Beverages

AUTHORS: Abhishek Pathak (School of Business, University of Dundee), Kosuke Motoki (Department of Food Science and Business, Miyagi University), Monin Techawachirakul (Nanyang Business School, Nanyang Technological University), Gemma Calvert (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Monin Techawachirakul (Nanyang Business School, Nanyang Technological University)

Brand names and carbonated drinks, both form an important part of the current consumer landscape. Yet the link between brand names and carbonation expectations remains unexplored. Prior literature suggests that linguistic features present in a brand name can influence expectations of food tastes and product attributes (e.g., voiceless consonants are expected to taste sour and be associated with spiky shapes). The current research demonstrates that fictitious brand names containing voiceless (vs. voiced) consonants are more associated with carbonated beverages and spikiness (vs. still water and roundedness). The current research adds evidence to the extant literature on brand naming, sound symbolism and crossmodal sensory associations.

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The Sound of Consumption: ASMR in Food Marketing

AUTHORS: Woocheol Kim (University of Oregon), Noelle Nelson (University of Oregon)

PRESENTING AUTHOR: Woocheol Kim (University of Oregon)

Can using recognizable sounds resulting from product-related activities affect how people consume food? We examine the potential of ASMR (Autonomous Sensory Meridian Response) as a new frontier marketing tool in connecting with audiences and affecting their food decisions. Through three studies, we find that eating sounds synchronized with the act of consumption do increase body sensation (e.g., tingling), but decrease food intake and make consumers feel more disgust. This research provides insight into the potential use and drawbacks of ASMR sounds in engaging with audiences.

[Download PDF](#)

How Life Unexpectedancies Affect Preference for Novel Food

AUTHORS: Lifeng Yang (ShanghaiTech University), Haoyu Liu (ShanghaiTech University), Yilin Zou (ShanghaiTech University), Yi Yang (ShanghaiTech University)

PRESENTING AUTHOR: Haoyu Liu (ShanghaiTech University)

In the literature, how life unexpectedancies such as unexpected stress could systematically affect individual's attitude and choice toward novel food has remained being understudied. While prior research on novel food was highly related to the motivation of food tourism, in this research, we found that valence of the trip experience and life unexpectedancies have a significant interaction effect on one's novelty seeking in food. Risk aversion toward novel food was found to mediate this food preference.

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Ordering More and Eating Less: Effects of Preservation Containers on Food Ordering and Consumption Decisions

AUTHORS: Sherrie Xue (INSEAD), Stephanie Lin (INSEAD), Pierre Chandon (INSEAD)

PRESENTING AUTHOR: Sherrie Xue (INSEAD)

Three studies show that alerting consumers that a container is available to wrap their leftover food leads them to order more food when this information is provided at the time of order, but reduces consumption when it is provided at the time of consumption. This is because preservation option lowers concerns about unfinished food while ordering, and increases mindful control on overeating during consumption. Our results suggest that providing preservation options at the appropriate dining stages can align health, environmental, and business goals by increasing sales while decreasing overeating and food waste.

[Download PDF](#)

Take a Bite! The Effect of Bitten Food in Pictures on Purchase Intentions

AUTHORS: Eva Meersseman (Ghent University), Maggie Geuens (Ghent University), Iris Vermeir (Ghent University)

PRESENTING AUTHOR: Eva Meersseman (Ghent University)

We investigate the effect of food pictured with (vs. without) a bite on purchase intentions. We test this for pictures shown without context and in advertisements. Two theories predict opposite effects: consumer contamination and mental simulation. We find that pictures of bitten food diminish purchase intentions, mediated by disgust (i.e., consumer contamination). Picture type does not affect mental simulation. There's an interaction effect of picture type and context on purchase intentions: the effect of picture type on purchase intentions diminishes when pictures appear in advertisements (vs. shown without context). We find similar effects for product attitudes and willingness to pay.

[Download PDF](#)

A Healthy Cold-Colored Restaurant: The Impact of “Cold Ambient Color = Healthy” Intuition on Food Choice

AUTHORS: Yining Yu (Zhejiang University), Bingjie Li (Warwick Business School, University of Warwick), Miaolei Jia (Warwick Business School, University of Warwick), Lei Wang (Zhejiang University)

PRESENTING AUTHOR: Bingjie Li (Warwick Business School, University of Warwick)

This research investigates an unexplored lay belief named “cold ambient color = healthy” intuition and its impact on food choice. We demonstrate that consumers have built the “cold ambient color = healthy” intuition, such that they infer that restaurants with a cold-colored (vs. warm-colored) ambiance are more likely to sell healthy food. As a result of this deep-seated intuition, consumers are more likely to choose healthy food in a cold-colored (vs. warm-colored) ambiance. The research contributes to the literature on color psychology, sensory marketing, and food consumption. The managerial and public policy implications of this research are also discussed.

[Download PDF](#)

Unhealthy Food Makes Me Warm: The Impact of Ambient Temperature on Consumer Food Choice

AUTHORS: Yining Yu (Zhejiang University), Miaolei Jia (Warwick Business School, University of Warwick), Bingjie Li (Warwick Business School, University of Warwick)

PRESENTING AUTHOR: Bingjie Li (Warwick Business School, University of Warwick)

While researchers have begun to investigate how ambient elements affect consumers' choices between healthy and unhealthy food, the role of ambient temperature is relatively unknown. Through four experiments, including a field experiment, we find that ambient coldness increases consumers' preference for unhealthy food. This effect is induced by the thermoregulation process automatically activated in a cold ambiance. Consequently, consumers are more inclined to choose calorie-rich unhealthy food. We conclude with a discussion of our theoretical contributions to the literature of temperature effects and food consumption. We also offer practical takeaways for restaurant managers.

[Download PDF](#)

3D. Healthy Choices

Friday, March 4
4:30pm – 6:00pm EST

DISCUSSANT: Aparna Labroo (Northwestern University)
MC: Atar Herziger (Technion Israel Institute of Technology)

[Track 3 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Deepak Sirwani (Cornell University) (ds2344@cornell.edu)

COMPETITIVE PAPERS

[Great for You but Not for Me: Examining Actor versus Observer Perceptions of Self-Care](#)

AUTHORS: Pooja Somasundaram (Indiana University), Jenny Olson (Indiana University)

PRESENTING AUTHOR: Pooja Somasundaram (Indiana University)

Although the benefits of practicing **self-care**—behaviors consumers voluntarily engage in to improve their physical and mental well-being—are evident (e.g., greater health, happiness, and productivity), many self-care initiatives are underutilized. The current research identifies one potential reason for this apparent discrepancy: consumers perceive self-care to be relatively more valuable for other people than for themselves. We document this effect across seven studies featuring Twitter posts, various self-care domains, and measures of value. This effect is driven, in part, by lower feelings of deservingness and is attenuated by higher levels of self-compassion.

[The Facilitating Effect of Physiological Self-tracking on Organ Donation](#)

AUTHORS: chi hoang (ESCP Business School), Sharon Ng (Nanyang Technological University)

PRESENTING AUTHOR: chi hoang (ESCP Business School)

Across four studies, including both online and lab experiments, we show that physiological self-tracking (i.e., the practice of using self-tracking apps or wearable devices to track one's biometric data such as heart rate, respiratory rate, or calories consumed, etc.) facilitates greater acceptance of organ donation. This self-tracking effect happens because self-tracking leads consumers to view their body as a conglomeration of multiple separable parts, rather than as a singular united whole. We discuss implications regarding facilitating physiological self-tracking practices to tackle the current shortage of organ donors.

[Culture and Gender Effects on How Healthcare Consumers Respond to Adverse Medical Diagnoses](#)

AUTHORS: Veronica Martin Ruiz (UMass Amherst), Jose Rosa (Iowa State University)

PRESENTING AUTHOR: Veronica Martin Ruiz (UMass Amherst)

In a multicultural US, understanding how healthcare consumers from different backgrounds respond to Adverse Medical Diagnoses (AMDs - debilitating medical conditions that decrease consumers' certainty over future life trajectory and self-esteem) is essential for developing adequate healthcare interventions. This cross-cultural research brings cultural syndromes and honor theories to the healthcare services marketplace and healthcare decision making marketing research. We argue that AMDs can be interpreted as threats to healthcare consumers, and hypothesize that cultural syndrome endorsement, gender, and medical condition stigma influence whether a consumer accepts an AMD prefacing the adherence to prescribed health-focused behaviors. Studies' results support this theorization.

Your Money or Your Life: Interplay Between Appeal Type and Valence Framing in Reducing Smoking Behavior

AUTHORS: Nurit Nobel (Stockholm School of Economics)

PRESENTING AUTHOR: Nurit Nobel (Stockholm School of Economics)

The present study explores the efficacy of two types of framing of smoking cessation consequences: appeal type (time vs. money) and valence (gain vs. loss). A randomized controlled field experiment with 2,935 participants conducted via a digital therapeutics app found that messages focusing on money (time) were most likely to lead to immediate reduced smoking behavior when framed as a gain (loss). Effects on motivation or long-term smoking cessation were not detected. The results shed light on the psychological differences between money and time, between attitudes and behaviors, and between short-term and long-term behavior change.

FLASH TALKS

Mirror, Mirror on The Call: How Video-Conferencing Shapes Self-Efficacy and Facilitates Escapist Consumption

AUTHORS: Julia Schuckmann (TUM School of Management, Technical University of Munich), Ana Valenzuela (Baruch College (CUNY) and at ESADE-Ramon Llul, Barcelona, Spain), Gert Cornelissen (Universitat Pompeu Fabra and at the Barcelona school of Management, Spain)

PRESENTING AUTHOR: Julia Schuckmann (TUM School of Management, Technical University of Munich)

The use of video conferences skyrocketed during the global pandemic. While this tool of communication has many advantages, limited evidence suggests that there may be side effects on consumer's well-being. In three studies, we provide the first systematic evidence regarding how, when and why video conferencing – specifically the confrontation with one's own image on the screen – leads to self-efficacy depletion and facilitates compensatory consumption such as binge eating or media viewing. We also show evidence for the moderating role of narcissistic character traits. This effect is stronger when video conferencing to perform relatively difficult tasks. Our findings can potentially provide insights into design features for online conferencing platforms that improve the well-being of consumers.

Hesitant to Get Vaccinated? How Consumers Hedge against Medical Risks but Gamble on Monetary Risks

AUTHORS: Martin Reimann (University of Arizona), Christoph Hüller (University of Arizona)
PRESENTING AUTHOR: Christoph Hüller (University of Arizona)

To what extent are consumers hesitant to embrace the risk of medical procedures such as getting vaccinated? Two experiments reveal that should the most painful medical procedure come to mind when choosing between different procedures, many of the available options—albeit being negative experiences—will be treated as comparative gains; hence, consumers exhibit risk aversion. This pattern is opposite to risk preferences for monetary gambles, as consumers exhibit risk seeking when choosing in the realm of losses. Results further demonstrate that risk aversion for medical experiences is driven by social norms and intensifies as consumers' inclination to avoid risk increases.

POSTERS

How Brands Can Use Frequency Present in Audio Logos to Connote the Healthfulness of Associated Food Products

AUTHORS: Monin Techawachirakul (Nanyang Business School, Nanyang Technological University), Abhishek Pathak (School of Business, University of Dundee), Gemma Calvert (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Monin Techawachirakul (Nanyang Business School, Nanyang Technological University)

Brands often use jingles or melodies as a sound signature (i.e., an audio logo). Yet research on how audio logos might connote certain brand attributes (e.g., healthfulness) is sparse, and healthy consumption is one of the fastest growing global trends. We demonstrate that higher (vs. lower) frequency audio logos are significantly associated with healthy (vs. less healthy) foods across food category, while the effect of tempo was neutral. Interestingly, healthy (vs. less healthy) audio logos are also associated with high (vs. low) visual frequency stimuli. These findings have creative implications for brand logos and packaging aimed at connoting healthy products.

[Download PDF](#)

Sounds about Light: Phoneme Effects of Brand Name on Perceived Healthiness of Product

AUTHORS: Yeseul Kim (University of South Florida)

PRESENTING AUTHOR: Yeseul Kim (University of South Florida)

People generally associate front vowels (e.g., /i/) and voiceless consonants (e.g., /p/) with lightness (less weight), while they associate back vowels (e.g., /u/) and voiced consonants (e.g., /b/) with heaviness. People also consider “lighter” food (in terms of fewer carbohydrates and calories) to be healthier. We propose that, because the concept of “light” in the food consumption context co-activates the concept of light in terms of weight, people associate healthiness and lightness. Based on the healthy = light intuition, we further reason that phonemes signaling light-weighted will induce healthiness perception and purchase intention than will heavier phonemes.

[Download PDF](#)

The Backfire Effect of the Nutri-Score

AUTHORS: Eva Heeremans (Ghent University), Maggie Geuens (Ghent University), Iris Vermeir (Ghent University)

PRESENTING AUTHOR: Eva Heeremans (Ghent University)

While positive effects of front-of-pack labels are well explored, it remains unclear whether such labels have backfire effects. We demonstrate that positive (vs. no) Nutri-Scores on packages increase selected portion sizes. This backfire effect unfolds because positive Nutri-Scores increase consumers' use of product healthiness as a justification which increases selected portion sizes. Moreover, the effect occurs irrespective of the perceived healthiness of the product and more health-concerned consumers are more likely to fall prey to this backfire effect. Before imposing a mandatory front-of-pack nutrition label, public policy makers should consider whether the positive effects outweigh the backfire effects.

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Whether, Why and For Whom the Nutri-Score Works

AUTHORS: Eva Heeremans (Ghent University), Maggie Geuens (Ghent University), Iris Vermeir (Ghent University)

PRESENTING AUTHOR: Eva Heeremans (Ghent University)

While the Nutri-Score (=front-of-pack label) has been found to be an effective tool to improve food choices, it remains unclear why and for whom the Nutri-Score affects buying behavior. We show in a measurement-of-mediation design and an experimental-causal-chain design that the Nutri-Score works because it activates consumers' health goals. We also demonstrate that the Nutri-Score is effective, irrespective of participants' health-concern. Insight in why it works is instrumental to be able to further improve the current label, inform the development of future labels and create relevant guidance for public policy makers in whether or not to make the Nutri-Score mandatory.

[Download PDF](#)

Better Marketing for a Better World: Using Effective Segmentation Strategies to Assist Vulnerable Consumers in Making Healthy Food Choices

AUTHORS: Anthony Patino (University of San Francisco), Velitchka Kaltcheva (Loy), Dennis Pitta (University of Baltimore), Lynda Maddox (George Washington University), Lea Katsanis (Con)

PRESENTING AUTHOR: Anthony Patino (University of San Francisco)

Marketing is reassessing its relevance by embracing the concept of Better Marketing for a Better World (BMBW). It is therefore important that marketers of health and nutrition offerings fully understand customers' needs and implement a more accurate segmentation of the market, so that they may target the different customer segments, particularly vulnerable consumers, more effectively. Using latent class analysis, we identified seven new customer segments based on body weight variables posing health risk for individuals. We subsequently evaluated the effectiveness of three advertising disclosure strategies and found differential effectiveness across "at risk" and "low risk" customer segments.

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4A. Goal Pursuit

Friday, March 4

9:30am – 11:00am EST

DISCUSSANT: Kathleen Vohs (University of Minnesota)

MC: Sarah Memmi (University of Louisville)

[Track 4 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Archer Pan (Cornell University) (yp388@cornell.edu)

COMPETITIVE PAPERS

[Do You Want to be Creative? Be Stupid First](#)

AUTHORS: Tatiana Karpukhina (WU Vienna), Martin Schreier (WU Vienna), Ayelet Fishbach (University of Chicago)

PRESENTING AUTHOR: Tatiana Karpukhina (WU Vienna)

Creativity is a quality valued and desired by most in personal and professional life, yet it is hard to achieve. Quite often, we find ourselves without inspiration, unable to come up with creative ideas. In this research, we test a technique allowing to boost situational creativity. We find that contrary to our common problem-solving intuition, starting an ideation process by generating “stupid” ideas first significantly increases creativity of the final ideas. We demonstrate that being “stupid” first breaks cognitive fixations, allowing to explore the solutions space more freely and reach more distant and novel ideas necessary for creativity.

[Making Up for Failure: A Simple Nudge to Improve Goal Persistence](#)

AUTHORS: Shannon Duncan (The Wharton School, University of Pennsylvania), Marissa Sharif (University of Pennsylvania)

PRESENTING AUTHOR: Shannon Duncan (The Wharton School, University of Pennsylvania)

Small failures during goal pursuit are inevitable and can derail people from reaching their overall goals. We demonstrate that a simple, cost-free nudge, encouraging people to make up for their failures, can help alleviate the negative consequences of small failures, leading people to persist more towards their goals.

[Time Reference Points in the Nonspecific Goal Pursuits](#)

AUTHORS: Almira Abilova (Erasmus University Rotterdam), Christophe Lembrechts (Erasmus University)

PRESENTING AUTHOR: Almira Abilova (Erasmus University Rotterdam)

People frequently pursue goals that lack a specific outcome. Such nonspecific goals have been shown to have several advantages over specific goals. However, at more advanced stages of goal pursuit, people’s motivation drops as the distance from the only salient reference point – the initial state - increases. We investigate how to increase motivation in the advanced stages of nonspecific goal pursuits. In doing so, we examine the time within which

the goal should be achieved. We show that motivation increases when attention is shifted from the elapsed time (after six weeks) to how much time remains (two weeks to go).

Work-to-Unlock Rewards: Leveraging Goals in Reward Systems to Increase Consumer Persistence

AUTHORS: Marissa Sharif (University of Pennsylvania), Kaitlin Woolley (Cornell University)

PRESENTING AUTHOR: Marissa Sharif (University of Pennsylvania)

In six real behavior studies, we demonstrate that consumers persist more in goal-related activities when they need to “work-to-unlock” rewards – that is, when they receive continuous rewards only after first completing a few unrewarded goal-related actions compared to “work-to-receive” rewards– that is, when they receive continuous rewards after the first goal-related action completed. We suggest that work-to-unlock rewards encourage consumers to reach an earlier reference point and then leverage continuous rewards to encourage persistence once this initial target is reached.

FLASH TALKS

User-Generated Content on Social Media: Values from Goals

AUTHORS: Nirajana Mishra (Boston University), Carey Morewedge (Boston University)

PRESENTING AUTHOR: Nirajana Mishra (Boston University)

Consumers invest tremendous time and labor in creating and curating user-generated content (UGC) on social media. However, an important question is whether they value the UGC on their social media platforms. This paper finds that consumers value the UGC they post on social media platforms such as Facebook, Twitter, and Instagram **LESS** than similar—and even identical— physical and digital content that they archive on their phones, computers, and in the cloud. The value of UGC is contingent on the focal goal motivating its production and consumption. When the focal goal of the UGC is to share with others, as when posting to social media platforms, consumers care little about its value. When the focal goal of the UGC is to archive indexical connections, its value is substantial.

There is a Collector in Every Consumer

AUTHORS: Ellen Evers (UC Berkeley), William Ryan (UC Berkeley Haas), Siegwart Lindenbergh (Tilburg University)

PRESENTING AUTHOR: William Ryan (UC Berkeley Haas)

Collecting is a unique consumption behavior. Unlike other item’s consumption, where consumers buy a good to satisfy some higher need, collectors acquire products merely to possess them. This novel motivation makes collecting difficult to account for with existing theories, but past studies have primarily been qualitative studies focusing on small samples of “extreme” collectors. We investigate the characteristics and motivations of collectors in a representative nation-wide sample (N=5,069), finding that while a third of consumers collect,

very few who do so identify strongly as collectors. Those who identify strongly as collectors significantly differ from most collectors, implying research focusing on those who strongly identify as collectors may not provide insights in collecting activity in general. Contrary to past work studying extreme collectors, collectors do not meaningfully differ from non-collectors in a variety of personality traits. What seems to drive the casual collector is gathering memories and aesthetically pleasing objects.

POSTERS

A Goal-Level View of Self- and Other-Benefit Message Persuasiveness

AUTHORS: Olya BRYKSINA (The University of Winnipeg), Sara Penner (The University of Winnipeg)

PRESENTING AUTHOR: Olya BRYKSINA (The University of Winnipeg)

When it comes to designing health messages, which is more effective, the “don’t get it” or the “don’t spread it” approach? The current research examines the role of goal level (individual-level goal vs. group-level goal) in the differential persuasiveness of self- and other-benefit messages. The underlying role of perceived goal progress that would result from the actions advocated in the message is demonstrated via moderation and via statistical mediation analysis

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No Goal-Gradient Effect for Group-Level Goals

AUTHORS: Olya Bryksina (The University of Winnipeg)

PRESENTING AUTHOR: Olya Bryksina (The University of Winnipeg)

The goal-gradient effect is a well-accepted psychological phenomenon whereby individuals’ motivation for goal-consistent behavior increases as they approach goal attainment. This effect has predominantly been demonstrated in the context of individual-level goal pursuit. In the current research we show that group-level goals do not exhibit a goal-gradient effect. The mechanism that drives the goal-gradient for individual-level goals—as goal attainment nears every unit of progress covers a proportionally greater part of the remaining goal distance—which increases motivation, is offset by a greater expectation of free-riding with nearing goal attainment which decreases motivation.

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The Role of Regulatory Focus on Consumer Response To Minimum Purchase Requirement (MinPR) Sales Promotion

AUTHORS: Sitong Jiang (Durham University), Arezou Ghiassaleh (Durham University), Ji (Karena) Yan (Durham University)

PRESENTING AUTHOR: Sitong Jiang (Durham University)

Minimum Purchase Requirement (MinPR) deal is a form of sales promotion that asks consumers to meet a requirement to redeem a benefit, for example, “\$10 off for every \$50 spent”. This research examines how consumers’ regulatory focus influence their shopping behavior when they choose to use such deals. We conducted four studies and our findings show that promotion-focused consumers spend significantly more than prevention-focused consumers when they choose to use a MinPR deal, and the reason is the higher level of

persuasion knowledge towards the deal that prevention-focused consumers hold. Moreover, our results show that a MinPR sales message with a social identity norm can reverse such effect for prevention-focused consumers. Our findings have important implications for marketing practitioners and retailers.

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How Buying Aspirational Sizes Encourages Weight Loss

AUTHORS: Nukhet Taylor (Ryerson University), Donya Shabgard (York University), Theodore Noseworthy (York University)

PRESENTING AUTHOR: Nukhet Taylor (Ryerson University)

Many consumers aspire to lose weight and fit into clothes in smaller sizes. Across a pilot study and two experiments, the current article shows that there may be a benefit to consumers purchasing clothes in sizes they aspire to reach (i.e., aspirational sizes). Specifically, we document that purchasing aspirational sizes increases weight loss motivation, and show that this effect is underscored by an increased ability to visualize the outcome of the weight loss goal.

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When Brands Hurt Goals: How Active Goals and Incidental Brand Exposure Interact to Influence Goal-Directed Choices

AUTHORS: Argiro Kliamenakis (University of Ottawa), Darlene Walsh (Concordia University)

PRESENTING AUTHOR: Argiro Kliamenakis (University of Ottawa)

Previous research shows that incidental brand exposure evokes behavioral responses congruent with the brand's image, and that such exposures can be beneficial to goal attainment. However, little is known about whether this effect persists when consumers are already pursuing an active and related goal. The current research delineates choice outcomes of brand exposure under varying conditions of goal activation. In three studies, we show that when a goal is active, subsequent exposure to a goal-consistent brand decreases goal pursuit. This occurs because brand exposure following goal activation decreases perceived goal progress, which, due to its demotivating nature, decreases goal-consistent choices.

[Download PDF](#)

4B. Scarcity

Friday, March 4
11:15am – 12:45pm EST

DISCUSSANT: Rebecca Hamilton (Georgetown University)

MC: Sophie Linying Fan (The Hong Kong University of Science and Technology)

[Track 4 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Archer Pan (Cornell University) (yp388@cornell.edu)

COMPETITIVE PAPERS

[No Bandwidth to Self-Gift: How Feeling Constrained Discourages Self-Gifting](#)

AUTHORS: Jacqueline R. Rifkin (University of Missouri-Kansas City), Kelley Gullo Wight (Indiana University), Keisha Cutright (Duke University)

PRESENTING AUTHOR: Jacqueline R. Rifkin (University of Missouri-Kansas City)

Self-gifting—purchasing or consuming to increase one’s emotional well-being—is on the rise in popular culture and marketing communications, but its antecedents are not well-known. Eight studies demonstrate that when consumers feel constrained, they are less interested in self-gifting, due to a (mistaken) belief that they will not be able to derive emotional benefit. We generalize the effects across several sources of constraint and cast doubt on alternatives including deservingness, justifiability, or hedonic consumption more broadly. This research contributes to work on self-gifting, affective forecasting, and decision-making, and has substantive implications for marketers and consumers of self-gifting consumption.

[The Interactive Effect of Social Density and Financial Resources on Moral Judgement](#)

AUTHORS: Yunhui Huang (Fisher College of Business, Ohio State University), Ke Zhang (Shanghai University)

PRESENTING AUTHOR: Ke Zhang (Shanghai University)

This study examines the interactive effects of social density and individuals’ financial resources on their moral judgments of unethical behavior. Findings from a large cross-cultural survey (Study 1), Google Trend search data (Study 2), and an online experiment (Study 3) indicate that higher social density leads to harsher moral judgments for individuals with more (vs. fewer) financial resources. Finally, a pre-registered field study (Study 4) provided evidence for the ecological validity of the proposed effect.

Frequency versus Intensity: How Thinking of a Frequent Consumption Indulgence as Social versus Solitary affects Preferences for How to Cut Back

AUTHORS: Peggy Liu (University of Pittsburgh)

PRESENTING AUTHOR: Peggy Liu (University of Pittsburgh)

Many consumers engage in frequent consumption indulgences. Because such indulgences accumulate resource costs (e.g., money, calories), consumers often need to cut back, posing questions for how to design appealing cut-back programs. This research distinguishes between frequent indulgences that consumers think of as social (vs. solitary), demonstrating that thinking of an indulgence as social (vs. solitary) decreases preferences to cut “frequency” (how often the indulgence occasion occurs) and increases preferences to cut “intensity” (choosing a within-category substitute that involves lower resource expenditure). This effect arises due to a differentiation between enjoyment from the product itself versus from aspects outside the product.

The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference

AUTHORS: Alex Fulmer (Yale University), Taly Reich (Yale University)

PRESENTING AUTHOR: Alex Fulmer (Yale University)

Biographical elements of objects are frequently shared to generate interest and positively influence preference. Indeed, research has shown that people take into account not only the instrumental properties of objects but also their biographies. The current research examines a previously unexplored type of object biography—the biography of discovery of historical and natural resources. We find that communicating the biography of discovery can drive consumer preference. Specifically, unintentional discovery of a resource triggers counterfactual thoughts about how the discovery might not have occurred, increasing perceptions that the discovery was fated, consequently driving consumer preference for the resource.

FLASH TALKS

The Effect of Resource Scarcity on Consumer Ethical Behavior

AUTHORS: Todd Haderlie (Florida International University), Jaehoon Lee (Florida International University)

PRESENTING AUTHOR: Todd Haderlie (Florida International University)

We identify a novel relationship between scarcity and ethical behavior. When resource scarcity is made salient, consumers engage in less ethical behavior. Furthermore, the effect of resource scarcity on ethical behavior is stronger for consumers with high (vs. low) levels of the inclusion of others in the self (IOS).

Scarcity in COVID-19 Vaccine Supplies Reduces Perceived Vaccination Priority and Increases Vaccine Hesitancy

AUTHORS: Beatriz Pereira (Iowa State University), Amy Fehl (Georgia Gwinnett College), Stacey Finkelstein (Stony Brook University), Gabriela Jiga-Boy (Swansea University), Marta Caserotti (University of Padova)

PRESENTING AUTHOR: Amy Fehl (Georgia Gwinnett College)

The arrival of several effective vaccines against COVID-19 has undoubtedly been a weapon in combating the spread of the virus, but it has simultaneously brought up a problem: an insufficient number of doses to meet worldwide demand. In two pre-registered experiments (N1 = 342 undergraduate students, N2 = 585 Prolific participants), we find that scarcity of COVID-19 vaccines decreases willingness to be vaccinated (contrary to most scarcity research findings) due to lower perceived priority to receive the vaccine. At-risk participants (vs. low-risk) had higher perceived vaccination priority, but describing vaccine doses as scarce reduced vaccination intentions similarly across both groups. Compassion for others is a boundary condition of the effect of vaccine scarcity on intentions. For participants with high (low) compassion, scarcity reduces (increases) willingness to receive a vaccine. We provide guidance for public health campaigns in this context, where benefits are for the general public and gatekeepers control access.

POSTERS

The Healthcare Conundrum in Subsistence Marketplaces

AUTHORS: Reetika Gupta (Essec Business School), Yenee Kim (EDHEC Business School), Malobi Mukherjee (James Cook University)

PRESENTING AUTHOR: Yenee Kim (EDHEC Business School)

This research examines the role of financial deprivation and goal hierarchy (lower- vs. higher-order goals) in evaluating the efficacy of preventative healthcare campaigns among subsistence consumers. Two studies conducted among subsistence consumers in India revealed that consumers with lower levels of financial deprivation prefer campaigns framed on higher-order goals as it alleviates the self-discrepancy arising from the financial deprivation. In contrast, consumers with higher levels of financial deprivation, which is chronic in nature, display no difference. These results did not play out in a third study conducted among non-subsistence consumers implying that the findings are atypical of the subsistence segment.

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When Precision Doesn't Pay: The Role of Time Scarcity in Consumer Responses to Point vs. Range Duration Estimates

AUTHORS: Kun Wang (Rutgers University), Gabriela Tonietto (Rutgers University)

PRESENTING AUTHOR: Kun Wang (Rutgers University)

Duration information is often presented to consumers as either a point estimate (e.g., 15 minutes) or a range estimate (e.g., 10-20 minutes). While prior research on judgments under uncertainty tends to find an overwhelming preference for precise estimates, the present research uncovers that in the domain of temporal decision making, this precision advantage depends on the relative abundance of time. Specifically, two studies uncover that consumers who feel time-abundant are more likely to perform a task when presented with a point estimate of duration, while those who feel time-scarce more readily commit their time when presented with a range estimate.

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4C. Task Framing & Incentives

Friday, March 4
2:00pm – 3:30pm EST

DISCUSSANT: Ayelet Gneezy (University of California San Diego)
MC: Caroline Roux (Concordia University)

[Track 4 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Archer Pan (Cornell University) (yp388@cornell.edu)

COMPETITIVE PAPERS

Rejections Are Stickier Than Choices

AUTHORS: Minzhe Xu (University of Florida), Yang Yang (University of Florida)

PRESENTING AUTHOR: Minzhe Xu (University of Florida)

Seven studies (six preregistered) document a novel and counter-normative effect of task type on variety-seeking: when making repeated decisions between the same set of options, consumers who make each decision by rejecting (vs. choosing) seek less variety. This effect occurs because the rejection task decreases the liking of the less-preferred option(s), thereby increasing the likelihood of selecting the more-preferred option(s) in future decisions. This research yields important implications for consumer welfare: the rejection task can improve (worsen) the decision quality in situations in which consumers typically seek too much (too little) variety.

Give Me a Break! Categorizing Tasks Surrounding Breaks Improves Task Performance by Reducing Rumination

AUTHORS: Rebecca Chae (Santa Clara University), Kaitlin Woolley (Cornell University), Marissa Sharif (University of Pennsylvania)

PRESENTING AUTHOR: Rebecca Chae (Santa Clara University)

Consumers are encouraged to take breaks from goal-related activities to maintain motivation (e.g., at work, during exercise). We propose that how consumers construe tasks surrounding breaks can affect their motivation. In particular, we examine the effect of task categorization on break experience and subsequent post-break performance. Five experiments reveal that breaks are more restorative when people categorize (vs. do not categorize) tasks before and after the break. Categorizing tasks reduces negative affect, improves exercise evaluations, and increases work performance. This strategy is effective because it reduces rumination, as consumers are better able to detach from the goal during the break.

Save More Today or Tomorrow: The Role of Urgency in Nudging Pre-commitment

AUTHORS: Joseph Reiff (UCLA Anderson School of Management), Hengchen Dai (UCLA Anderson School of Management), John Beshears (Harvard University), Katherine Milkman (University of Pennsylvania), Shlomo Benartzi (UCLA Anderson School of Management)

PRESENTING AUTHOR: Joseph Reiff (UCLA Anderson School of Management)

In a field experiment (N=5,196), we offered people a choice between enrolling in a saving plan now or pre-committing to enroll in it later. This reduced immediate enrollment by 21%, had a null effect on overall enrollment, and reduced total savings by 6%, compared to merely inviting people to enroll in the same savings plan now. Why? We theorize and show across three pre-registered lab studies (N=5,059) that offering a pre-commitment option alongside an immediate enrollment option leads people to infer that whatever behavior is on offer is less urgently recommended and reduces engagement in the behavior, especially immediately (even though the option to delay makes saying “yes” less painful).

My Never-Ending Story: How and When Incompleteness in Product Sets Signals Self-Expansion Opportunity and Produces Greater Consumer Preference

AUTHORS: C. Clark Cao (Lingnan University), John Yi (Le Moyne College), Merrie Brucks (University of Arizona), Darren Dahl (University of British Columbia)

PRESENTING AUTHOR: John Yi (Le Moyne College)

Incomplete product sets (e.g., a furniture set with items missing) are often perceived negatively by consumers as imperfect or inferior. In this research, however, we show through nine studies that incompleteness in product sets can be seen as an opportunity for self-expansion, which in turn translates into heightened consumer preference. We also find that this effect is most pronounced when self-product connection or self-expansion motivation is high. Taken together, our findings provide novel insights into both consumer research and marketing practices related to completeness/incompleteness, as well as product design, positioning, and promotion.

FLASH TALKS

Choosing More Aggressive Commitment Contracts for Others than for the Self

AUTHORS: Craig Brimhall (University of Utah), David Tannenbaum (University of Utah), Eric VanEpps (University of Utah)

PRESENTING AUTHOR: Craig Brimhall (University of Utah)

Despite evidence that commitment contracts improve self-control outcomes, they are relatively underused. Across five preregistered studies, we find that decision makers are more likely to select commitment contracts with more severe penalties (i.e., anti-charity contracts) for others than for themselves. Decision makers view commitment contracts as entailing an effectiveness-appropriateness trade-off, and this self-other difference in contract choice arises because decision makers believe anti-charity contracts will be more effective for others than for themselves. Our results suggest that people recognize the effectiveness of using aggressive commitment contracts to overcome self-control problems, but view themselves as an exception to that general rule.

When Sound Fools You to Work Less

AUTHORS: Elina Hur (Cornell University), Sarah Lim (University of Illinois at Urbana-Champaign), Helen Chun (Cornell University)

PRESENTING AUTHOR: Elina Hur (Cornell University)

Companies intentionally add sound to their digital products in order to mimic physical product experience and improve user experience. These sound cues may also provide instrumental

value in monitoring their progress on a task where the sound is contingent on their activity (e.g., digital keyboard typing sound, e-book flipping sound). Across three studies, we document that this instrumental cue from sound has an unintended backfiring effect. We demonstrate that as consumers find greater instrumental value of product sound, they tend to performance worse on a task, but mistakenly perceive that they performed well on their task.

POSTERS

How Incentives Help Us Do Hard Things First

AUTHORS: Matt Healey (Washington University in St. Louis), Robyn LeBoeuf (Washington University in St. Louis)

PRESENTING AUTHOR: Matt Healey (Washington University in St. Louis)

When facing two tasks of differing difficulty, which do you choose to do first? We find that people's preference for doing the harder task first increases when task completion is incentivized: People who stand to earn a bonus for task completion are more likely to choose to begin with the harder (vs. easier) task than are people who do not stand to earn a bonus. We further find that people perceive the difficult-first order to be more likely to lead to success, and that incentives increase the motivation to succeed and thus the preference for the difficult-first order.

[Download PDF](#)

The Struggle is Real: Motivating Goal Pursuit by Normalizing Difficulty

AUTHORS: Alexander Park (Washington University in St. Louis), Rachel Gershon (University of California San Diego), Marissa Sharif (University of Pennsylvania)

PRESENTING AUTHOR: Alexander Park (Washington University in St. Louis)

Consumers often use goal-relevant products to help them pursue their goals. However, setbacks and struggles are inevitable in goal pursuit. Following setbacks, consumers may disengage from a goal and discontinue the use of goal-relevant products. How can marketers help struggling consumers re-engage with their goals? Across four pre-registered studies, we find that normalizing the difficulty of the goal pursuit process leads consumers to be more motivated and more likely to re-engage with goal-relevant products. We further demonstrate that motivation increases because highlighting the difficulty of the goal increases the perceived achievability of the goal.

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4D. Identity

Friday, March 4
4:30pm – 6:00pm EST

DISCUSSANT: Rima Toure-Tillery (Northwestern University)

MC: Jen Savary (University of Arizona)

[Track 4 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Archer Pan (Cornell University) (yp388@cornell.edu)

COMPETITIVE PAPERS

[On the Flexibility of Self-Repair: How Holistic versus Analytic Thinking Style Impacts Fluid Compensatory Consumption](#)

AUTHORS: Qin Wang (Arizona State University), Monika Lisjak (Arizona State University), Naomi Mandel (Arizona State University)

PRESENTING AUTHOR: Qin Wang (Arizona State University)

This research investigates when and why consumers cope with self-discrepancy by affirming the self in important domains unrelated to the self-discrepancy (fluid compensation). Across six lab experiments and one field study, we show that holistic (vs. analytic) thinkers are more likely to engage in fluid compensation because, by perceiving things as part of a larger whole, they are more likely to view fluid compensation as instrumental to self-worth enhancement. We further test the effectiveness of fluid compensation in restoring self-worth and identify boundary conditions for the effect. Finally, we discuss the implications for theory and practice.

[The Disclosure of Parents' Consumer Identity in the Microenvironment: Exploring the Role Adult Children Play in Reverse Consumer Socialization](#)

AUTHORS: Zhewen Tang (Northumbria University), Chihling Liu (Lancaster University)

PRESENTING AUTHOR: Zhewen Tang (Northumbria University)

"This study aims to explore how adult children influence their parents' consumer identity in consumption interactions drawing on a theoretical lens of the relational self, particularly in the process of reverse consumer socialization. A two-stage in-depth interview was adopted with nine One-child Chinese families (i.e. both parents and their adult child aged above 18) recruited, and 28 interviews were collected. With a constant comparison method, this study disclosed four types of dynamic microenvironments and four types of consumer identity of parents from the parent-adult child interactions in consumption. These findings contribute to the reverse consumer socialization literature by highlighting the role adult children play in the process and outcomes of building consumption relationships with their parents and influencing parents' consumer identity. **KEYWORDS:** reverse consumer socialization, relational self, microenvironment, consumer identity"

Not Everyone Engages in Compensatory Consumption: The Role of Implicit Self-theories, Sales Promotions, and Compensation Domains

AUTHORS: Yuanyi Xu (Durham University), Hazel Huang (Durham University)

PRESENTING AUTHOR: Yuanyi Xu (Durham University)

"People use consumption to restore their threatened identity. This research argues that whether people engage in compensatory consumption is determined by the implicit theory they hold. Results of five studies show that compared with entity theorists, incremental theorists are more likely to engage in compensatory consumption. In addition, incremental theorists are sensitive to contextual cues. As a result, they tend to compensate with products directly related to their threatened identity (i.e., within-domain compensation) than those unrelated to the threatened identity (i.e., across-domain compensation), and only compensate with full-priced products, not the products on sale. "

I Love Beer from Your Neighborhood but Hate Beer from Your State: Location-based Brands, Local Identity, and Non-local Consumers

AUTHORS: Mitchell Olsen (University of Notre Dame), Keith Marion Smith (University of Illinois Chicago), Emily Garbinsky (Cornell University)

PRESENTING AUTHOR: Mitchell Olsen (University of Notre Dame)

As the "local movement" continues to flourish, brands using a location-based strategy (i.e., referencing an identifiable location in their name) may stand to benefit by making it clear they belong to the same "local" area as certain consumers. However, the same strategy makes it clear to other consumers the brand is from a geographic out-group. While location-based brands must affix their geographic identity to a certain location level (e.g., state, city, or neighborhood), we find consumers' own local identity levels are dynamic and can be influenced by a brand's location-based strategy, which in turn impacts their evaluations of the brand.

FLASH TALKS

Advertising Stigmatized Well-Being Products: Stick to Social Norms or Break the Stigma?

AUTHORS: Arti Srivastava (Indian Institute of Management Udaipur), Jayant Nasa (Indian Institute of Management Udaipur), Prakash Satyavageeswaran (Indian Institute of Management Udaipur), Chris Dubelaar (Deakin University), Rajesh Nanarpuzha (Indian Institute of Management Udaipur)

PRESENTING AUTHOR: Jayant Nasa (Indian Institute of Management Udaipur)

Though encouraging the adoption of stigmatized well-being products is a challenge for brand managers and policymakers, existing literature does not provide clarity on appropriate communication strategies for this purpose. Prior research on stigma provides contradictory perspectives for promoting such "unmentionable" products: one suggests adherence to stigmatizing social norms surrounding these products and the other advocates for destigmatizing the products and their usage context. We find that most brands of stigmatized well-being products currently employ stigma-based advertisements, but target consumers are relatively less persuaded by them than by destigmatizing advertisements. Thus, we strongly suggest changing the advertising approach for these products.

The Downsides or Heroism: "Heroes" are Denied Praise and Have Their Dangers Downplayed

AUTHORS: Lura Forcum (Clemson University), Frank Kachanoff (University of North Carolina at Chapel Hill), Kurt Gray (University of North Carolina at Chapel Hill)

PRESENTING AUTHOR: Lura Forcum (Clemson University)

Heroes are widely celebrated, but here we explore the downsides of being called a "hero." Consequences of being labeled a hero include praise denial and downplaying dangers. Observers judge the good deeds of "heroes" as less praiseworthy when helping others complete household tasks (Study 1), and they see the dangers faced by "heroes" as less severe and assume heroes are more accepting of risks (Study 2). These findings are consistent with moral typecasting theory and help to explain a variety of real-world phenomena that all demonstrate the double-edged sword of being labeled "hero."

POSTERS

Do Mindful Online Shoppers Engage in Identity Management – Impact of Personalized Dynamic Pricing?

AUTHORS: Jensolin Abitha Kumari J (Central University of Tamil Nadu)

PRESENTING AUTHOR: Jensolin Abitha Kumari J (Central University of Tamil Nadu)

Technology has facilitated consumers to interact with firms through a myriad of touch points. This has altered purchase experience and consumer response to firm's changing pricing strategies. One of the key research areas is to study how consumers respond to various dynamic pricing strategies. This paper provides a comprehensive investigation of how consumer mindfulness play a role in pre-purchase stage among price conscious consumers who are aware of personalized dynamic pricing in an online setting. The results show that highly mindful consumers respond to personalized dynamic pricing by involving in identity management. The results showed that consumers who usually are mindful of their online activities and those who get a stimulus/ (price tracking) that their online activities can be monitored exhibit enhanced self-protective measures in subsequent online pre-purchase stage than their previous search session. Finally, mindful online shopping enhance consumer engagement with the online store through multiple identities.

[Download PDF](#)

The Ugly-is-Bad Stereotype: Relationship Between Physical Attractiveness, Age, and Aggression Types

AUTHORS: Tabitha Thomas (Unaffiliated)

PRESENTING AUTHOR: Tabitha Thomas (Unaffiliated)

The present research shows that children perceive less attractive individuals to be more relationally aggressive but not overtly aggressive than attractive individuals. The findings also indicate that children consider both attractive and less attractive individuals to be more relationally aggressive than overtly aggressive. Lastly, older children are more likely than younger children to hold the ugly-is-bad stereotype.

[Download PDF](#)

Understanding Physical Attractiveness Stereotypes Using Fast and Slow Thinking Research Methods

AUTHORS: Tabitha Thomas (Unaffiliated), Dolphy Abraham (Independent Researcher)

PRESENTING AUTHOR: Tabitha Thomas (Unaffiliated)

Using a **physical attractiveness stereotype** context, the present research shows how slow versus fast-thinking research methods can influence participant responses. We found that stereotypical responses are mostly evident in participants when fast-thinking research methods are implemented whereas slow-thinking research methods lessened the usual stereotypical responses in participants.

[Download PDF](#)

Is Brand Activism The New Normal? Scale Development and Application

AUTHORS: Nuket Serin ((Florida International University), Jayati Sinha (Florida International University)

PRESENTING AUTHOR: Nuket Serin (Florida International University)

Brands are often expected to have a public position and a powerful voice regarding controversial issues in today's society. This research conceptualizes and defines brand activism from a consumer's perspective, develops a brand activism scale, and explores the effects of brand activism in different brand-consumer relationship contexts. Utilizing a multi-method approach, eight studies were conducted to create a two-dimensional 8-item brand activism scale and to test the scale's validity and reliability. Two additional studies also found that consumers' evaluation and willingness to pay a price premium is higher for the activist brand, and this relationship is moderated by gender.

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5A. Misinformation

Friday, March 4

9:30am – 11:00am EST

DISCUSSANT: Dean Eckles (Massachusetts Institute of Technology)

MC: Shreyans Goenka (Virginia Tech)

[Track 5 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)

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COMPETITIVE PAPERS

When Scientists Go Rogue: How Belief Framing Can Increase Conservative Consumers' Interest in Scientific Products

AUTHORS: Aviva Philipp-Muller (Ohio State University), Jesse Walker (Ohio State University), Rebecca Reczek (Ohio State University)

PRESENTING AUTHOR: Rebecca Reczek (Ohio State University)

Scientific innovation is often used to market products, but conservative consumers often stereotype scientists as liberal, which can reduce the effectiveness of scientific appeals. Can appeals be re-framed to increase conservative consumers' interest in scientific products? We find that when the scientist behind a consumer offering is described as possessing "rogue" (vs. "typical") scientific opinions, conservatives (as opposed to liberals) indicate increased positive WOM and purchase intentions for that offering. This effect is mediated by perceived similarity between the consumer and the scientist, and it is moderated when the person behind the offering is described as more stereotypically conservative.

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

AUTHORS: Aviva Philipp-Muller (Ohio State University), John Costello (University of Notre Dame), Rebecca Reczek (Ohio State University)

PRESENTING AUTHOR: Aviva Philipp-Muller (Ohio State University)

We propose that consumers view the scientific process as competent, yet cold. Since hedonic attributes are associated with warmth, the coldness associated with the scientific process mismatches the anticipated warmth of hedonic products and attributes, reducing purchase interest and WTP. In contrast, when products are positioned as utilitarian, scientific development appeals are effective, as the perceived competence of the scientific process is compatible with the competence associated with utilitarian products. These effects are mediated by increased conceptual fluency for matching appeals. Finally, when the necessity of science to create a hedonic product is made salient, this backfire effect is attenuated.

Differences in "Cancel Culture" as a Function of the Work's Domain: Moral Decoupling for Artistic versus Scientific Works and its Effects on Boycotting

AUTHORS: Joseph Siev (Ohio State University), Jacob Teeny (Northwestern University)

PRESENTING AUTHOR: Joseph Siev (Ohio State University)

With “cancel culture” on the rise, there is limited research on when consumers will shun the creator, while simultaneously refraining from boycotting their work (i.e., engage in **moral decoupling**). In the present research, we introduce a novel divide between works perceived as “artistic” versus “scientific” and show that consumers are more likely to boycott artistic (vs. scientific) work following its creator’s unrelated moral transgression (e.g., sexual misconduct). We show this difference emerges because consumers are less able to morally decouple artistic (vs. scientific) work, because consumers perceive the work’s quality as more subjectively (vs. objectively) determined.

Aliens and Scientists: The Mitigating Role of Scientific Literacy on Conspiracy Theory Belief

AUTHORS: Nate Allred (Penn State University), Lisa Bolton (Penn State University)

PRESENTING AUTHOR: Nate Allred (Penn State University)

This research proposes that scientific literacy is negatively related to conspiracy belief and behavior, resolving the mixed results on whether education decreases conspiracy belief. Both dimensions, scientific knowledge and scientific reasoning, play a role in mitigating scientific and non-scientific conspiracy belief, while education does not. The decrease in conspiracy belief is explained by improved evaluation of conspiracy evidence due to scientific literacy. Analysis is conducted at the country, state, and individual levels to provide support for this effect.

FLASH TALKS

How Word Polarity Affects Listeners' Judgment Confidence and Attitudes

AUTHORS: Giulia Maimone (University of California San Diego), Uma Karmarkar (University of California San Diego), On Amir (University of California San Diego)

PRESENTING AUTHOR: Giulia Maimone (University of California San Diego)

How does the choice of words matter when trying to persuade others? Managers have known for years that each word can make a world of a difference, but less is known about the how and the why. Across four preregistered experiments, we demonstrate how using easily reversible (i.e., bi-polar) words in a statement interacts with listeners’ true/false judgments, engaging different types of cognitive processes. When a statement containing a bi-polar word is not just written as a negation, but processed as one, a slower more elaborate cognitive process occurs. This results in lower judgment confidence, and ultimately in weaker attitudes towards the message source. Our findings advance decision theories by shedding light on the ways in which linguistic elements of communication impact judgments and resulting attitudes. These results offer practical strategies for persuasive messaging for professionals in roles ranging from employers, marketers and content writers, to politicians and policy-makers.

How Intolerance For Uncertainty Shape Sharing of Misinformation

AUTHORS: Amin Shiri (Texas A&M University), Keith Wilcox (Texas A&M University)

PRESENTING AUTHOR: Amin Shiri (Texas A&M University)

Who is more likely to fall for online misinformation? This research answers this question by providing a novel psychological profile of people who tend to share misinformation online. We

predict and provide evidence that individuals who are high on intolerance of uncertainty (i.e., a strong distaste for uncertainty) are more likely to share misinformation online. We explain this counterintuitive prediction by arguing that individuals high in intolerance for uncertainty, compared to those low in intolerance for uncertainty, tend to respond to situations to reduce uncertainty. As a result, when uncertain about the accuracy of a piece of information, individuals high in intolerance of uncertainty may superficially believe that the information is indeed accurate to reduce their uncertainty about the accuracy of information. This, in turn, makes these individuals more likely to share that information with others (e.g., sharing on their Facebook).

POSTERS

Creeping Objectivity: Prior Exposure Makes People More Likely to Believe Claims Are Factual Statements Rather Than Opinions

AUTHORS: Daniel J. Mirny (UCLA Anderson School of Management), Stephen A. Spiller (University of California Los Angeles)

PRESENTING AUTHOR: Daniel J. Mirny (UCLA Anderson School of Management)

Whether people believe that claims are objective (verifiably accurate or inaccurate) or subjective (non-verifiable matters of opinion) has important consequences for judgment and conflict. But perceived objectivity varies across people and may be a malleable construct, affected by how claims are presented. People frequently encounter the same claims multiple times. Previous research has found that prior exposure increases the perceived veracity of objective claims (the illusory truth effect) as well as agreement with subjective claims (the mere exposure effect). The present research bridges these two literatures to investigate the novel question of whether prior exposure affects the perceived objectivity of claims as either objective claims or subjective claims. Across five preregistered experiments (N=3,412), we find that prior exposure to claims makes people more likely to believe that claims are objective rather than subjective. We discuss potential processes for this creeping objectivity, including processing fluency, perceived social consensus, and claim endorsement.

[Download PDF](#)

Name Effects: Merely Giving a Name to a Persuasion Message Increases Judgments of Truth

AUTHORS: Dan King (University of Texas at Rio Grande Valley), Sumitra Auschaitrakul (Laval University)

PRESENTING AUTHOR: Dan King (University of Texas at Rio Grande Valley)

Most persuasion attempts do not have a name. Across three studies using different pieces of (fake) news in different domains (e.g., politics, nature, science), we found support for our predicted effects: a piece of (fake) news presented with a name is judged to be more truthful compared to fake news without a name. Our research provides theoretical contributions to object perception, and carries implications for literature on persuasion, information processing, and judgments of truth.

[Download PDF](#)

5B. Context Effects

Friday, March 4
11:15am – 12:45pm EST

DISCUSSANT: Dan Schley (Erasmus University)

MC: Ioannis Evangelidis (ESADE)

[Track 5 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)

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COMPETITIVE PAPERS

[Distribution Builder vs. Slider Scales: What Is the Best Way To Elicit Belief Distributions?](#)

AUTHORS: Beidi Hu (University of Pennsylvania), Joseph Simmons (University of Pennsylvania)

PRESENTING AUTHOR: Beidi Hu (University of Pennsylvania)

Researchers have recently embraced the practice of eliciting consumers' entire subjective belief distributions. Our research compares two popular methods: Distribution Builder vs. SPIES (using slider scales). In 7 pre-registered studies (N = 10,815), we investigate whether Distribution Builders vs. SPIES yield different response patterns and, specifically, whether one method leads to more accurate distributions. We find that Distribution Builder usually elicits more accurate belief distributions, at least partially because SPIES users tend to complete the task "in order," causing them to exhibit predictable response biases.

[How Do Fresh Start Cues Shape Consumer Preferences for Formal \(versus Casual\) Stimuli ?](#)

AUTHORS: Zhenyu Jin (University of South Carolina)

PRESENTING AUTHOR: Zhenyu Jin (University of South Carolina)

Consumers often encounter tradeoffs between formal and casual styles in product offerings (e.g., dress shoes vs. sneakers; formal vs. casual lifestyles; formal vs. casual activities). Surprisingly, little research has examined situational factors that may influence consumer preferences for formal versus casual stimuli. Across four studies, we propose and demonstrate that fresh start cues (i.e., cues that remind people about "making a fresh start regardless of the past or present circumstances") induce consumers' meaning-seeking motives (i.e., seeking for something meaningful, important, significant, and serious), which in turn increase their preferences for formal over casual product offerings.

Skewed Stimulus Sampling has Distorted Consumer Research

AUTHORS: Hannah Perfecto (Washington University in St. Louis)

PRESENTING AUTHOR: Hannah Perfecto (Washington University in St. Louis)

Life has its ups and downs, but the world participants are asked to inhabit is often only up. Researchers overwhelmingly frame decisions as choices (vs. rejections) with pleasant, positive outcomes in pleasant, positive contexts (e.g., buying products, free bets). Past work has shown these positive decisions reduce deliberative thinking, which, in many cases, increases reliance on heuristics and succumbing to biases. This stacks the deck against study participants and may over-represent how often our real-life decision-making is flawed. We demonstrate the severity of this issue by attenuating four well-known findings (N=4,543) simply by changing the valence of the stimuli. If a goal of marketing research is to understand how people think about the world around them, this exclusion of negativity has resulted in an incomplete picture.

When it is Best to be Last: How Constructed Distributions Influence Sequential Judgments

AUTHORS: Siyuan Yin (The Wharton School, University of Pennsylvania), Maurice Schweitzer (Wharton School, University of Pennsylvania)

PRESENTING AUTHOR: Siyuan Yin (The Wharton School, University of Pennsylvania)

When evaluating alternatives, individuals often view options in an ordered sequence. Across five pre-registered experiments and a field dataset, we find that people evaluate attractive options more favorably when they are presented last than when they are presented first. We also find that individuals are more enthusiastic about both their selected option and the entire choice set when they evaluate alternatives in ascending quality order than descending quality order. Both experience and expertise moderate these results. We also introduce Constructed Distribution Theory to show that individuals construct reference distributions as they evaluate alternatives.

FLASH TALKS

Logarithmic Axis Graphs Distort Lay Judgment

AUTHORS: William Ryan (UC Berkeley), Ellen Evers (UC Berkeley Haas)

PRESENTING AUTHOR: William Ryan (UC Berkeley)

COVID-19 data is often presented using graphs with either a linear or logarithmic scale. Given the importance of this information, understanding how choice of scale changes interpretations is critical. To test this, we presented laypeople with the same data plotted using differing scales. We found that graphs with a logarithmic, as opposed to linear, scale resulted in laypeople making less accurate predictions of growth, viewing COVID-19 as less dangerous, and expressing both less support for policy interventions and less intention to take personal actions to combat COVID-19. Education reduces, but does not eliminate these effects. These results suggest that public communications should use logarithmic graphs only when necessary, and such graphs should be presented alongside education and linear graphs of the same data whenever possible.

Asymmetric Extrapolation of Improving and Declining Trends

AUTHORS: Sokiente Dagogo-Jack (University of Georgia), Joshua Beck (University of Oregon), Justin Angle (University of Montana)

PRESENTING AUTHOR: Sokiente Dagogo-Jack (University of Georgia)

When predicting how outcomes will change in the future, consumers often use an extrapolation heuristic, expecting improving trends to persist and also expecting declining trends to persist. We find that the extent of this extrapolation depends on the direction of the trend. Specifically, consumers extrapolate declining trends more readily than commensurate improving trends. Two experiments demonstrate asymmetric extrapolation of various trends, from energy consumption to obesity rates. Corroborating these findings, an analysis of secondary data from a nationally representative survey demonstrates asymmetric extrapolation when predicting financial outcomes.

POSTERS

How the Voice Pitch Influences Processing Styles? The Effectiveness of Matching Auditory Pitch and Verbal Message in Advertising

AUTHORS: Kaijun Zhang (Xiamen University), Jun Ye (Xiamen University)

PRESENTING AUTHOR: Kaijun Zhang (Xiamen University)

This research examined the effect of voice pitch on the consumers' processing styles. With evidences from four main experiments, we proved that low voice pitch induces more abstract processing via the perceived distance. As such, this study raises a novel source of construal. In addition, this study shows that when both auditory (e.g., voice pitch) and verbal (e.g., temporal benefit) advertising elements induce the same level of construal, advertising effectiveness increases. This effect is due to the increasing processing fluency induced by the construal fit.

[Download PDF](#)

Reason Based Defaults

AUTHORS: Shweta Desiraju (University of Chicago), Berkeley Dietvorst (University of Chicago)

PRESENTING AUTHOR: Shweta Desiraju (University of Chicago)

Defaults often involve increasing uptake of one option that serves only the majority of consumers. We introduce and test a new default, a "reason default", which describes the reasons for choosing the default and alternative options. In Studies 1 & 2, we find that reason defaults help consumers who would be better served by an alternative option opt out of the default and increase satisfaction with the choice architecture. In Study 3, participants reported opinions about reason and standard defaults and felt that choices with reason defaults were less effortful and more transparent among other things.

[Download PDF](#)

How Pictogram Arrangements Influence Consumer Judgments

AUTHORS: Gaurav Jain (Rensselaer Polytechnic Institute), Sunaina Shrivastava (Manhattan College), Zeynep Tolun (Rensselaer Polytechnic Institute)

PRESENTING AUTHOR: Zeynep Tolun (Rensselaer Polytechnic Institute)

Frequency pictograms are one of the most common graphical representations of quantitative information used in communications. The paper shows that individuals react differently to objectively equivalent information when represented in a sorted pictogram versus an unsorted pictogram. We show that individuals form a more optimistic judgment when presented with numerical information in the form of a sorted pictogram versus an unsorted pictogram. Using the backdrop of attribute framing across four studies, we demonstrate the above-positing phenomenon and find evidence for an optimism bias-based underlying mechanism.

[Download PDF](#)

Pastel Power: The Effects of Pastel Colors on Consumers' Attitudes toward Negative Information

AUTHORS: Sasawan Heingraj (University of Texas Rio Grande Valley), Suwakitti Amornpan (University of Texas Rio Grande Valley), Michael Minor (University of Texas Rio Grande Valley), Areerat Pansuppawatt (Mahasarakham University), Yada Samart (Mahasarakham University)

PRESENTING AUTHOR: Sasawan Heingraj (University of Texas Rio Grande Valley)

Recently, online harassment on social media platforms becomes one of the dominant reasons causing anxiety disorders—the most common mental illness in the US. The characteristics of social media complicate this problem and prevent social media companies from controlling the content available on such platforms. Since this platform allows users to share their thoughts and customize the texts and background using various styles and colors, this study examines the effects of colors (i.e., pastel colors) on consumers' attitudes toward negative information. Based on our preliminary IAT results, we found that consumers exhibited an automatic association between pastel colors and positive concepts. Additionally, when consumers posted a negative review on social media using pastel colors, other consumers tended to perceive them as having less tendency to take any negative action. Social media companies and public policymakers may consider utilizing pastel colors to weaken the negative effects on the social media community.

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5C. Uncertainty

Friday, March 4
2:00pm – 3:30pm EST

DISCUSSANT: Philip Fernbach (University of Colorado-Boulder)
MC: Alice Moon (University of Pennsylvania)

[Track 5 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

Opportunity Neglect

AUTHORS: Emily Prinsloo (Harvard Business School, Harvard University), Kate Barasz (ESADE Business School, Ramon Llull University), Leslie John (Harvard Business School, Harvard University), Mike Norton (Harvard Business School, Harvard University)
PRESENTING AUTHOR: Emily Prinsloo (Harvard Business School, Harvard University)

Nine preregistered studies (N=2,589) conducted in the field, lab, and online document a tendency to reject opportunities with low probability of success, even when objectively costless and with only upside. Across studies, between 23.0% to 56.4% of participants exhibited opportunity neglect, driven by their feeling of having “nothing to gain.”

Source Memory is More Accurate for Subjective Claims than for Objective Claims

AUTHORS: Daniel J. Mirny (UCLA Anderson School of Management), Stephen A. Spiller (University of California Los Angeles)

PRESENTING AUTHOR: Daniel J. Mirny (UCLA Anderson School of Management)

Source memory, the ability to link a claim to its original source, is an essential aspect of accurate recall, attitude formation, and subsequent decision making. We predict that claim objectivity affects source memory during encoding and accuracy during subsequent recall. Across seven pre-registered experiments (N=3,308) and a variety of consumer environments we investigate the effect of claim objectivity on source memory. We find that source memory is more accurate for subjective opinions than for objective factual statements, indicating that opinions are more likely to be correctly attributed to their sources than are factual statements.

Attributions of Credit, Blame, and Luck Depend on Perceived Nature of Uncertainty

AUTHORS: Craig Fox (UCLA), David Tannenbaum (University of Utah), Gulden Ulkumen (University of Southern California), daniel walters (INSEAD), Carsten Erner (Alexandria, VA)
PRESENTING AUTHOR: Gulden Ulkumen (University of Southern California)

People are routinely judged based on the outcomes of their predictions. In this paper we argue that the perceived nature of uncertainty critically influences ascription of credit, blame, and luck to forecasters. In one archival study and five lab studies, we demonstrate that epistemic (knowable) uncertainty is associated with attributions of credit for correct predictions and blame for incorrect predictions, whereas aleatory (random) uncertainty is associated with attributions of good luck for correct predictions and bad luck for incorrect predictions.

When Preference Uncertainty Meets Outcome Uncertainty: Inflated Probability Estimates of Favorable Outcomes

AUTHORS: Xiang Wang (University of Florida), Amin Shiri (Texas A&M University), Chris Janiszewski (University of Florida)
PRESENTING AUTHOR: Xiang Wang (University of Florida)

We show that when a product has uncertain outcomes (e.g., uncertain of the color a hair dye product will result in), consumers with uncertain (vs. certain) preferences (e.g., what hair color they prefer) predict a higher probability of preference match, although normatively, this probability should be independent of preference uncertainty. This occurs because the subjective probability of preference match under outcome uncertainty depends on the number of unique “samples” of preference match people can mentally simulate.

FLASH TALKS

The Denominator Effect: The Impact of Denominator Magnitude on Probability Judgment

AUTHORS: Hoori Rafieian (Fordham University), Anubhav Aggarwal (Iona College)
PRESENTING AUTHOR: Hoori Rafieian (Fordham University)

In this research, we present evidence for the opposite of the denominator neglect by investigating the situations where the psychological distance from a risky outcome makes people rely on the denominator more than they do on the numerator when evaluating ratio information.

Keeping Options Open: How Decision Reversibility Dampens Satisfaction with Choices based on Quality

AUTHORS: Dionysius Ang (University of Leeds), Stijn Maesen (Imperial College London), Yeyi Liu (University of Leeds), Vasileios Davvetas (University of Leeds), JEFF INMAN (University of Pittsburgh)

PRESENTING AUTHOR: Dionysius Ang (University of Leeds)

Attending to consumers' preference for reversible decisions, firms offer increasingly lenient yet costly return and cancellation policies. Despite preferring reversible decisions, consumers end up less satisfied with choices they can reverse. Thus, retailers are in a catch-22 – reversible decisions attract customers yet diminish their satisfaction. Addressing this impasse, we propose that how reversibility affects post-choice satisfaction depends on whether

decisions are a matter of taste or quality. An analysis of 40 000 Airbnb listings and four experiments reveal that (1) although consumers predict more satisfaction with reversible decisions, they experienced less satisfaction with their choice when it is based on quality (but not taste), (2) framing decisions around taste attenuates the negative effect of reversibility on satisfaction. Thus, making decisions more irreversible increases satisfaction. The findings reveal boundary conditions of decision reversibility's detrimental effects on satisfaction and facilitate optimal return and cancellation policy design and message framing.

POSTERS

Visual Entropy and Consumer Creative Success

AUTHORS: Rong Huang (Saint Anselm College), Weiling Ye (Shanghai University of Finance and Economics), Darren Dahl (University of British Columbia), Yuqian Chang (Rutgers University)

PRESENTING AUTHOR: Yuqian Chang (Rutgers University)

Our work studies a new antecedent of consumer creativity – visual entropy, a measure of information intensity and the extent of uncertainty within a closed microsystem (e.g., an image). Across five empirical studies, we apply novel methodologies by incorporating various creative materials (e.g., colored pencils, molding clay), creativity tasks (e.g., toy design, alien creature making), and evaluations of visual entropy (i.e., computer-vision-based computation) and creative outcomes (e.g., expert rating, and machine-learning-based text mining). Results show that both dimensions of entropy - spatial structure entropy and compositional order entropy - of creative materials layout, enhance consumer creativity by activating the divergent thinking mode, consistent with the “honing theory of creativity” (Gabora 2017). We further show that the beneficial effect of visual entropy on creativity is stronger for customers with more versus less experience in the creative domain.

[Download PDF](#)

How Many Failures Before Success? On Intuitions For The First Occurrence of An Uncertain Event

AUTHORS: Chengyao Sun (Washington University in St. Louis), Robyn LeBoeuf (Washington University in St. Louis), Leif Nelson (University of California, Berkeley)

PRESENTING AUTHOR: Chengyao Sun (Washington University in St. Louis)

"People sometimes must predict when an uncertain event will occur for the **first** time. For example, someone searching for a job has a small chance of being hired every day but maybe most interested in when the **first** offer will come. We investigate intuitions for the **first** occurrence of an uncertain event. Although, mathematically, an uncertain event is most likely to **FIRST** happen on the first trial, we find that people do not realize this, particularly when the event probability is low. We find that, instead, people substitute different, often irrelevant, attributes of the problem, leading to suboptimal answers."

[Download PDF](#)

Not Having Control Makes People Choose Monthly Subscriptions: Role of Decision Uncertainty

AUTHORS: Arani Roy (McGill University), Maria Ortiz (Concordia University)

PRESENTING AUTHOR: Maria Ortiz (Concordia University)

People often feel that they are not in control of their lives. We examine how this loss of control affects people's consumption behavior, particularly in the context of subscription commerce. Using four studies, we find how low perceived control leads to higher subscription intent for monthly subscriptions (yearly subscriptions). We further explain how decision uncertainty mediates this effect. Our research contributes to the literature of perceived control by finding a novel consequence of reduced control in subscription intent. Also, the findings suggest that at the onset of the pandemic, consumers might be susceptible to suboptimal decision-making.

[Download PDF](#)

Are Individuals' Risk Perceptions in The Social Domains Similar to Those in The Financial Domains?

AUTHORS: Sunme Lee (University of Iowa), Catherine Cole (University of Iowa), Dhananjay Nayakankuppam (University of Iowa)

PRESENTING AUTHOR: Sunme Lee (University of Iowa)

While much of the literature about loss aversion comes from studies conducted in the financial domain, there is still much to learn about how people react to risk in different contexts. This paper investigates systematic differences in risk preferences between financial and social contexts. Studies 1 and 2 found that in the social domain people tend to be more risk-seeking in the gain frame than in the loss frame, but in the financial domain, people are more risk-seeking in the loss frame than in the gain frame. If selected for a Flash Talk, I will talk about Study 2.

[Download PDF](#)

5D. Sequential Judgments

Friday, March 4
4:30pm – 6:00pm EST

DISCUSSANT: Yang Yang (University of Florida)
MC: Adelle Yang (National University of Singapore)

[Track 5 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

[The Temporal Slippery Slope: Decline in Ratings with Time within Batches of Online Reviews](#)

AUTHORS: chen pundak (New York University), Lev Muchnik (The Hebrew University), Yael Steinhart (Tel Aviv University), Jacob Goldenberg (The Interdisciplinary Center Herzliya)

PRESENTING AUTHOR: chen pundak (New York University)

We show that reviewers tend to provide several ratings for different items in a single session. Our analysis of 16M ratings and 1M reviewers shows that the ubiquity of ratings given in "batches" ranges between 12.41% to 92.88% for various platforms. Findings from two large-scale databases—incorporating data from more than 100M ratings and 500K reviewers in a time resolution of seconds—reveal that the drop in ratings within these "batches" increases when longer time passes between sequential ratings. A set of experiments replicate the decrease in sequential ratings and shed light on the role of doubt in explaining this drop. We show that reviewers have stronger doubts about later ratings. Such doubt is reflected via the decrease in rating score over time and the length of time that passes from the earlier rating. The drop is attenuated when the reviewer has low (compared to high) levels of doubt about later ratings.

[Hitting the Sweet Spot: How Similarity and Dissimilarity Between Bundled Products Influence Bundle Evaluation](#)

AUTHORS: Jennifer Hong (Seattle University), Jae Lee (Yonsei University)

PRESENTING AUTHOR: Jennifer Hong (Seattle University)

While past research on product bundling has suggested that consumers tend to favor bundles consisting of items that are either the same or different from one another, we propose and document the reverse effect whereby consumers evaluate bundles of products that are just moderately similar or dissimilar to one another **more** than bundles of products that are highly similar or dissimilar. We reason our theorizing using the traditional utility model and show evidence for the proposed effect across four controlled experiments.

[The Real Momentum Effect: When Is A Streak Predicted to End?](#)

AUTHORS: Evan Weingarten (Arizona State University), Luxi Shen (Chinese University of Hong Kong)

PRESENTING AUTHOR: Luxi Shen (Chinese University of Hong Kong)

When an athlete takes time off or a salesperson deviates from his/her usual schedule, do people think they'll continue their prior streak? In seven studies (N=2,903), we find that people predict a streak is more likely to end after the actor takes a break (vs. not). Further evidence suggests that the negative impact of a break operates through the belief that taking time off hinders skill improvement through schedule irregularity. We also find that whether the opponent also takes a break (vs. not), and whether the actor's energy level is unspecified (vs. low) serve as boundary conditions.

Improving Probabilistic Outcomes: People Behave as if they Anticipate Regret Conditional on Experiencing a Bad Outcome

AUTHORS: Stephen Baum (UC Berkeley), William Ryan (UC Berkeley), Ellen Evers (UC Berkeley)

PRESENTING AUTHOR: Stephen Baum (UC Berkeley)

"People often must decide whether to invest in prospects to reduce risk or save scarce resources. Many existing models assume that people consider the **absolute** improvement in probabilistic chances (e.g., increasing a 10% chance of winning \$10 to a 20% chance is similar to increasing an 80% chance of winning \$10 to a 90% chance). We present evidence that people behave as if they consider the **relative** reduction in bad outcomes (increasing a 10% chance to 20% eliminates 1/9 of all bad outcomes, while increasing an 80% chance to 90% eliminates 1/2 of all bad outcomes)."

FLASH TALKS

It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perceptions

AUTHORS: Cory Haltman (The Ohio State University), Rebecca Reczek (The Ohio State University), Cait Lamberton (University of Pennsylvania)

PRESENTING AUTHOR: Cory Haltman (The Ohio State University)

The growth in use of nudges has come with a parallel increase in awareness of such tactics. We demonstrate that awareness of a nudge causes a backfire effect, wherein individuals' self-perceptions shift opposite the desired behavior. This effect is robust to outcome valence (i.e., awareness of a nudge towards positive behavior leads to more negative self-perceptions, and vice versa). We also provide process evidence that the effect is driven by a belief that one's actions were externally influenced, and not indicative of their actual traits. Future empirical research will focus on the downstream consequences of these changes to self-perception.

How and When does A Used (vs. Unused) Account Affect Consumption Behavior?

AUTHORS: Siyuan Yin (The Wharton School, University of Pennsylvania), Marissa Sharif (University of Pennsylvania)

PRESENTING AUTHOR: Siyuan Yin (The Wharton School, University of Pennsylvania)

How does a used (vs. unused) account affect subsequent consumption in the same account? We find that people are more likely to spend their resources on non-essential activities and items from a used (vs. unused) account. We propose this is because consumers naturally engage in a within-account comparison, perceiving the used account as closer to exhaustion, and thus are more likely to devalue and spend resources in a used (vs. unused) account. Thus, if the used account is relatively full, the effect is attenuated. We demonstrate this effect across several resources, including credit card reward points, gift cards, and time.

POSTERS

To Neglect or To Consider? Opportunity Cost Salience Can Accelerate Satiation

AUTHORS: Baler Bilgin (Koç University), Deniz Lefkeli (Koç University)

PRESENTING AUTHOR: Deniz Lefkeli (Koç University)

We find that salience of opportunity costs at the time of choice can accelerate satiation from a focal option. The effect replicated in an incentive-compatible design and was stronger when opportunity costs considered were more attractive. An Amazon versus art.com gift card brought to mind relatively more attractive outside options, which led to faster satiation from an art print by increasing perceived repetition. Our finding that reminders of outside options can accelerate current satiation by highlighting opportunity costs contrasts with the previous finding that reminders of outside options slowed current satiation by promoting perceived variety.

[Download PDF](#)

Presenting Time Series Data as an Absolute Change Versus Relative Change Impacts Judgements and Choices

AUTHORS: Geoff Tomaino (INSEAD), daniel walters (INSEAD)

PRESENTING AUTHOR: Geoff Tomaino (INSEAD)

We find that judgements and risk taking are impacted by whether time-series data are presented as an absolute change (e.g., 20,329 new cases of COVID-19 in the U.S. on May 10th) or relative change (e.g., a 1.5% increase in cases). When participants viewed real-time COVID-19 data in a relative as opposed to an absolute chart, they were more likely to break quarantine (Study 1). In Study 2 we find that these differences in participant judgments are caused in part by the exponential growth bias when interpreting relative charts. In Study 3 we replicated these results in the investment domain.


[Download PDF](#)

The Deferral Momentum Effect: Choice Deferral in Sequential Decision Making

AUTHORS: Tanya Singh (Concordia University), Caroline Roux (Concordia University)

PRESENTING AUTHOR: Tanya Singh (Concordia University)

Consumers often delay making choices. Although prior research has extensively examined the antecedents of choice deferral, the consequences of deferring choice have remained largely unexplored. We propose a novel **deferral momentum** effect, whereby engaging in choice deferral will prompt greater deferral on subsequent choices. We further propose that the relatedness (similar vs. different) of the sequential decisions moderates the deferral momentum. Additionally, we propose that choice deferral may offer a short-term respite by



suspending judgement of decision quality and temporarily boosting self-confidence, which underlies the deferral momentum. We test and provide evidence for these proposed effects across three studies.

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6A. Effects of Valuation

Saturday, March 5
9:30am – 11:00am EST

DISCUSSANT: Christian Wheeler (Stanford University)

MC: Allie Lieberman (UCLA)

[Track 6 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

Consumer Judgment of Disjunctive Risk

AUTHORS: Jairo Ramos (University of Colorado Boulder), Jesse Walker (Fisher College of Business, Ohio State University), Leaf Van Boven (University of Colorado Boulder)

PRESENTING AUTHOR: Jairo Ramos (University of Colorado Boulder)

Outcomes (e.g., exposure to disease) often depend on whether at least one (one or more) of multiple events takes place (e.g., whether at least one of multiple people at a restaurant is infected). Across 3 studies, we find evidence that: (1) consumers underestimate the disjunctive risk that at least one of multiple negative events will take place because they are insufficiently sensitive to the accumulation of risk as the number of events grows; (2) underestimation is reduced when consumers encode a set of events as segregated subsets; and (3) reducing underestimation reduces intentions to engage in risky consumption behaviors.

Consumers Take More Risk When Their Prospects are Tied to a Future State of The World

AUTHORS: Berkeley Dietvorst (University of Chicago), Lin Fei (University of Chicago)

PRESENTING AUTHOR: Berkeley Dietvorst (University of Chicago)

We find that consumers make riskier choices when the options that they choose between are tied to future states of the world (e.g., win \$30 if a die lands on “6” vs. a 1/6 chance of \$30). These results help to explain consumers’ inconsistent risk preferences across contexts (e.g., the lab vs. real world consumer domains) and suggest that marketers can manipulate consumers’ risk preferences by manipulating whether the prospects of bets, investments, and uncertain promotions are tied to future states of the world (e.g., disclosing or hiding the condition under which an uncertain promotion pays out).

A Reference Value Theory of Sequential Choice

AUTHORS: On Amir (University of California San Diego), Coby Morvinski (Ben-Gurion University), Evan Weingarten (Arizona State University)

PRESENTING AUTHOR: Evan Weingarten (Arizona State University)

Do people treat unrelated purchase decisions separately? Across 12 laboratory studies and a large-scale field dataset, we find that even in unrelated purchase decisions (i.e., chocolates and a flash drive), prior purchases and rejections may bolster the likelihood of subsequent purchases and rejections, respectively (prior decision effect), and that purchase decisions in later ordinal positions have, on average, lower purchase rates (negative ordinal position effect). We explain these results with a reference value theory in which people carry a reference point for what is acceptable outcome value across decisions, and in which they update their standards following each purchase decision.

A Construal Level Account of the Valuation Effect

AUTHORS: Cony Ho (Clemson), Frank Kardes (University of Cincinnati), Anthony Salerno (Vanderbilt University), Steve Posavac (Vanderbilt University)

PRESENTING AUTHOR: Cony Ho (Clemson)

The valuation effect—the tendency for an active need to increase the value of objects that help address it—is fundamental to consumer psychology, but its mechanisms are unclear. Three experiments delineate the role of construal levels. Active needs elicit concrete construal levels for need-relevant, but not need-irrelevant, objects (E1); as need levels increase, construal levels become more concrete and preference ratings increase for need-relevant objects, and construal levels mediate the effects of need level on preference ratings of need-relevant objects (E2); preference ratings for need-relevant objects were greatest under a concrete construal and high need level (E3).

FLASH TALKS

The Structure of a Product, Retail Environment, and Brand Logo Can Affect Judgments of Value

AUTHORS: Felipe M. Affonso (University of Florida), Chris Janiszewski (University of Florida)

PRESENTING AUTHOR: Felipe M. Affonso (University of Florida)

We demonstrate that visual structure (symmetry, balance) increases perceived utilitarian value when a product/brand fulfills utilitarian goals. However, when a product/brand fulfills hedonic goals, lack of structure increases hedonic value. Value, in turn, influence an array of marketing-relevant outcomes, including product interest, product evaluation, and the financial valuation of brands. This research has theoretical implications and actionable insights for marketing managers.

Beyond “Food” and “Entertainment”: The Effect of Budgeting Taxonomy

AUTHORS: Lin Fei (University of Chicago), Dan Bartels (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Lin Fei (University of Chicago)

How consumers mentally represent expenditures is crucial to understanding their spending behaviors. Across 5 studies, we have people sort common expenditures of money (e.g., rent, dining out etc.) into categories to investigate how consumers mentally represent these purchases. Participants’ recovered representations affect their use of money. When people overspent on an item, they were more likely to spontaneously adjust spending for items closer in representation than further. The findings suggest that budgetary restriction may not be simply bounded by categories and provide insight on the demand relationships between products.

POSTERS

The Pliability of Perceived Value: How Quantity Description Affects Prices

AUTHORS: Arnaud Monnier (Cornell University), Manoj Thomas (Cornell University)

PRESENTING AUTHOR: Arnaud Monnier (Cornell University)

How do people process quantity information during product valuation? This research documents that subtle changes in quantity description systematically affect processing mode and subsequent product valuation. Merely making perceptual units salient (e.g., 12 snack bags of chips, 1 oz. each) increases perceived economic value compared to making standardized units salient (e.g., 12 oz. of chips in snack bags, 1 oz. each). An archival study shows that the effect manifests in market prices, and six preregistered experiments highlight two distinct mechanisms that lead to increased product valuation: perceptual units induce more experiential processing, and they also bias quantity judgments.

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“Icing on the Cake” or “Stealing the Spotlight”: Evidence from Eye-Tracking on How Highlighting Visuals and Presentation Formats Influence Consumers’ Attentional Processes

AUTHORS: Yingting Wen (Essec Business School), Gilles Laurent (Essec Business School)

PRESENTING AUTHOR: Yingting Wen (Essec Business School)

The current research uses an eye-tracking study to explore how presentation formats and highlighting visuals change consumers’ attentional patterns during their decision. We find that the effect of color highlighting on consumers’ attention depends on the importance of the highlighted attribute. Our study also reveals that increasing the space between products could generate a negative impact on attention and that framing product information in boxes (rather than in a table) makes consumers more susceptible to central fixation bias. The paper contributes to literature on consumer decision making by uncovering attentional mechanisms generated by different presentations of the same product information.

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How and When Ranking-based Recommendations Induce Higher Willingness-to-Pay

AUTHORS: Lina Xu (New Mexico State University), Mihai Niculescu (New Mexico State University)

PRESENTING AUTHOR: Lina Xu (New Mexico State University)

E-tailers create various product recommendations to improve the online shopping experience. Relative to non-ranking-based recommendations (e.g., customers' favorite), a ranking-based recommendation (e.g., highest rated) could reduce consumers' cognitive effort to locate better options. Moreover, its superlative qualifier signals quality information and therefore enhances the recommendation's accuracy. Across three studies, this research demonstrates that ranking-based recommendation labels reinforce e-shoppers' quality-assessment-belief, which in turn elicits a higher willingness-to-pay than the non-ranking-based labels. This effect is attenuated when perceived product differences are a matter-of-taste or when consumers infer inferior quality from other consensus attributes.

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In Darkness We See Light: How Darkness Affects Financial Decisions

AUTHORS: Khue Vo (University of North Texas), Blair Kidwell (University of North Texas)

PRESENTING AUTHOR: Khue Vo (University of North Texas)

Ambient lighting, a critical aspect of atmospherics, can have profound influences on how we think and behave. While the influence of brightness and dimness has investigated, little research has focused on how darkness (luminous level lower than 50 lux) can impact decision making. Darkness is commonly believed to evoke feelings of fear and uncertainty that can lead to avoidance behaviors. However, across a field study, online experiment, and lab experiment, darkness prompted riskier financial decisions, especially when these decisions were made in familiar (vs. unfamiliar) spaces. Riskier decisions resulted from darkness inducing a promotion, rather than prevention focus, which mediated this effect.

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6B. Product Evaluation & Use

Saturday, March 5
11:15am – 12:45pm EST

DISCUSSANT: Uzma Khan (University of Miami)

MC: Marissa Sharif (University of Pennsylvania)

[Track 6 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

[Push it Past the Limit: The Slippery Slope of Product Misuse](#)

AUTHORS: Evelyn Devos (Ghent University), Mario Pandelaere (Virginia Tech), Anneleen Van Kerckhove (Ghent University)

PRESENTING AUTHOR: Evelyn Devos (Ghent University)

Consumers misuse their products by pushing them beyond their limits (e.g. tumble-drying clothes that cannot withstand heat). Failing to adhere to stated product limits may result in severe consequences such as damage to the product and/or injury to the user, especially when products are pushed too far. Therefore, we research whether past successful misuse experiences make consumers escalate in product misuse. Results show a slippery slope of product misuse: when consumers exceeded product limits in the past without experiencing any downsides thereof, they will exceed the product's limit even further, because they estimate the odds of negative consequences less likely.

[The Modest Marketer: Do Consumers Ever Assume that Products Last Longer Than Marketers Claim?](#)

AUTHORS: Mathew S. Isaac (Seattle University), Elisa Konya-Baumbach (University of Mannheim)

PRESENTING AUTHOR: Elisa Konya-Baumbach (University of Mannheim)

In contrast to the assumption that marketers' product longevity claims (e.g., "Product X lasts 3 years") are exaggerated, we identify a condition in which consumers infer these numerical benchmarks to be conservative. Specifically, when repurchase cues are present, consumers assume that marketers have strategically selected a conservative benchmark. In four experiments, we demonstrate the robustness of this modest marketer inference and show that it stems from a sinister presumption about marketer motives (i.e., that marketers seek to hasten unnecessary product replacement) rather than a benign one (i.e., that marketers seek to optimize the product experience of their customers).

[Satisfied Yet Disloyal: A Portrayal of Fickle Consumers](#)

AUTHORS: Ekin Ok (University of British Columbia), Darren Dahl (University of British Columbia), Dale Griffin (University of British Columbia)

PRESENTING AUTHOR: Ekin Ok (University of British Columbia)

Although an extensive literature describes what marketers should do to cultivate loyalty, many sources claim that consumer disloyalty is becoming the new norm. Reflecting this notion, we introduce the construct of **consumer fickleness**, which captures the individual variation in the propensity to become a loyal customer across different service contexts. In ten studies, we develop and validate the Consumer Fickleness Scale (CFS), from which we derive three unique motivators for fickle behavior: 1) Commitment aversion, 2) Novelty-seeking, 3) Entitled maximization. We then demonstrate that CFS predicts several consumption-related behaviors such as switching intentions, loyalty card ownership, preference for shorter-term subscriptions, and higher WTP for options offering flexible cancellation.

How Consumers Navigate, Evaluate, and Choose While Searching For Products

AUTHORS: Alexander Moore (University of Chicago Booth School of Business), Dan Bartels (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Alexander Moore (University of Chicago Booth School of Business)

The Weitzman model of consumer search stipulates an optimal strategy for navigating between and choosing products for which consumers have different expectations. For example, when searching for flights, it specifies the number and order of websites to visit and which flight consumers should purchase. It is used as a normative benchmark for search and has been calibrated using market data on consumers search for products, stores, and brands. Across 6 experiments, we directly test its predictions. Consumers' behaviors roughly conform to the predictions of the model when making judgments, as well as navigation and termination decisions. However participants tend to make fewer normative decisions when search costs are high (vs low). We find some evidence of the simplifying heuristics that participants use to make these search decisions without relying on the complex calculations described in the Weitzman model.

FLASH TALKS

The Curious Case of Delayed Information: When Delayed Attributes Are Overweighted In Product Evaluations

AUTHORS: Robina Ghosh (University of Texas at Austin), Ty Henderson (University of Texas at Austin), Wayne Hoyer (University of Texas at Austin)

PRESENTING AUTHOR: Robina Ghosh (University of Texas at Austin)

As new formats of purchasing environment formats proliferate online and in-store, marketers must decide not only what product information to present but **when** to present it. This research investigates how delaying attribute information affects the way consumers use the attribute while evaluating products. While prior literature suggests delayed information plays a diminished role in evaluations (i.e., primacy and insufficient adjustment), we find that delaying attribute information can actually augment the attribute's role in evaluations. Augmentation is contingent on how important the attribute is to the consumer. Our predictions draw from work on curiosity, which we extend to decision-making contexts.

The Competing Preferences Illusion

AUTHORS: Stephen Baum (UC Berkeley), Leif Nelson (UC Berkeley)

PRESENTING AUTHOR: Stephen Baum (UC Berkeley)

In 11 studies (combined N = 13,711), we demonstrate that consumers mistakenly believe that various preferences are more mutually exclusive than is the case. For example, consumers infer that if someone likes Coca-Cola, they must dislike Pepsi. However, the true correlation between the two preferences is observable, strong, and positive. Moreover, consumers appear to neglect how a specific preference (e.g., a taste for beer) implies a superordinate preference (e.g., a taste for alcohol). Consumers lean on incorrect lay theories about how preferences are related (e.g., "beer people are not wine people") when assessing others' likes.

POSTERS

BOGO free frees you: Promotions and Adventurous Product Choices

AUTHORS: Junha Kim (The Ohio State University), Joseph Goodman (The Ohio State University)

PRESENTING AUTHOR: Junha Kim (The Ohio State University)

One goal for many marketers is to introduce new products and encourage consumer trials. However, trying new and adventurous products comes with risk and the potential for regret, which consumers tend to avoid. Examining how different types of promotions affect what consumers choose, we propose that quantity promotions can reduce the anticipation of regret by how they are framed. Two studies demonstrate that consumers are more likely to choose more adventurous, less traditional options when a pricing strategy is framed as a quantity promotion (i.e., BOGO free) compared to similar pricing promotion (i.e., 50% off). The results suggest that certain promotions not only affect whether a consumer buys, but what they buy

as well. Brands that want to discourage switching and new product trial may want to avoid certain promotional strategies.

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[The Feeling of Coherence: When and Why Shoppers Switch to Brand's Official Stores](#)

AUTHORS: Deepak Sirwani (Cornell), Manoj Thomas (Cornell University)

PRESENTING AUTHOR: Deepak Sirwani (Cornell)

When and why do shoppers switch from their trusted regular retailers to brand's official stores? For example, several Amazon.com shoppers prefer to buy Coach bags from the brand's official store Coach.com even when the identical product is available at the same price on Amazon.com. Results from five experiments suggest that this paradoxical store switching is caused by the coherence between the product and the store—a phenomenon we label as the **store-coherence effect**. When the motivational relevance of a product is high, shoppers are more likely to rely on experiential processing, which makes them more sensitive to the coherence between the product and the store. It is this increased sensitivity to coherence that makes them instinctively switch from their regular retailer to the brand's official store. Five experiments demonstrate that motivational relevance increases sensitivity to coherence and rule out several alternative accounts.

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[The Effect of Product Expectations on the Effectiveness of Transparent Packaging](#)

AUTHORS: Lyndsay Loomer (University of Georgia), Sarah Whitley (University of Georgia), Julio Sevilla (University of Georgia)

PRESENTING AUTHOR: Lyndsay Loomer (University of Georgia)

"This research challenges the assertion that transparent packaging is beneficial for visually appealing products, suggesting that transparent packaging can instead harm perceptions of attractive and indulgent goods if their appearances do not live up to the mind's eye. The expectation disconfirmation process between **a priori** expectations and evaluations made upon seeing the product underlies the effect of transparent packaging on quality perceptions. Findings across five studies demonstrate that transparent packaging benefit (harm) products with low (high) **a priori** expectations, an effect that is mediated by pre-purchase expectations disconfirmation, with **a priori** product expectations driven by consumers' pre-purchase evoked emotions. "

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[Recovering Abandoned Shopping Carts with a Bundling Message](#)

AUTHORS: Lina Xu (New Mexico State University), Mihai Niculescu (New Mexico State University)

PRESENTING AUTHOR: Mihai Niculescu (New Mexico State University)

How do marketers recover the abandoned shopping carts? This research offers a novel approach—using the proportionality of the prices to create dynamic product bundles. Adopted an existing mental accounting scenario, two studies show that percentage-framed price changes can ease shoppers' pain of paying and increase their likelihood of going back to check out in a mixed-gain and a no-gain-no-loss situation. These findings extend the pricing literature by introducing the effect of mixed price changes and providing an actionable and cost-effective method to improve e-tailers' shopping cart abandonment rate.

[Download PDF](#)

Does a 'Made in China' Label Make People Show Less Care for Products?

AUTHORS: Evelyn Devos (Ghent University), Mario Pandelaere (Virginia Tech), Anneleen Van Kerckhove (Ghent University)

PRESENTING AUTHOR: Evelyn Devos (Ghent University)

Sparked by its believed Chinese origin, the covid-19 virus has often inappropriately been labeled as a “Chinese virus”, which intensified the discrimination and hate crimes individuals of Asian heritage face. While previous research focused on adverse actions towards these individuals, it is unclear how exported products made in Asia are treated. Country-of-origin labels have been found to affect product evaluations and purchase intentions, but do they also impact how consumers use products? We show that negatively perceived country-of-origin labels such as 'Made in China' reduce how much care consumers (intend to) show for products, because consumers value Chinese-made products less.

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6C. Brands

Saturday, March 5
2:00pm – 3:30pm EST

DISCUSSANT: Amna Kirmani (University of Maryland)
MC: Maria Rodas (University of Illinois Urbana-Champaign)

[Track 6 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

Challenging the Conventional Wisdom behind Unconventional Brand Names

AUTHORS: John Costello (University of Notre Dame), Jesse Walker (Fisher College of Business, Ohio State University), Rebecca Reczek (The Ohio State University)

PRESENTING AUTHOR: John Costello (University of Notre Dame)

Although marketers may believe unconventional spellings of brand names attract consumers, our research indicates that this strategy can backfire. Across seven studies, we demonstrate that consumers perceive the choice of an unconventional spelling for a brand name as an attempt to influence their perceptions of the brand as more exciting. As a result, consumers perceive brands with unconventionally spelled names as less sincere, resulting in less support (e.g., purchase intentions, WTP, etc.). We also identify three contexts in which unconventionally spelled brand names do not produce a backfire effect because the motive for selecting the name is viewed as sincere.

Mixed Couples, Mixed Attitudes: How Interracial Relationship Representation Influences Brand Outcomes

AUTHORS: Nicole Davis (University of Georgia), Rosanna Smith (University of Georgia), Julio Sevilla (University of Georgia)

PRESENTING AUTHOR: Nicole Davis (University of Georgia)

Brands increasingly feature interracial couples in their marketing appeals. Although the representation of multiple races may appeal to a wider audience, interracial couples can be stigmatized. We find that interracial couples in marketing contexts tend to enhance brand outcomes relative to monoracial dominant (i.e., White) couples; however, they tend to decrease brand outcomes compared to monoracial nondominant (i.e., minority) couples. These effects are primarily driven by how the couple composition of dominant (vs. nondominant) racial group members amplifies or dilutes perceived warmth.

Emoji Marketing: How Textual Paralanguage can increase Consumer-Brand Connections and Purchase Likelihood

AUTHORS: Tessa Garcia-Collart (University of Missouri-St Louis), Jayati Sinha (FI)

PRESENTING AUTHOR: Tessa Garcia-Collart (University of Missouri-St Louis)

In this research we expand current knowledge of the use and implications of textual paralinguistics by providing further understanding of the influence of emojis on consumption behavior. Brands communicate and engage directly with their consumers using online communications that often contain emojis. While emerging studies have begun to examine the influence of emojis within marketing context, yet to understand is the influence of emojis on the consumer-brand relationship. Across seven studies, we show that emojis improve brand communications with important downstream consequences that help strengthen the consumer-brand dyad. Specifically, we find that brands that use emojis in online communications increase consumers' perceptions of anthropomorphism and self-brand connections, leading to positive consumption consequences (e.g., purchase, word of mouth, shares). Findings from this research help clarify the influence of textual paralinguistics in marketing and consumption settings.

When Are Brands Tainted by Affiliation? Culture Shapes Blame Spillover in Multinational Corporations

AUTHORS: Rebecca Chae (Santa Clara University), Yong H. Kim (Texas A&M University), Julia Lee Cunningham (University of Michigan)

PRESENTING AUTHOR: Rebecca Chae (Santa Clara University)

When people encounter negative publicity about a brand's moral transgression, how do they perceive other brands that belong to the transgressor's parent company? We examine how cognitive styles affect negative spillover from transgressing to affiliated yet nontransgressing brands. Findings show that holistic (vs. analytic) thinkers are more retaliatory toward a brand that shares an organizational affiliation with a transgressing brand, even when it has a different brand name and sells different products. Differences in spillover effects are driven by holistic thinkers' greater perceived similarity between subsidiary brands, and these effects are attenuated when organization differences between brands are made salient.

FLASH TALKS

The Self-Expanding Effect of Psychologically Enriching Brands

AUTHORS: Maria Rodas (University of Illinois at Urbana-Champaign), Carlos J. Torelli (University of Illinois at Urbana-Champaign), Minkyung Koo (University of New Mexico)

PRESENTING AUTHOR: Maria Rodas (University of Illinois at Urbana-Champaign)

Traditionally, research on what constitutes a good life has focused on happiness or meaningfulness. However, recent research proposes that psychological richness is another dimension of a good life with unique predictors and consequences. Our research investigates whether brands can evoke psychological richness, and if so, to what effect. We propose and find in four studies that consumers perceive brands that are perspective changing as psychologically enriching, and that they evaluate these brands more favorably than non-enriching brands. We propose that this is driven by feelings of self-expansion.

Self-Effacing or Self-Enhancing Brands? Consumer Reactions to Impression Management Strategies

AUTHORS: Tessa Garcia-Collart (University of Missouri-St Louis), Jessica Rixom (University of Nevada-Reno)

PRESENTING AUTHOR: Jessica Rixom (University of Nevada-Reno)

People use self-effacement or self-enhancement to present themselves positively to others. Self-effacement involves presenting oneself with modesty by de-emphasizing virtues and accomplishments. Conversely, self-enhancement involves presenting oneself in an overly positive manner by over-emphasizing virtues and accomplishments. This knowledge is extended to a branding context by evaluating the effect of these impression management strategies on consumption decisions when used in brand-related communications. Across five studies the authors demonstrate the mediating role of warmth and competence on consumers' brand trust and decision making, and demonstrate that self-effacing as opposed to self-enhancing brand messages lead to increased purchasing behaviors, even in the presence of actual monetary tradeoffs. Finally, the authors identify situations in which self-enhancing communications benefit brands by exploring the moderating role of brand familiarity. Findings indicate that compared to self-enhancing messages, self-effacing messages lead to higher warmth which then leads to positive consumption consequences particularly for unfamiliar brands.

POSTERS

Together They Do Not Innovate: Group Entitativity of Top Management Team and Consumer Perception of Brand Innovativeness

AUTHORS: Fei (Katie) Xu (Hong Kong Polytechnic University), Yuwei Jiang (Hong Kong Polytechnic University)

PRESENTING AUTHOR: Fei (Katie) Xu (Hong Kong Polytechnic University)

This research explores how background information of a brand's top management team influences consumers' perception of brand innovativeness and their downstream purchase intention and behavior. Six studies demonstrate that low (vs. high) group entitativity of a brand's top management team increases the perception of perspective diversity among its members, which in turns leads to heightened consumer perception of brand innovativeness. Consistent with this mechanism, this effect is further found to be dismissed when the lay belief that divergent thinking enhances innovation is challenged. Moreover, low (vs. high) group entitativity of top management team increases consumers' purchase intention and behavior when they have a purchasing goal for innovative products or when the brand's products are positioned as innovative products.

[Download PDF](#)

Brand Protection v. Abandonment: Power Distance, In-Group/Out-Group Membership, and Consumer Reactions to Brand/Product Encroachment

AUTHORS: Noelle Butski (University of Arkansas Little Rock)

PRESENTING AUTHOR: Noelle Butski (University of Arkansas Little Rock)

This study aimed to explore whether perceived threats to group membership affect behavioral intentions as a function of perceived power distance when the product is a signal of counter-culture group membership using the context of recreational marijuana. The results suggest that power distance does, in fact, moderate the relationship between in-group/out-group

membership and behavioral intentions via the perceived level of threat: when power distance is high and one is made to feel like an out-group member perceived level of threat increases and leads to greater consumption and promotion of a product.

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Heartbreakers Must Die! Consumer Responses toward Brand Alliance Termination

AUTHORS: Fangyuan Chen (Hong Kong Polytechnic University), Ce Liang (Hong Kong Polytechnic University), Dongjin He (Lingnan University), Yuwei Jiang (Hong Kong Polytechnic University)

PRESENTING AUTHOR: Ce Liang (Hong Kong Polytechnic University)

How do consumers react when brands in an alliance terminate their relationship? This research finds that when brand alliances are ended unilaterally, consumers will perceive the termination as more unfair compared to when ended mutually. This unfairness perception, in turn, results in negative consumer responses to the “dumper” (i.e., the brand initiating the unilateral termination), from a general brand avoidance tendency to specific avoidance behaviors. These negative responses, however, are absent for the “dumpee” (i.e., the brand forced to accept the unilateral termination) and brands in mutual terminations. Moreover, consumers’ negative responses are attenuated when unilateral terminations are deemed justifiable.

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“Secondbrand” Exchange: Traditional Retail Brands Selling Used Items

AUTHORS: Peter Silverstein, Catherine Armstrong Soule (Western Washington University), Sara Hanson (University of Richmond)

PRESENTING AUTHOR: Catherine Armstrong Soule (Western Washington University)

As the secondhand market continues to grow explosively in scope and scale, some traditional retail brands have begun to participate directly by controlling the resale of their own used products such as Patagonia’s Worn Wear program, termed secondbrand exchange. This conceptual paper introduces and explores this new marketplace phenomenon in terms of marketing mix elements and the resulting consumer behavior outcomes. In particular, changes in consumer perceptions of branded items (both new and used) and brand meaning/identity related to authenticity, trust, and contamination are related to brand-level decisions about appeal types and product transformation levels.

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How Depletion and Slogans Interact to Impact Behavior

AUTHORS: Darlene Walsh (Concordia University), Chunxiang Haung (Concordia University), Hamid Shaker (Concordia University)

PRESENTING AUTHOR: Hamid Shaker (Concordia University)

Prior research has shown that slogans can have a **reverse** priming effect on consumers, such that consumers behave inconsistent with the slogan’s image. However, we do not know whether this effect will persist if consumers have already engaged in a task that required self-control (in other words, when consumers are depleted). The current research therefore examines the effect of slogans on consumer choice outcomes when consumers are depleted (or not). Using different brands related to savings and various methods of depletion, our research reveals that depletion can attenuate the reverse priming effect.

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Non-additive Cognitive Effects of Ego-Depletion and Brand Effects in Online-Retailing – A Behavioral Study Using Neural Insights

AUTHORS: Nadine R. Gier (Heinrich-Heine-Universität Düsseldorf), Ben Koch (Heinrich-Heine-Universität Düsseldorf), Regina Mukhamedzyanova (Heinrich-Heine-Universität Düsseldorf), Peter Kenning (Heinrich-Heine-Universität Düsseldorf)

PRESENTING AUTHOR: Regina Mukhamedzyanova (Heinrich-Heine-Universität Düsseldorf)

If two effects are known to affect the same neural structure, this neural insight might be used to hypothesize how two so far independent effects interact on a behavioral level. This working paper indicates how ego-depletion might affect brand effects on a behavioral level, utilizing prior insights on the dlPFC as an explicatory underlying structure to build the hypotheses.

Brand effects and ego-depletion are known to shorten decision time and are associated with reduced neural activity in the dlPFC. The results indicate as suggested by neural theory that these effects are non-additive, signifying the fundamental importance of consumer neuroscience for behavioral research. "

[Download PDF](#)

6D. Psychological Ownership

Saturday, March 5
3:45pm – 5:15pm EST

DISCUSSANT: Carey Morewedge (Boston University)

MC: Andrea Luangrath (University of Iowa)

[Track 6 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Rin Yoon (Cornell University) (yy878@cornell.edu)

COMPETITIVE PAPERS

[This is My Space: The Role of Psychological Ownership in Driving the Negative Impact of Advertisements on Social Media Platform Evaluation](#)

AUTHORS: Sonia Kim (Columbia University, Columbia Business School), Gita Johar (Columbia University, Columbia Business School)

PRESENTING AUTHOR: Sonia Kim (Columbia University, Columbia Business School)

Why are consumers particularly aversive towards ads on social media? The current research reveals that the presence of close others creates the feeling that the newsfeed on social media is “my” space (i.e., psychological ownership). Thus, ads feel like an intrusion into one’s space leading to negative platform evaluation. This feeling of ownership is not as high when platforms are used to interact with acquaintances rather than close friends, and hence ads do not hurt platforms used for acquaintances to the same extent. We offer three specific ways to overcome the negative effects based on our theorizing.

[The Consequences of Ownership Expression in the Marketing Context](#)

AUTHORS: Myojoong Kim (Virginia Tech), Juncai Jiang (Virginia Tech), Mario Pandelaere (Virginia Tech)

PRESENTING AUTHOR: Myojoong Kim (Virginia Tech)

Although ownership expression is prevalent, little work has examined the consequences of ownership expression in consumer behavior research (Peck and Shu 2018). To fill this gap, this research investigates the consequences of others’ ownership expression in the marketing context. Across four studies, including two field studies and two controlled lab experiments, we show that ownership expression (e.g., “my,” “mine”) can have detrimental effects because ownership expression induces consumers to perceive barriers to ownership. Specifically, we find that ownership expression reduces the likelihood of remixing projects, product evaluation, and willingness to pay. However, when consumers are making decisions to rent, the detrimental effect of ownership expression disappears.

[The Psychological Ownership Over Ideas](#)

AUTHORS: Sonia Kim (Columbia University, Columbia Business School), Melanie Brucks (Columbia University, Columbia Business School)

PRESENTING AUTHOR: Melanie Brucks (Columbia University, Columbia Business School)

Do consumers feel equal ownership over different ideas they have generated, and, if not, what determines feelings of “idea-ownership”? While much work has focused on psychological ownership over tangible objects or physical spaces, less work has examined the drivers for feeling ownership over nonphysical entities, such as ideas. In this research, we find that consumers vary substantially in feelings of ownership within a generated idea set. Then, through content analyses and experiments, we identify four antecedents to the experience of idea-ownership (personal relevance, perceived distinction from existing ideas, fluency and effort during generation), along with downstream consequences unique to idea-ownership.

It Looks Like Mine: Examining Extended Psychological Ownership in Consumer Possessions

AUTHORS: Yunzhijun Yu (Simon Fraser University), Brent McFerran (Simon Fraser University)

PRESENTING AUTHOR: Yunzhijun Yu (Simon Fraser University)

Psychological ownership is a cognitive and an affective state where individuals feel that an object belongs to them. While legal entitlements induce psychological ownership, individuals can also experience PO toward other objects that they do not actually own. Across six studies, we show a novel antecedent to PO: that individuals can “extend” their psychological ownership towards other unowned objects that merely share a high degree of physical similarity with objects that they already own. Further, the feeling of ownership consequently may lead them to (a) ascribe higher values to these similar-looking objects and (b) act territorial towards them.

FLASH TALKS

You Belong to Me: Effects of Romantic Fantasy on Interpersonal Psychological Ownership and Consumption Behavior in Celebrity Culture

AUTHORS: Yunzhijun Yu (Simon Fraser University), Lily Lin (Simon Fraser University)

PRESENTING AUTHOR: Lily Lin (Simon Fraser University)

This research shows that consumer-generated fantasies can lead individuals to develop feelings of interpersonal psychological ownership toward human entities (i.e., fantasy targets) and exhibit stronger consumption behaviors related to these human entities. Across four studies, we demonstrate that consumers who romantically fantasize about celebrities have stronger desires to consume products and activities associated with these individuals because of heightened feelings of ownership, which are induced through enhanced perceived knowledge, investment, and control. The positive effects of fantasy on consumption behaviors are mitigated when the celebrities are romantically unavailable. Individuals’ proneness to fantasize also plays a key role in this process.

Unused Possessions and Subsequent Spending

AUTHORS: Shruti Koley (Portland State University)

PRESENTING AUTHOR: Shruti Koley (Portland State University)

Consumers often buy products that they later fail to use. How does failing to use one's products affect how much money they subsequently spend on new purchases? Three experiments demonstrate that being unable to use their products decreases consumers' subsequent spending. We find that this occurs irrespective of whether consumers discard, donate or retain their unused products, but only when they blame themselves for wasting their products and thus wasting money. Furthermore, unlike failing to use one's product, wasting an equivalent amount of money by overspending to acquire a product doesn't reduce consumers' subsequent spending if they got enough use out of it during its lifetime.

POSTERS

Ambiguous Ownership: How identity signals influence preferences for renting vs. buying

AUTHORS: Tyler MacDonald (Questrom School of Business, Boston University), Remi Trudel (Boston University), Carey Morewedge (Boston University)

PRESENTING AUTHOR: Tyler MacDonald (Questrom School of Business, Boston University)

Consumers often prefer to own products that affirm their identities (Belk 1988; Berger and Heath 2007). However due to technological advancements, consumption is evolving, replacing legal ownership of private goods with legal access to shared goods. This presents a serious threat to the benefits conferred by psychological ownership (Morewedge, et al. 2020). In this research, we examine an upside to ambiguous ownership. In 3 studies, we demonstrate that consumers can avoid negative self-signals by making purchases that confer lower levels of psychological ownership. By doing so, consumers can preserve their identity while extracting attractive benefits from otherwise “off-limits” products.

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7A. Shared Experiences

Saturday, March 5
9:30am – 11:00am EST

DISCUSSANT: Peggy Liu (University of Pittsburgh)
MC: Ximena Garcia-Rada (Texas A&M University)

[Track 7 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Priscilla Peña (University of Rhode Island) (pypena@uri.edu)

COMPETITIVE PAPERS

'The Same Thing Happened to Me': Exploring Divergent Outcomes of Brand Experience Ubiquity

AUTHORS: Jacqueline R. Rifkin (University of Missouri-Kansas City), Francesca Valsesia (university of washington), Keisha Cutright (Duke University)

PRESENTING AUTHOR: Jacqueline R. Rifkin (University of Missouri-Kansas City)

Brands often send customers small rewards, gifts, and other pleasant experiences in their customer relationship management efforts. Importantly, though, consumers do not live in a vacuum, and often share about these experiences with others, both offline and online. In a world of constant sharing, what are the implications of consumers comparing notes about their experiences? This research explores the divergent outcomes of “ubiquitous” (i.e., highly common) brand experiences. Finding out that one’s experience is ubiquitous simultaneously increases connection to the brand community and decreases connection to the brand itself. Five studies reveal these effects, boundary conditions, and managerial implications.

GOATs: How Superstars are Crucial for Bad Teams

AUTHORS: Bryce Pyrah (University of Iowa), Chelsea Galoni (University of Iowa)

PRESENTING AUTHOR: Bryce Pyrah (University of Iowa)

Professional sports teams often trade or sell star players as a way to invest in the future of the team when the present team performance is poor. Building on literatures and findings on sports celebrities and basking in reflected glory processes, we question this common managerial practice. Across three studies (including an analysis of historical attendance records, a correlational fan survey, and an experimental study), we find that sports stars significantly improve fan engagement only for teams that are performing poorly. However, for teams that are performing well, star players provide no benefit to fan engagement.

How Social Functioning Ability and Crowdedness Impact Consumer Behavior

AUTHORS: Shiyun Chen (Univeristy of Iowa), Gary Gaeth (Univeristy of Iowa), Irwin Levin (Univeristy of Iowa), Aron Levin (Northern Kentucky University)

PRESENTING AUTHOR: Shiyun Chen (Univeristy of Iowa)

We report four studies that investigate the impact of social functioning ability on consumer decision-making under varying levels of physical and social crowdedness. Our initial two studies suggest that people with lower social functioning ability feel less socially comfortable and dislike the environment in the extremely crowded condition compared to other people. In the third study, we separate the impact of physical crowding from the intensity of social interaction. For the fourth study a unique application of conjoint analysis demonstrated that individual differences in sensitivity to social attributes were predictive of willingness to try and pay for a restaurant.

Memories of Us: How Extraordinary Group Experiences Promote Long-Term Well-Being

AUTHORS: Miranda Goode (Ivey Business School), Matt Thomson (Ivey Business School), Zuzanna Jurewicz (Ivey Business School)

PRESENTING AUTHOR: Zuzanna Jurewicz (Ivey Business School)

Consumers often use extraordinary experiences (e.g., foreign travel, attending cultural events) to counteract stress, yet stress has received little attention in the experiential consumption literature. We investigate how special memories of extraordinary experiences shared with close others impact the long-term well-being of more vs. less stressed consumers. Two online experiments and a survey of Make-A-Wish families demonstrate that cohesion—the perception of a group as stable, bonded, and enduring—mediates the relationship between special memories and well-being, and that distraction is an important characteristic of experiences that enable stressed participants to reap lasting benefits.

FLASH TALKS

The Crime of Wanting

AUTHORS: Tianjiao Yu (Washington University in St. Louis), Cynthia Cryder (Washington University in St. Louis), Sydney Scott (Washington University in St. Louis)

PRESENTING AUTHOR: Tianjiao Yu (Washington University in St. Louis)

We examine how consumers judge each other based on their desire to purchase products. We find when consumers strongly (vs. weakly) desire a product or products, they are admired less. We call this the crime of wanting. The crime of wanting arises due to perceptions of low willpower, which feed into a person's overall admiration for another consumer. When inferences about willpower are signaled via other ways, for example, when the consumer has a high-willpower personality or is interested in practical products, the crime of wanting is mitigated.

Buying Love: The Influence of Attachment-Anxiety on Consumer Preference for Romantic Products

AUTHORS: Cassandra Davis (Wayne State University), Hyewook Jeong (Chungnam National University), Aimee Drolet-Rossi (University of California Los Angeles)

PRESENTING AUTHOR: Cassandra Davis (Wayne State University)

Despite the time, effort, and costs consumers expend for romantic love and the fact that advertisers, brand managers, and marketers utilize romantic appeals as a persuasion tactic, little empirical research has addressed romantic marketing. Drawing on attachment theory, we investigate whether anxiously attached consumers differ in their responses to romantic marketing compared to securely attached consumers. Examining actual choice, results show that anxiously attached consumers are more likely than securely attached consumers to choose products that symbolize romantic love.

POSTERS

Time Framing in a Simplified Life: The Impact of Temporal Landmarks on Voluntary Simplicity

AUTHORS: Siyun Chen (Jinan University), Xinliang Wei (Temple University)

PRESENTING AUTHOR: Siyun Chen (Jinan University)

Voluntary simplicity (VS) refers to a minimalistic lifestyle of conscious, ecological and ethical consumption. The current research theorizes that the two forms of VS appeals are systematically associated with distinct temporal landmarks. In particular, we demonstrate that priming temporal landmarks as the start of a time period makes it more likely that consumers will engage in biospheric voluntary simplicity (BVS), whereas priming temporal landmarks as the end of a time period makes egoistic voluntary simplicity (EVS) more appealing to consumers. Notably, the matching effects are driven by distinct mechanisms, such that the effect of a match between a start temporal landmark and BVS appeals are driven by self-transcendence, whereas the effect of a match between an end temporal landmark and EVS appeals are motivated by self-enhancement. Beyond their substantive theoretical significance, our findings provide marketing campaigns with tools to enact strategies that support voluntary simplicity.

[Download PDF](#)

Relationship Closeness Increases Spicy Food Preference in Joint Consumption

AUTHORS: Yunzhi Huang (Xiamen University), Jun Ye (Xiamen University)

PRESENTING AUTHOR: Yunzhi Huang (Xiamen University)

This research examines the effect of relationship closeness with a diner on consumers' spicy food preference in joint consumption. With evidence from secondary data and two experiments, we proved that consumers are more likely to choose spicy food with a close diner (e.g., friend) rather than a distant diner (e.g., acquaintance). This effect is due to consumers perceiving more social support from the close relationship and thus buffering the social risk of eating spicy food in the public context.

[Download PDF](#)

The Sharing Economy: Peer-to-Peer Contagion

AUTHORS: Ipek Ozer (ESADE Business School, Ramon Llull University), María Galli (ESADE Business School, Ramon Llull University), Ana Valenzuela (Baruch College, CUNY)

PRESENTING AUTHOR: Ipek Ozer (ESADE Business School, Ramon Llull University)

Despite the rising popularity and prevalence of sharing platforms, the sharing economy's growth faces challenges on many grounds. This work examines the roles of essence contamination beliefs and of possession-self link in demotivating people from renting out their

possessions. We propose and show that metaphysical contamination concerns hinder willingness to share a possession due to an anticipated threat to its essence. We also show that a strong possession-self link amplifies this effect. This research contributes to the study of consumer behavior, the practice of marketing, and consumer well-being.

[Download PDF](#)

(Un)Ethical Consumption? Prostitution Services in Thailand

AUTHORS: Tanyatip Kharuhayothin (University of Phayao and SASIN School of Management, Chulalongkorn University), Yupin Patarapongsant (SASIN School of Management, Chulalongkorn University)

PRESENTING AUTHOR: Tanyatip Kharuhayothin (University of Phayao and SASIN School of Management, Chulalongkorn University)

This study, drawing on the dark side of consumption and collective self-esteem concepts, explores how socio-collective experience from sex workers and their clients leads to ongoing prostitution consumption. This research offers a strong theoretical contribution to ethical consumption literature and social implications to counter ongoing prostitutions consumption in emerging markets.

[Download PDF](#)

7B. Gifts & Giving

Saturday, March 5
11:15am – 12:45pm EST

DISCUSSANT: Nora Williams (Washington University in St. Louis)
MC: Julian Givi (West Virginia University)

[Track 7 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Priscilla Peña (University of Rhode Island) (pypena@uri.edu)

COMPETITIVE PAPERS

[Who Cares More? A Giver-Recipient Asymmetry in the Importance of Selecting a Good Gift](#)

AUTHORS: Yumei Mu (West Virginia University), Julian Givi (West Virginia University)

PRESENTING AUTHOR: Yumei Mu (West Virginia University)

This research adds to the gift-giving literature by studying a novel facet of gift-giving: the importance of selecting a good gift. Across four studies, we find that it is more important to gift givers than gift recipients that a good gift be given. This asymmetry is driven to a greater extent by givers overestimating the negative implications of giving a bad gift than it is by them overestimating the positive implications of giving a good gift, and it results in givers making choices that do not align with recipients' preferences.

[A Little Good Goes an Unexpectedly Long Way: Underestimating the Positive Impact of Kindness on Recipients](#)

AUTHORS: Amit Kumar (University of Texas at Austin), Nicholas Epley (University of Chicago Booth School of Business)

PRESENTING AUTHOR: Amit Kumar (University of Texas at Austin)

Prosocial acts increase happiness for both givers and receivers, but we find that an egocentric bias can lead givers to systematically undervalue their positive impact on recipients. Givers in six experiments predicted how recipients would respond to their prosociality and recipients reported their actual experience. In both field and laboratory settings, those performing an act of kindness consistently underestimated how positive their recipients would feel. Because choices to engage in prosocial behavior are guided in part by their expected value, miscalibrated expectations can create a barrier to prosociality in everyday life—to the detriment of one's own, and others', welfare.

I Have a Bad Feeling About This: How Givers and Recipients Respond Differently to Photo-Customized Products

AUTHORS: Freeman Wu (Vanderbilt University), Adriana Samper (Arizona State University), Andrea Morales (Arizona State University), Gavan J. Fitzsimons (Duke)

PRESENTING AUTHOR: Freeman Wu (Vanderbilt University)

Photo-customized products for gifts, party favors, or promotional materials continue to grow in popularity. While givers are drawn to photo-customized goods, we contend that they fail to intuit how recipients ultimately respond to such products. We propose, in the context of consumable goods, that people will reduce their consumption of photo-customized products because consumption ruins the image of the person depicted on it. Because an image shares a fundamental relationship with the person it represents, the destruction of the photographic image through consumption will be construed as a symbolic form of harm that evokes moral violation concerns, thereby reducing consumption.

Experience for Me, Material for You: Asymmetric Perception of Happiness from Experiential and Material Purchases

AUTHORS: Sarah Lim (University of Illinois at Urbana-Champaign), Joseph Goodman (The Ohio State University)

PRESENTING AUTHOR: Sarah Lim (University of Illinois at Urbana-Champaign)

Despite evidence suggesting the hedonic benefits of experiential purchases, consumers seem to predominantly prefer material purchases for others. Why are consumers not giving more experiences? Do they miscalculate others' happiness? Across four studies, this research answers these questions and proposes a self-other asymmetry for the experiential advantage. Extending the better than average effect, the studies demonstrate that consumers tend to view others as more materialistic than themselves and thus expect others to derive greater happiness from material goods (vs. experiences). This view of others leads consumers to miscalculate the happiness consumers derive from material goods, and it explains why consumers often give material gifts, instead of experiences, to others.

FLASH TALKS

To Earmark or Not to Earmark: Givers' and Recipients' Diverging Preferences for Earmarked Cash Gifts

AUTHORS: Julian Givi (West Virginia University), Gopal Das (Indian Institute of Management Bangalore)

PRESENTING AUTHOR: Julian Givi (West Virginia University)

We investigate givers' and recipients' preferences regarding the practice of **earmarking** cash gifts; that is, suggesting a cash gift be used on a particular product. Three studies demonstrate that givers are less likely to earmark cash gifts than recipients prefer, because givers view earmarking as less thoughtful compared to recipients.

Giving Less to Those Who Have More: Gift Versatility and Financial Constraints

AUTHORS: Lingrui Zhou (Duke University), Denny Huynh (Duke University), Eugenia Wu (University of Pittsburgh), Keisha Cutright (Duke University)

PRESENTING AUTHOR: Lingrui Zhou (Duke University)

A consumer's financial situation can often be readily communicated to or perceived by others, and our research demonstrates that such financial information can affect gift giving behavior. We find that knowing the recipient is relatively unconstrained (vs. constrained) financially leads gift givers to opt for less (more) versatile gifts, even though gift versatility is generally preferred by recipients. These findings are one of the first to provide an empirical evaluation of how consumers give gifts based on knowledge of the recipient's financial situation and highlight an important and underexplored dimension of consumer products (i.e., versatility).

POSTERS

[A Day Late and a Dollar Short? Perspective Asymmetries in Late Gift Giving](#)

AUTHORS: Atar Herziger (The Ohio State University), Grant Donnelly (The Ohio State University)

PRESENTING AUTHOR: Atar Herziger (The Ohio State University)

Spending on gifts is substantial, but not always efficient. Across six studies, we demonstrate gift-giver aversion to lateness and the misalignment with recipient perceptions. Gift givers systematically over-estimate the harm of late gifts to perceptions of the giver and the giver-recipient relationship. This effect stems from a disproportionate focus on the self within the gift-exchange, which leads to an amplified sense of gift-giver unreliability and guilt. These asymmetries can be reduced with a simple perspective-taking intervention. This research adds to the literatures on inefficiency and perspective asymmetries in gift-giving and emphasizes the relevance of unintentional social failures to consumer behavior.

[Download PDF](#)

[The gift is not just for you, but also for me: Exploring the moderating effects of gender on the relationship between narcissism and gift-giving](#)

AUTHORS: Shao-Chun Chuang (National Chung Cheng University), Kung-YU Hsu (National Chung Cheng University), Guei-Jen Kuo (National Chung Cheng University)

PRESENTING AUTHOR: Shao-Chun Chuang (National Chung Cheng University)

The selected gift simultaneously conveys the giver's thoughts about the receiver and their certain characteristics, such as gender, education, and personality traits. However, most previous research in this area has focused on gender differences and neglected personality traits. This study explored how narcissism is related to gift-giving behavior in the workplace and the moderating effect of gender. The results indicate that high-narcissistic individuals tend to believe that giving gifts to supervisors is important and select well-known brands. Moreover, an effect of gender emerged, which suggests that high-narcissistic males tend to put in more effort and budget generously in gift-giving.

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[Worries in the Wrapping Paper: Investigating the Effect of Self-Construal on Gift-Selection Experience](#)

AUTHORS: Ruiqi Guan (University of Manitoba, Canada), Fang Wan (University of Manitoba, Canada), Hamed Aghakhani (Dalhousie university), Yuwei Jiang (Hong Kong Polytechnic University), na xiao (Laurentian University, Canada)

PRESENTING AUTHOR: Ruiqi Guan (University of Manitoba, Canada)

This research found that gift senders with high interdependent (vs low interdependent) self-construal are more likely to have negative gifting experience such as anxiety and perceived recipient's satisfaction mediate the effect of self construal on gifting anxiety. We also found that the effect of senders' interdependence self-construal on gift selection anxiety is weaker when gift recipients have closer social relationships. Lastly, self-satisfaction and perceived satisfaction mediate the relationship between self construal and anxiety separately.

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Add Tip?: How Food Delivery Apps Can Encourage Higher Tips for Drivers

AUTHORS: Khalia Jenkins (University of South Florida)

PRESENTING AUTHOR: Khalia Jenkins (University of South Florida)

Prepared food delivery applications frequently ask customers to provide a tip before receiving any service. For example, when customers order from a service like GrubHub, they are asked to indicate a tip amount (e.g., 15%) before ever interacting with the driver who will receive that tip. In the present work, we investigate ways the application (e.g., GrubHub) could influence the amount tipped. In two empirical studies, the author examines the effects of including a persuasive tip message, whether that message should be reward or duty motivated, and the sequencing of the tip screen on the tipped amount.

[Download PDF](#)

Deciding Servers' Pay One Customer at a Time: Tipping

AUTHORS: Pavan Munaganti (San Jose State University), Ismail Karabas (Murray State University), Jeff Joireman (Washington State University)

PRESENTING AUTHOR: Pavan Munaganti (San Jose State University)

Tipping is an important part of the exchange between customers and frontline employees. Tips are a key source of revenue for several frontline employees e.g., servers. While tipping allows customers to punish/reward tipped employees, it also has a dark side. A remuneration system that is heavily dependent on customers' momentary feelings could make it difficult for service providers to attract qualified employees, in turn hampering the service that customers receive, ultimately creating a situation that undermines the well-being of managers, servers and customers. We expose the vulnerability of voluntary tipping system by examining customer reaction to a non-voluntary COVID-19 fee.

[Download PDF](#)

7C. Consumption in Relationships

Saturday, March 5
2:00pm – 3:30pm EST

DISCUSSANT: Lisa Cavanaugh (University of British Columbia)

MC: Hristina Nikolova (Boston College)

[Track 7 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Archer Pan (Cornell University) (yp388@cornell.edu)

COMPETITIVE PAPERS

[When I Lose You, I Lose Me: The Impact of Relationship Dissolution on Switching Behavior](#)

AUTHORS: Aylin Cakanlar (Jönköping University), Ekin Ok (University of British Columbia), Hristina Nikolova (Boston College)

PRESENTING AUTHOR: Aylin Cakanlar (Jönköping University)

A distressing yet familiar experience for most, romantic breakups can also lead to significant changes in individuals' self-concepts. Despite their prevalence, previous research has not examined the impact of romantic relationship dissolutions on consumers' decision-making and consumption-related behaviors. In five studies, we show that going through a romantic breakup increases switching behavior. This response occurs because upon relationship dissolution, individuals lose their relationship-derived self-attributes, which results in self-discontinuity and an ensuing desire to redefine one's self-concept to open up a new chapter in life.

[Shared-Solitary Combined Experiences: The Desire for Some Solitary Time in Social Consumption Experiences](#)

AUTHORS: Tess Kwon (University of Pittsburgh), Peggy Liu (University of Pittsburgh)

PRESENTING AUTHOR: Tess Kwon (University of Pittsburgh)

We introduce “shared-solitary combined experiences”—experiences wherein some time is spent with others and some time is spent solitarily. We show that as a hedonic consumption experience increases in actual or perceived length, consumers shift from the default normative preference for entirely shared experience towards shared-solitary combined experience (especially those containing half or less solitary time) to address anticipated social fatigue. This research thus shifts beyond the typical focus on comparing entirely shared experiences to entirely solitary experiences.

[The Impact of Financial Infidelity Asymmetry on Couples' Financial and Relationship Well-Being](#)

AUTHORS: Hristina Nikolova (Boston College), Jenny Olson (Indiana University), Joe J. Gladstone (University of Colorado Boulder)

PRESENTING AUTHOR: Hristina Nikolova (Boston College)

Financial infidelity (FI)—engaging in and concealing financial behavior expected to elicit spousal disapproval—is common within marriage. How do couple-level dynamics in FI-proneness influence couples' financial and relationship well-being? Three studies, including real bank account data from a mobile application, demonstrate that couples with greater FI asymmetry (greater divergence in the two partners' FI-proneness) report having misaligned financial goals, which predicts negative financial communication and, ultimately, lower financial and relationship well-being. Our research highlights that it is not just the presence of FI, **per se**, but the differential levels of partners' FI-proneness that pose harm to the couple.

Friends Interrupted: How Length of Time Between In-Person Interactions Can Impact Consumers' Desire to Engage in Physically Transformative Activities

AUTHORS: Cait Lambertson (University of Pennsylvania), Rebecca Reczek (The Ohio State University), Claudia Townsend (University of Miami), Carter Morgan (University of South Florida)

PRESENTING AUTHOR: Carter Morgan (University of South Florida)

We all want to look good for our friends. But do some friends merit more effort than others? Consumers often encounter long periods of time during which they do not see their close friends in-person. Across three studies, we show how the length of time between in-person interactions can influence a consumer's desire for a fresh start, and thus, their spending on personal transformation products. We further identify the key moderating role of the physical visibility of the transformational activity. These findings reveal a novel interpersonal source for consumer transformative behaviors.

FLASH TALKS

It Takes One to Buy but Two to Say Goodbye: Preferring Others' Involvement at Different Customer Journey Stages

AUTHORS: Tess Kwon (University of Pittsburgh), Peggy Liu (University of Pittsburgh), Kelly Haws (Vanderbilt University)

PRESENTING AUTHOR: Peggy Liu (University of Pittsburgh)

Consumers can make consumption decisions on their own or jointly with others. When do consumers prefer to make solo decisions versus joint decisions? Four pre-registered studies show that consumers exhibit a robust preference for making decisions jointly (vs. by themselves) more so for disposal decisions than for acquisition decisions. This asymmetry across disposal and acquisition stages arises because consumers view disposal decisions as more permanent, which increases risk perceptions associated with solo decision making.

A Venmo Effect on Relationships: Electronic Payment Makes Social Relations More Transactional and Experiences Less Enjoyable

AUTHORS: Max Alberhasky (University of Texas at Austin), Amit Kumar (University of Texas at Austin)

PRESENTING AUTHOR: Max Alberhasky (University of Texas at Austin)

Electronic money transfers are increasingly popular as a method of payment. Services like Venmo provide consumers new ways to pay for experiences. While technology may afford

benefits like ease-of-use or perceived efficiency, it can also have costs with respect to well-being. In four experiments, we find that using Venmo, compared to alternating who pays, has a negative effect on enjoyment, bonding, and intentions to interact in the future. These downstream consequences are explained by consumers' feelings concerning the transactionality of the payment method. Using such services subtly suggests that a relationship is relatively less social and instead relatively more transactional.

POSTERS

How Financial Well-being Impacts Financial Communication Between Couples

AUTHORS: Nirajana Mishra (Boston University), Emily Garbinsky (Cornell University, USA), Suzanne Shu (Cornell University, USA)

PRESENTING AUTHOR: Nirajana Mishra (Boston University)

Across four studies, we find that couples' perception of their joint financial situation influences their level of financial communication. When perceived financial well-being is low (vs. high), they communicate less with their partner and show a stronger preference for individual (rather than joint) financial products. This pattern has important implications for consumer financial well-being, as couples with less than ideal financial situations may manage their money more effectively by more frequently communicating with one another.

[Download PDF](#)

Beyond Persuasion: Developing a Framework of Communication Patterns in Joint Decision-Making

AUTHORS: Holly Howe (Duke University), Kelley Gullo Wight (Indiana University), Danielle J. Brick (University of New Hampshire), Gavan J. Fitzsimons (Duke University)

PRESENTING AUTHOR: Holly Howe (Duke University)

We develop a framework of communication in joint decision-making. Specifically, we conduct thematic analyses on real dyadic conversation data to identify four primary joint decision-making patterns of communication (getting on the same page, contrasting, building, and one-sided) that dyads commonly use while discussing joint decisions. We then develop a framework of how these communication patterns play out at each stage of the decision lifecycle. We further extend the framework by offering testable propositions regarding the antecedents, relationship dynamics, and optimal strategies of the communication patterns during joint decision-making, and discuss implications.

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Fairness in Joint Consumption Decision-Making

AUTHORS: Nikkita Sarna (University of Texas at Austin), Andrew Gershoff (University of Texas at Austin)

PRESENTING AUTHOR: Nikkita Sarna (University of Texas at Austin)

How do people make choices independently for joint consumption? Prior research examines joint consumption decision-making as being motivated by maximizing benefit for the self and other. We introduce one's desire to avoid appearing unfair as a new factor that influences decision-making in a joint context. Five studies show evidence for a goal to signal fairness leading consumers to make different choices above what their preference maximizing goal

would lead them to do. This motivation leads consumers to choose options that are preferred less by both parties and avoid unequal options where they benefit more than the other person.

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7D. Self Other Perception

Saturday, March 5
3:45pm – 5:15pm EST

DISCUSSANT: Brent McFerran (Simon Fraser University)
MC: Tami Kim (University of Virginia)

[Track 7 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Priscilla Peña (University of Rhode Island) (pypena@uri.edu)

COMPETITIVE PAPERS

[Language Properties of Successful Collaborative Conversations](#)

AUTHORS: Alisa Wu (Columbia University, Columbia Business School), Melanie Brucks (Columbia University, Columbia Business School)

PRESENTING AUTHOR: Alisa Wu (Columbia University, Columbia Business School)

We examine why conversations boost individual idea generation. By analyzing text data from two real-time interaction studies, we find that the discussions that boost a consumer's creativity the most are with people who think most similarly to them. This is because similar others serve as "sounding boards" and clarify thinking.

[Social Barriers Loom Larger for the Self \(vs. for Others\)](#)

AUTHORS: Tess Kwon (University of Pittsburgh), Peggy Liu (University of Pittsburgh), Soo Kim (Nanyang Technological University)

PRESENTING AUTHOR: Tess Kwon (University of Pittsburgh)

Marketers often offer both solitary and social options for their consumption offerings. We investigate how consumers' choice of solitary versus social consumption options differs as a function of whether they are choosing for themselves or recommending to others. Seven pre-registered studies show that consumers are less likely to choose social (vs. solitary) experiences for themselves than to recommend them to others. This effect occurs because consumers expect themselves to incur greater social hassle as a host of a social experience than others would. An intervention signaling minimal incurrence of social hassle mitigates choice avoidance of social experiences for the self.

In the Face of Self-threat: Why Ambivalence Heightens Consumers' Willingness to Act

AUTHORS: Taly Reich (Yale University), Alex Fulmer (Yale University), Ravi Dhar (Yale University)

PRESENTING AUTHOR: Alex Fulmer (Yale University)

Be it the choice to ask for a promotion, negotiate a job offer, or even ask a potential romantic partner out on a date, people frequently find themselves deciding whether to approach or avoid desired outcomes that carry a risk of failure. Our studies demonstrate how the implementation of an intervention involving ambivalence towards self-threatening outcomes leads people to take action in both professional and personal contexts. Specifically, bringing to mind the negatives of an outcome mitigates the threat of failure by reducing the outcome's desirability, while keeping in mind the positives of the outcome encourages people to pursue it.

In Goal Pursuit, Flexibility is the Best Choice for Me, but Not for You

AUTHORS: Sydney Scott (Washington University in St. Louis), Elanor Williams (Washington University in St. Louis)

PRESENTING AUTHOR: Sydney Scott (Washington University in St. Louis)

When consumers pursue goals, they can decide their approach as they go (that is, make flexible plans) or set concrete details for goal pursuit before they start (that is, make rigid plans). We find that consumers chose flexible plans more for themselves than for others. People "follow their hearts" (i.e., rely on their feelings) when making their own plans, and therefore are more influenced by the intuitive appeal of flexibility for their own plans. Consistent with this idea, asking consumers to "follow their heads" leads them to choose similarly rigid (and thus effective) plans for themselves and others.

FLASH TALKS

Acting vs. Refraining: Differences in Evaluations of Self-control in Others

AUTHORS: Samina Lutfeali (Stanford University), Christian Wheeler (Stanford University)

PRESENTING AUTHOR: Samina Lutfeali (Stanford University)

People like and trust others who have self-control. But people can demonstrate self-control in multiple ways. For example, someone can **refrain** from something she likes (e.g., not eat cake), or **act** and do something she dislikes (e.g., go running). Prior research shows that individuals who refrain from something they enjoy are evaluated more positively than those who make the same decision without exerting self-control. However, these self-control situations confound the exertion of self-control with underlying attitudes because people prefer those with positive attitudes to those with negative attitudes. Across three studies (N=1104), we unconfound them by examining both **acting** and **refraining**. We demonstrate that self-control is not always viewed positively. Consistent with past research, when someone refrains from something she likes, she is evaluated more positively than someone who does not exert self-control. But people who act and override negative attitudes toward virtues to behave virtuously are not evaluated favorably.

I'm Happy to See Your Benefit Go: The Impact of Reductions in Other Consumers' Loyalty Program Benefits on Consumers' Loyalty Program Satisfaction

AUTHORS: Yumei Mu (West Virginia University), Julian Givi (West Virginia University), Stephen He (West Virginia University)

PRESENTING AUTHOR: Yumei Mu (West Virginia University)

In the present work, we explore how consumers' loyalty program satisfaction changes when the benefits afforded to their tier in a loyalty program remain constant, but the benefits offered to another tier worsen (vs. stay the same). Across multiple studies, we find that loyalty program participants become more satisfied when participants in another tier lose (vs. do not lose) benefits. This appears to be jointly driven by relative value considerations (i.e., contemplations of how one's benefits compare to other consumers' benefits) and counterfactual thinking (i.e., thinking about the possibility that one's own benefits could have worsened).

POSTERS

The Overestimation of Physical Beauty in Social Relationships

AUTHORS: Yunhui Huang (Fisher College of Business, Ohio State University), Ke Zhang (Shanghai University)

PRESENTING AUTHOR: Yunhui Huang (Fisher College of Business, Ohio State University)

Both ample empirical literature on beauty-related stereotypes and our lay belief suggest that gorgeous people obtain preferential treatment. However, our findings suggest that physical beauty might not be as important as people believe it to be for their own social success. Whereas most people predict themselves to be more attractive as a friend when they are good-looking (vs. average- or below-average-looking), at least 40%, and in many cases more than half of the participants in our studies did not choose the more physically attractive individual as a potential friend/coworker.

[Download PDF](#)

It's Not You, It's Us: How Close Others Affect One's Own Performance

AUTHORS: Sarah Francisco (University of Iowa), Chelsea Galoni (University of Iowa), Catherine Cole (University of Iowa)

PRESENTING AUTHOR: Sarah Francisco (University of Iowa)

Social comparison theory states that the performance of others can help us evaluate our own abilities. Close relationship theory suggests that relationship closeness affects this social comparison process. This work contributes to consumer psychology by analyzing how relationship closeness affects consumers' interpretation of social comparison information. In this experiment, we find that the close other's failure does not affect the self's motivation when the close other is expected to have higher ability in the performance domain. However, when the close other is expected to have lower ability, their failure decreases the self's motivation. We conclude with implications for marketing communications.

[Download PDF](#)

Self-Other Difference in Distance Perception

AUTHORS: Wonsuk Jung (University of Wisconsin-Madison), Joann Peck (University of Wisconsin-Madison)

PRESENTING AUTHOR: Wonsuk Jung (University of Wisconsin-Madison)

In this research, we address an overlooked factor that can influence our judgments about distance. Specifically, we argue that how we perceive distance can be influenced by whether the distance in question is created by the self or the other. We propose that when the positive distance (i.e., increase in distance) is produced by the other, the distance may be perceived as greater compared to when the distance is created by the self. On the other hand, when the negative distance (i.e., reduction in the distance) is produced by the other, the distance may be perceived as smaller compared to when the distance is created by the self. In other words, while the change in the objective distance remains the same in each case, the perceived change in the distance may differ depending on who created the distance (i.e., self vs. other) and on its direction (i.e., towards vs. away).

[Download PDF](#)

Rewarding Yourself or Helping Others? Effectiveness of Justification Strategies on Hedonic Consumption

AUTHORS: Ke Lai (Vanderbilt University), Travis Tae Oh (Yeshiva University)

PRESENTING AUTHOR: Ke Lai (Vanderbilt University)

Rewarding oneself or helping others are two justification motives that consumers and marketers readily utilize to justify purchases of hedonic products. Yet, very little has been studied to compare and examine the effects of these two justification strategies on consumers' purchase decisions. Through three studies, we show that the donation strategy is more effective than a self-rewarding strategy in hedonic purchase decisions, while these strategies are equally effective in utilitarian purchase decisions. These results support our hypothesis that the justification strategy to move the focus to helping others may be more effective than one that focuses on the self.

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Consumers Are More Trusting of Influencers When They Know They're Human: The Effects of CGI Influencers on Consumer Trust and the Moderating Role of Consumer Gender

AUTHORS: Michelle Van Solt (Valparaiso University), Tessa Garcia-Collart (University of Missouri-St Louis)

PRESENTING AUTHOR: Michelle Van Solt (Valparaiso University)

Despite the growing presence of computer-generated imagery influencers (CGIIs) on social media, there is limited knowledge of their influence on consumption. This research compares CGI and human influencers to evaluate their effects on downstream consumption consequences. Across two studies we demonstrate the predicted model of the influence of CGIIs on purchase intentions. We highlight anthropomorphism and consumer trust as serial mediators accounting for the underlying mechanism of these effects. Further, we present the moderating role of gender such that men have more trust for female CGIIs than women. For male CGIIs, however, we observed no differences in trust between genders.

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8A. Gender Effects

Saturday, March 5
9:30am – 11:00am EST

DISCUSSANT: Susan Dobscha (Bentley University)
MC: Alican Mecit (SKEMA Business School)

[Track 8 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Michelle Wang (Cornell University) (rw572@cornell.edu)

COMPETITIVE PAPERS

[Real Men Don't Rent: Acquisition Mode and Masculinity Perception](#)

AUTHORS: Yang Guo (University of Pittsburgh), Shaobo Li (Southern University of Science and Technology), Cait Lamberton (University of Pennsylvania), Aleksandra Kovacheva (University at Albany, SUNY)

PRESENTING AUTHOR: Yang Guo (University of Pittsburgh)

Despite the benefits of access-based consumption, it remains surprisingly unpopular among men. We report five studies exploring a reason why this may be. We find that accessing (vs. owning) products (i.e., furniture, vehicle, clothes) has a robust negative effect on others' (but not one's own) perceived masculinity. Further, people more readily recommend access-based services to friends they perceive as less masculine, whereas they are more likely to recommend ownership to friends they see as highly masculine. Current studies seek to supplement acquisition mode with other means of masculinity-signaling and to promote perspective-taking, such that this evaluation tendency can be weakened.

[Man Up! The Mental Wellness-Feminine Stereotype and Its Effect on Men's Pursuit of Mental Wellness](#)

AUTHORS: Jaewoo Lee (Boston University), Remi Trudel (Boston University)

PRESENTING AUTHOR: Jaewoo Lee (Boston University)

Taking care of our mental wellness is vitally important. In this research, we show that men are less likely than women to purchase and use mental wellness products. We propose that it stems from a prevalent stereotype that mental wellness products and activities are feminine. We show that people who engage in mental wellness activities are stereotyped by others as more feminine and even perceive themselves as more feminine. Because men tend to be more concerned with gender-identity maintenance than women, men are motivated to avoid mental wellness activities to preserve a masculine image.

[Voice of Leadership: The Role of Vocal Characteristics as Indicators of CEO Promotion](#)

AUTHORS: Kimberly Hyun (Georgia Institute of Technology), Michael Lowe (Georgia Institute of Technology), Aradhna Krishna (University of Michigan)

PRESENTING AUTHOR: Kimberly Hyun (Georgia Institute of Technology)

This research explores the role that vocal characteristics (richness of the voice as depicted through voice timbre) play on perceived leadership capabilities. We present a systematic analysis of how voice may affect career path, utilizing data regarding Fortune 500 CEOs, including clips of interview audio to extract vocal features. We quantify an objective measure of vocal timbre (or voice richness) using MFCCs to capture detailed data regarding patterns of overtones in CEO voices. An examination of these overtones as quantified by the MFCCs reveals that, all else equal, individuals with deeper voices and richer overtones in their mid-vocal frequencies are more quickly promoted to leadership roles (CEO) within their company. In addition to the model, a lab experiment provides further evidence that rich vocal timbres are related to perceptions of leadership potential, and may play a role in actual promotion decisions.

The Adverse Role of Heterosexual Standards in Male Dyadic Consumption Sharing

AUTHORS: Sherrie Xue (INSEAD), Stephanie Lin (INSEAD), Christilene du Plessis (Singapore Management University)

PRESENTING AUTHOR: Sherrie Xue (INSEAD)

Although social acceptance of the LGBTQ+ community has improved, self-identified men may maintain an internalized gender norm to behave in ways that convey unambiguous heterosexuality. We theorize that male consumers feel uncomfortable violating heterosexual norms, affecting the way they consume. Seven studies provide evidence for this effect among men and show that it is deeply internalized, persisting in public and private settings. Moreover, this effect is mitigated when anticipated heterosexual norm violation is alleviated (e.g., when sharing with an opposite-gender partner or consuming in an unromantic situation), and is exacerbated when such concerns are heightened (e.g., when sharing romantic food).

FLASH TALKS

Gender and Savings: Experimental Evidence From India

AUTHORS: Nirajana Mishra (Boston University), Deepak Saraswat (University of Connecticut)

PRESENTING AUTHOR: Nirajana Mishra (Boston University)

In a randomized control trial across 72 schools and 1403 children in India, we find that a financial education program that integrated social modules as a part of the program was more effective in motivating girls to save than boys. We suggest that the program's social modules could have significantly impacted girls who adopt a broader perspective of thinking of others in the household rather than just themselves. Past research on financial education programs for adolescents often had mixed effects. Our findings provide evidence that in a world where most financial products and services are gender agnostic, financial training programs could be made more effective for females by focusing on the gender of the consumer, such as integrating social modules focusing on the communal orientation of females.

Justification Cues in Donation Choices – The Case of Culture and Gender

AUTHORS: Danit Ein-Gar (Tel-Aviv University), Jingjing Ma (Peking University), Liat Levontin (Israel Institute of Technology), Tehila Kogut (Ben-Gurion University of the Negev)

PRESENTING AUTHOR: Danit Ein-Gar (Tel-Aviv University)

When donors need to choose between two needy recipients, they tend to opt-out from choosing, due to a moral conflict between their motivation to help and the inability to do so fairly. We show that relying on peripheral information to justify choice decreases donors' opt-out rates. We test gender as one such peripheral cue and show that in western culture (US), participants chose to help a girl over a boy, in support of the western stereotype that women are needier than men. In an eastern culture (Chinese), the effect reversed, in support of the male favoritism in eastern societies.

POSTERS

[Women Identification to a Feminine Archetype and Perceived Ethicality of Sexy Ads](#)

AUTHORS: Gwarlann de Kerviler (IESEG School of Management), Barbara Slavich (IESEG School of Management), Caroline Ardelet (Paris Fashion Institute - Hesam University)

PRESENTING AUTHOR: Gwarlann de Kerviler (IESEG School of Management)

Women may react differently to sexualized female representations in advertising. Some may regard sexual imagery as a sign of objectification but others may perceive it as empowering. Past research has not clearly established which mechanism may explain these varying reactions. This research identifies new factors to better understand why some women perceive a higher degree of ethicality in sexualized ads than others. We test our assumption across four studies with more than 500 female respondents in the United States and France. Findings validate that women identifying with a Lover archetype of femininity perceive less male dominance in advertising, and in turn have a higher ethical judgment, in comparison to women identifying with a Hero or an Explorer archetype. Moreover, findings show that women with high self-esteem or preferring intense color make-up are less influenced by this perceived male dominance.

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Does Your Alexa's Gender Matter? The Impact of Voice Control Device Gender on Product Evaluation

AUTHORS: Ksenia Sergueeva (Drexel University), Chen Wang (Drexel University)

PRESENTING AUTHOR: Ksenia Sergueeva (Drexel University)

Across three studies, we investigate **whether**, **how**, and **why** the gender of the voice control device influences consumer evaluation when it fails to comprehend. Results show that the male (vs. female) device is rated higher in the event of a comprehension failure. Such effect is mediated by the perceived comprehension ability of the device. Furthermore, we show that the task expertise moderates the effect; when the request is in a female-expertized task, the female (vs. male) device is rated higher.

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Don't Eat Me: The Moderating Role of Gender on the Effect of Anthropomorphic Food Characters on Food Consumption

AUTHORS: Jennifer Stoner (Univeristy of North Dakota), Rijana Adhikari (Univeristy of North Dakota), Michael Covey (University of Minnesota)

PRESENTING AUTHOR: Rijana Adhikari (Univeristy of North Dakota)

To have a better understanding of what drives the amount of food eaten, our research aims to explore the impact of anthropomorphism on consumption of the food that they represent. We find in four studies that women in general consume less when an anthropomorphic character is present than when it is absent. However, this effect is reversed when the anthropomorphic character is seen as encouraging food consumption. The same effect is not seen for men.

[Download PDF](#)

Brand Sonic Logos Can Convey the Masculine or Feminine (Meat vs. Salad) Nature of Food Products

AUTHORS: Monin Techawachirakul (Nanyang Business School, Nanyang Technological University), Abhishek Pathak (School of Business, University of Dundee), Gemma Calvert (Nanyang Business School, Nanyang Technological University)

PRESENTING AUTHOR: Monin Techawachirakul (Nanyang Business School, Nanyang Technological University)

Although meats and vegetables are two major distinctive categories of food products, the sonic logos representing their associated attributes remain unexplored. Prior literature has demonstrated extensively that specific musical instruments and foods are stereotyped based on gender. While brass instruments and meats share the masculine connotation, high-frequency instruments and vegetables share the trait of femininity. The current research revealed that sonic logos with masculine (vs feminine) instrumental timbre lead to consumer expectations of meat (vs vegetable) dishes. These findings provide the first indication of the crossmodal correspondence between instrumental timbre and meat/vegetable attributes and have managerial implications for the development of brand sonic logos.

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You Want Me to Put That Where? An Intimate Exploration of Consumer Adoption of Reusable Menstrual Products

AUTHORS: Anabella Donnadieu (Washington State University), Mycah Harrold (Washington State University), Aimee Huff (Oregon State University)

PRESENTING AUTHOR: Anabella Donnadieu (Washington State University)

We seek to identify consumer and product factors that facilitate or impede adoption of reusable menstrual products, such as menstrual cups. Within this intimate, and often

overlooked, consumption context, we contribute a nuanced, embodied understanding of reusable menstrual product consumption and identify links between product features and consumer factors. Specifically, we identify that perceived invasiveness of the product as well as construing the body as “creaturely” may be barriers to adoption. We also determine that White consumers may have more positive attitudes toward these products than non-White consumers.

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Consumer “Fit” and Vulnerability: Gender, Sexual Orientation, and the Binary Approach in Retail

AUTHORS: Kirby Cook (University of Illinois at Urbana-Champaign), Michelle Nelson (University of Illinois at Urbana-Champaign)

PRESENTING AUTHOR: Kirby Cook (University of Illinois at Urbana-Champaign)

This study explores how individuals from different genders and sexual orientations experience gender cues in clothing stores to understand the ways that these identities and retail cues intersect. By listening to the lived experiences of these consumers, we identify (1) interactions with sales associates as critical to evaluations of “fit”; (2) shoppers’ perceptions of vulnerability in retailscapes; and (3) despite changes in sociocultural norms of gender, retail continues to promote gender as a binary concept.

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The Effect of Gender Congruence Between Anthropomorphic Packaging Shapes and Product Benefits on Consumer Responses

AUTHORS: Eva Meersseman (Ghent University), Maggie Geuens (Ghent University), Iris Vermeir (Ghent University)

PRESENTING AUTHOR: Eva Meersseman (Ghent University)

We investigate whether products generate more positive consumer responses when there’s gender congruence (vs. incongruence) in terms of packaging shape and product benefits. We test this in two studies involving shampoo and hand soap. Congruence (vs. incongruence) between masculine (feminine) product benefits, e.g., “strong” (“soft”) and masculine (feminine) anthropomorphic V-shapes (hourglass shapes) improves product attitudes, purchase intentions and willingness to pay. Respondents’ perceived fit of the product elements mediates the effect when there’s a pronounced masculine or feminine product shape. When the shapes are more subtle, the same main effect is found, but perceived fit does not mediate the effect.

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8B. Underrepresented Consumers

Saturday, March 5

11:15am – 12:45pm EST

DISCUSSANT: Dipankar Chakravarti (Virginia Tech)

MC: Rowena Crabbe (Virginia Tech)

[Track 8 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Michelle Wang (Cornell University) (rw572@cornell.edu)

COMPETITIVE PAPERS

Front and Center: The Role of Social-Category Centrality in Allyship Messages

AUTHORS: Edith Shalev (The Open University), Sarit Moldovan (The Open University), Aronte Bennett (Villanova University)

PRESENTING AUTHOR: Edith Shalev (The Open University)

Influencers from advantaged social categories often use their stage to support disadvantaged groups in their fight against discrimination and stigmatization. However, allyship messages are not always well received by members of the disadvantaged group. We find that allyship messages evoke more favorable reactions from members of the disadvantaged group when they center the disadvantaged rather than the ally's social category. This is driven by the psychological empowerment that results from centering the disadvantaged category. The effect is most pronounced among message recipients who believe that their social category is stigmatized.

Do Consumers Want Inclusive Language? The Potential Mismatch Between Consumer Preference and Brand Action

AUTHORS: Esther Uduehi (University of Washington)

PRESENTING AUTHOR: Esther Uduehi (University of Washington)

Although millions of consumers deal with various stigmatized identities such as obesity, homelessness, and substance use disorders, little is known about the impact of language used for stigmatized groups on consumer preference. We are among the first to show the impact of stigmatized identity labels on consumer behavioral outcomes. Archival data from weight and nutrition brand websites reveals that brands are more likely to use identity-first language (e.g., obese person) to describe consumers. On the other hand, we find that person-first language (e.g., person with obesity) can lead to increased engagement with brands, healthy behaviors, and prosocial behavior.

Is This for Me? Differential Responses to Inclusivity Initiatives by Represented and Underrepresented Consumers

AUTHORS: Francesca Valsesia (University of Washington), Jennifer D'Angelo (Texas Christian University), Lea Dunn (University of Washington)

PRESENTING AUTHOR: Francesca Valsesia (University of Washington)

An increasing number of brands are launching inclusive product lines to reach a diverse consumer base that includes traditionally underrepresented consumers. We explore how feelings of representation affect consumers' attitudes towards brands that launch inclusive product lines, and find that underrepresented consumers respond more negatively to inclusivity initiatives compared to represented consumers. We postulate that these less favorable evaluations are due to skepticism about the fit of these new products in being suitable for one's needs.

An Integrative Theory of Consumer Advantage and Disadvantage

AUTHORS: Christopher Cannon (University of Hawaii), Kelly Goldsmith (Vanderbilt University), Caroline Roux (Concordia University)

PRESENTING AUTHOR: Christopher Cannon (University of Hawaii)

Researchers have studied the effects of different states of advantage and disadvantage, including power, powerlessness, social status, scarcity, inequality, and social class. This conceptual paper proposes an integrative framework comprised of two orthogonal

dimensions: 2 (advantage vs. disadvantage) × 2 (self- vs. other-dependence). States of advantage (vs. disadvantage) activate high (vs. low) levels of psychological control, which leads to authentic (vs. compensatory) consumption. States bound by self- and other-dependence activate agentic (vs. communal) motivations, which leads to self-beneficial (vs. other-beneficial) spending. This paper concludes with a discussion of the implications and future directions for consumer psychology.

FLASH TALKS

An Exploratory Study of Panic Buying Among the Socially Vulnerable Population

AUTHORS: Mehdi Hossain (University of Rhode Island), Tracy Khan (University of Rhode Island)

PRESENTING AUTHOR: Tracy Khan (University of Rhode Island)

The current research examined the extent of panic buying among the socially vulnerable groups during the COVID-19 pandemic. Data on stockpiling was collected in May 2020, and that on social and pandemic vulnerability indices were collected from secondary sources. Results indicate that social vulnerability owing to minority status significantly enhanced panic buying, as did overall pandemic vulnerability. Such influence was consistent across panic in general, panic owing to scarcity perception of products, and panic owing to social pressure. In addition, greater panic buying was observed among larger (vs. smaller) households, and younger (vs. older) consumers. These outcomes signify the requirement of enhanced post-pandemic support among the vulnerable groups of the society since panic buying might have adversely impacted personal finances of those who are vulnerable.

A Conceptual Framework for Investigating Developmental Consumer Behavior

AUTHORS: Margaret Echelbarger (University of Chicago, Booth School of Business), Abigail Sussman (University of Chicago, Booth School of Business)

PRESENTING AUTHOR: Margaret Echelbarger (University of Chicago, Booth School of Business)

Each year in the US, children and teens influence over \$500 billion of their parents' spending and spend well over one hundred billion of their own dollars. Yet, compared to adults, we know relatively little about their consumer behavior. We propose a model to document children's impact on the market, highlighting where important contributions from marketing have already informed our understanding of child consumers. We then offer evidence supporting the promise of our model as a tool for researchers and a means to promote interdisciplinary collaboration among developmental science and marketing scholars to expand the study of developmental consumer behavior.

POSTERS

The Charisma Bias: How Vigilance Can Help and Hurt Disadvantaged Consumers

AUTHORS: Bryce Pyrah (University of Iowa), Chelsea Galoni (University of Iowa)

PRESENTING AUTHOR: Bryce Pyrah (University of Iowa)

While low-power consumers are often susceptible to manipulative marketing practices, other work demonstrates that they are more vigilant against potential threats. We explain this paradox by proposing that low-power consumers exhibit a **charisma bias**; they overweight social cues, increasing vigilance in some instances while increasing susceptibility in others. Across five studies, we demonstrate that this reliance on social cues can help low-power consumers when confronted with a potentially threatening social cue. However, low-power consumers also overweight **positive** social cues, potentially opening themselves up to manipulative marketing practices. Finally, we present a theory-driven intervention that increases the well-being of low-power consumers.

[Download PDF](#)

The Effect of Power Distance Belief on Consumers' Attitudes Toward Slum Tourism: The Mediating Role of Perceived Morality

AUTHORS: Sohyun Bae (National Cheng Kung University), Xiaoyan Liu (Southwestern University of Finance and Economics), Piaoran Ren (Southwestern University of Finance and Economics)

PRESENTING AUTHOR: Sohyun Bae (National Cheng Kung University)

Although the popularity of slum tourism is growing, very limited research has been conducted in this research area. In order to fill that gap, in this research we propose and demonstrate that consumers' power distance belief (PDB), defined as one's acceptance of hierarchy and inequality in power, influences their attitudes toward slum tourism. Across three studies, we found that consumers with low PDB have less positive attitude toward slum tourism than ones with high PDB because they perceive such tourism as being immoral. However, we further found that an appeal for donation mitigates low PDB consumers' perceived immorality of slum tourism, which increases their intention to join such tourism.

[Download PDF](#)

The Two Neighbors: A Study of Consumer Racism and Consumer Centricism

AUTHORS: Zulfiqar Ali Jumani (SASIN School of Management, Chulalongkorn University), Yupin Patarapongsant (SASIN School of Management, Chulalongkorn University)

PRESENTING AUTHOR: Yupin Patarapongsant (SASIN School of Management, Chulalongkorn University)

This study, drawing on the consumer racism, consumer centricism (consumer ethnocentrism, xenocentrism, and cosmopolitanism) literature, examines neighboring countries with ongoing country of origin (COO) and animosity issues which may stem from race, religious, economic, military, and political events. Fifteen participants from Pakistan and thirteen participants from India participated in online in-depth phenomenological interviews. This research offers a strong theoretical contribution to consumer racism and consumer centricism literature. Social implications to address persistent racism and discrimination have been identified.

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8C. The Pandemic

Saturday, March 5
2:00pm – 3:30pm EST

DISCUSSANT: Selin Malkoc (Ohio State University)
MC: Annie Wilson (University of Pennsylvania)

[Track 8 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Michelle Wang (Cornell University) (rw572@cornell.edu)

COMPETITIVE PAPERS

Increased Generosity under COVID-19 Threat

AUTHORS: Ariel Fridman (University of California San Diego), Rachel Gershon (University of California San Diego), Ayelet Gneezy (University of California San Diego)

PRESENTING AUTHOR: Ariel Fridman (University of California San Diego)

During major crises, two conflicting behaviors may emerge – increased selfishness or increased generosity. In the context of the COVID-19 pandemic, we study the effect of threat, proxied by the number of COVID-19 deaths in one's geographic location, on generosity. A large dataset of donations made through Charity Navigator (N = 696,942 donations) and dictator game allocations over a six-month longitudinal study (N = 1,003 participants) show that individuals exhibited greater generosity in response to COVID-19 deaths in their county. Our work provides insight into how the COVID-19 pandemic affected other-regarding behaviors and advances our understanding of the impact of threat on generosity.

Survival and Surplus Mindsets: How Early-Life Socioeconomic Conditions Shape Risky Behaviors During COVID-19

AUTHORS: Tito Grillo (University of Texas at Austin), Ty Henderson (University of Texas at Austin), Adrian Ward (University of Texas at Austin)

PRESENTING AUTHOR: Tito Grillo (University of Texas at Austin)

Eight studies (total N = 6901) suggest that, controlling for current resources, adult consumers raised in wealthier households took more risks during COVID-19. They were more willing to take their chances with suspicious offers to receive vaccines and financial aid (which were, in reality, scams) and engaged in behaviors with coronavirus contamination risks more often than consumers with less privileged upbringings. Making COVID-19 dangers salient induced deviations from these risk-taking tendencies, but these deviations seem short-lived. We provide an explanation based on survival and surplus mindsets shaped by low and high early-life socioeconomic conditions, respectively.

Exponential Numeracy and the Ability to Forecast COVID-19

AUTHORS: Brad Bitterly (Hong Kong University of Science and Technology), Eric VanEpps (University of Utah), Maurice Schweitzer (Wharton School, University of Pennsylvania)
PRESENTING AUTHOR: Eric VanEpps (University of Utah)

The spread of the SARS-CoV-2 virus (COVID-19) has been characterized by exponential growth, a concept that many consumers may struggle to understand. Across six pre-registered studies ($N = 3,194$), we develop a new test to measure exponential numeracy, show that existing measures of numeracy fail to capture understanding of exponential trends, and demonstrate that individuals with greater exponential numeracy are better able to understand and predict exponential trends, including the spread of COVID-19. Exponential numeracy appears to improve forecast accuracy by buffering against an overreliance on heuristics, such as anchoring and adjustment, when making predictions.

Consumer Response to COVID-19 Masking Policies in a Politically Polarized World

AUTHORS: Isabella Bunosso (The Ohio State University), Grant Donnelly (The Ohio State University), Selin Malkoc (The Ohio State University)

PRESENTING AUTHOR: Isabella Bunosso (The Ohio State University)

The pandemic dramatically changed how firms interact with their customers. While government regulation has required firms to implement COVID-19 policies (e.g., masks, social distancing, vaccination), the exact manner of implementation is left up to the firms. We explore consumer response to firms' implementation and communication of such policies. Four studies find that consumer response is moderated by political ideology, as well as the perceived political orientation of the firm: Liberals reward firms with any mask policies regardless of store perceptions, while conservatives punish firms requiring (vs. recommending) masks – especially for stores perceived as right-leaning.

FLASH TALKS

A Multi-group Longitudinal Experiment on the Effectiveness of Communication Framing(s) in Reducing Vaccine Hesitancy

AUTHORS: Mehdi Hossain (University of Rhode Island)

PRESENTING AUTHOR: Mehdi Hossain (University of Rhode Island)

Vaccine hesitancy has remained a cause of concern as the COVID-19 pandemic unfolded. Using a longitudinal randomized controlled trial, the current study investigated how vaccine hesitancy can be reduced through effective framing of communication. In this study, respondents were randomly assigned to various groups to receive education on behavioral norms during the COVID-19 pandemic. While the content of the education remained the same, the framing varied from being Protection focused, Situational control focused to Hope focused. A multi-group growth curve analysis revealed that framing of such communication inducing hope for the future can be most effective in reducing vaccine hesitancy.

Video Cures Mind: Estimating How the COVID-19 Pandemic Shifts Video Consumption

AUTHORS: Zizhou Peng (Warwick Business School, University of Warwick), Miaolei Jia (Warwick Business School, University of Warwick), Iman Ahmadi (Warwick Business School, University of Warwick), John Rudd (Warwick Business School, University of Warwick)

PRESENTING AUTHOR: Zizhou Peng (Warwick Business School, University of Warwick)

The outbreak of COVID-19 is believed to change the way how people use social media platforms and consume online streaming content. We hence quantify the impact of the pandemic on the usage of streaming services. Specifically, we focus on video consumption and aim to examine the following questions: How does the emotionality of video (positive versus negative) influence associated consumer engagements (i.e. views, likes, and comments)? How does the COVID-19 pandemic impact the effectiveness of video emotionality? To empirically examine these questions, we analyze two YouTube's daily trending video data of UK covering periods before and after the COVID-19 outbreak. In addition, we incorporate personal well-being data from UK National Statistics Office to indicate reasons why there exists a shift in video consumption behaviors before and during the pandemic. We further discuss the substantive insights as well as managerial implications.

POSTERS

The Detachment Paradox: Employers Recognize the Benefits of Detachment from Work for Productivity, Yet Penalize It When Making Promotion Decisions

AUTHORS: Elisa Solinas (University of Southern California), Eva Buechel (University of Southern California)

PRESENTING AUTHOR: Elisa Solinas (University of Southern California)

Work-Life-Balance and its implications for mental health are gaining increased attention, leading to criticism about the glorification of overwork. Indeed, there is ample evidence that psychological detachment from work not only increases well-being, but also increases workers' productivity. However, we highlight a detachment paradox: despite recognizing the benefits of detachment, managers penalize detaching workers in worker evaluations and promotion decisions. Workers, aware of the penalty, hide detachment from supervisors and engage in less detaching activities when employee evaluation is salient. We provide initial evidence that implementing formalized detachment policies may reduce the detachment penalty and call for future research on this important topic.

[Download PDF](#)

The Psychology of Distancing: Understanding Psychological Drivers of Social Distancing during the Pandemic

AUTHORS: Priya Narayanan (Indian Institute of Management Kozhikode)

PRESENTING AUTHOR: Priya Narayanan (Indian Institute of Management Kozhikode)

The psychology of social distancing has been relatively unexplored. A multi-method research conducted in the world's second most populous country uncovers novel psychological aspects of social distancing behaviors. Preliminary observations suggest that adherence to social distancing norms is widely erratic, even as a survey finds high awareness of the need for social distancing. Scenario-based lab experiments affirm that the practice of social distancing is lower than deemed necessary, but is higher under high (vs. low) perceived closeness with the other person, and people are uncomfortable with others' low social distancing.

Communication through visualization could increase adoption of social distancing. Findings of this study hold implications for marketers, policy makers, and individuals.

[Download PDF](#)

Upgrade when COVID-19 is in Town: Product Upgrading as a Response to Disease Concerns

AUTHORS: Yunbo Zhang (Hong Kong University of Science and Technology), Yunhui Huang (Fisher College of Business, Ohio State University)

PRESENTING AUTHOR: Yunbo Zhang (Hong Kong University of Science and Technology)
Merging insights from evolutionary psychology with research on product upgrading, we predict that for consumers who have strong (vs. weak) self-brand connections (SBCs) with a brand, disease concerns (e.g., COVID-19), by evoking an intention to stay away from others, increase their intention to upgrade to a brand's more exclusive products. This occurs because exclusive products are only available to a small group of people, enabling strong-SBC consumers to symbolically distance from other brand users while also maintaining their relationship with the brand. Three studies provided support for our predictions and the underlying process.

[Download PDF](#)

Does COVID-Related Stress Affect Self-Control and the Ability to Make Healthy Food Choices?

AUTHORS: Marie Falkenstein (Paris Brain Institute, Sobonne), Felix Nitsch (Heinrich-Heine-Universität Düsseldorf), Leonie Koban (Paris Brain Institute, Sobonne), Aiqing Ling (University College Dublin), Tobias Kalenscher (Heinrich-Heine-Universität Düsseldorf), Hilke Plassmann (INSEAD)

PRESENTING AUTHOR: Felix Nitsch (Heinrich-Heine-Universität Düsseldorf)

We investigated whether and how stress induced by the COVID-19-pandemic impacted people's ability to make healthy food choices. In line with previous studies, we found that (a) more perceived stress since the start of the pandemic and (b) higher perceived stress and a higher ratio of hair cortisol to cortisone — a biological measure for chronic stress — led to less healthy choices when faced with temptation. However, our effect sizes were much smaller than those of controlled lab studies manipulating acute stress. These effects were specific to food choices and did not generalize to financial decisions.

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Tracking Comfort with Interpersonal Touch Over Time: The Effect of #MeToo and COVID-19 on Preferences for Touch

AUTHORS: Andrea Luangrath (University of Iowa), Suyeon Jung (University of Wisconsin-Madison), Joann Peck (University of Wisconsin-Madison)

PRESENTING AUTHOR: Suyeon Jung (University of Wisconsin-Madison)

We investigate how two exogenous shocks (#MeToo and COVID-19) influence individuals' comfort with interpersonal touch (CIT) using time series data from 32 studies conducted between 2011-2021 (N = 14,189). We observe that comfort with initiating touch decreased significantly after #MeToo but has rebounded since COVID-19. We also show that comfort with receiving touch decreased significantly after #MeToo but hasn't changed due to COVID-19. Furthermore, we demonstrate that the increase in comfort with initiating touch after COVID-19 is larger for men than for women, whereas the decrease in comfort with receiving touch after #MeToo is larger for women than for men.

[Download PDF](#)

Associations Between COVID-19-Driven Racial Discrimination and Asian Americans' Health Outcomes: A Comprehensive Systematic Review

AUTHORS: Sanga Song (Indiana University East), Hyejin Kim (DePaul University)

PRESENTING AUTHOR: Sanga Song (Indiana University East)

This study systematically reviewed the existing literature that examined the associations between COVID-19-driven racial discrimination and health outcomes among Asian Americans. The review of 11 eligible studies showed that most studies used a cross-sectional design with a convenience sample, lacked psychometrically validated exposure instruments, and mainly focused on mental health outcomes without in-depth theoretical discussions. Limited studies have examined the mechanisms or risk/protective factors influencing these associations, and no studies have evaluated an intervention. Further exploration of the mechanisms behind the associations and possible risk and protective factors will provide important information to assess and manage the health-related risks of Asian Americans.

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How Consumers React to Marketplace Restrictions During the Pandemic: the Role of Goal Conflicts, Reactance and Coping in Product Evaluation

AUTHORS: Na Xiao (Laurentian University, Canada)

PRESENTING AUTHOR: Na Xiao (Laurentian University, Canada)

This research aims to investigate how consumers react to freedom restrictions. Studies supported a mediator (i.e., threat to freedom, H1) and two moderators (i.e., goal conflict H2, psychological reactance, H3)' effect on the relationship between perceived restrictions and positive product evaluation. Based on two experiments, all hypotheses are supported. Further, three new coping strategies were identified from a Netnography study and are proposed to help consumers address the stress caused by the restrictions. More studies will be run.

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8D. Political Ideology

Saturday, March 5

3:45pm – 5:15pm EST

DISCUSSANT: Rashmi Adaval (University of Cincinnati)

MC: Claire Heeryung Kim (McGill University)

[Track 8 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Michelle Wang (Cornell University) (rw572@cornell.edu)

COMPETITIVE PAPERS

The Impact of Framing on Political Conservatives' Attitude toward Boundaries

AUTHORS: Jianna Jin (The Ohio State University), Selin Malkoc (The Ohio State University)

PRESENTING AUTHOR: Jianna Jin (The Ohio State University)

While the global pandemic highlighted the importance of adhering to boundaries (e.g., social distancing rules), compliance with these measures has been politically divided. This research proposes one reason that may underlie the observed ideological asymmetries: Conservatives (vs. liberals) may be inherently more likely to associate boundaries with restrictions (studies 1a-1c). Capitalizing on conservatives' positive perception of structure (study 2), we

demonstrate that interventions that make structure-providing function of boundaries salient (e.g., framing a social distancing sign as providing structure) can improve conservatives' attitude toward the boundaries (studies 3 and 4).

Service with a Smile: The Effects of Face Masks in Service Encounters

AUTHORS: Matthias Eggenschwiler (University of St. Gallen), Marc Linzmajer (University of St. Gallen), Thomas Rudolph (University of St. Gallen)

PRESENTING AUTHOR: Matthias Eggenschwiler (University of St. Gallen)

A smile alone does not guarantee excellent customer service, but excellent customer service almost always starts with a smile. However, mask-wearing obligations in nearly all service interactions cover friendly smiles during COVID-19. Results from two studies indicate that customers can decode employee smiles even when covered with a face mask. If employees express a neutral or negative emotion, mask-wearing covers the unfavorable emotions and increases perceived warmth. Wearing a smiling mask, increases perceived warmth even more strongly, leading to better service evaluations through a serial mediation with rapport. These findings enrich our understanding of face masks in service encounters.

Distrust Toward Institutions Reduces Attitudinal Ambivalence

AUTHORS: Claire Linares (HEC Paris), Anne-Sophie Chaxel (HEC Paris), Yegyu Han (IE Business School), DaHee Han (McGill)

PRESENTING AUTHOR: Claire Linares (HEC Paris)

Can distrust toward institutions increase societal polarization? We show that distrust toward institutions (e.g., government) reduces attitudinal ambivalence in a wide spectrum of unrelated societal topics. First, we obtained correlational evidence for the effect. We then obtained causal evidence. The last study replicated the effect in a more natural setting, following the 2020 U.S. presidential elections. Because Donald Trump voters exhibited less trust in democratic institutions after Joe Biden's victory, they reported less subjective ambivalence about a series of topics (controlling for mood and political leaning). These findings shed light on the broader implications of distrust in societies.

How Political Identity Reverses Ingroup Favoritism in Consumer Evaluations

AUTHORS: Rishad Habib (Ryerson University), Ekin Ok (University of British Columbia), Karl Aquino (University of British Columbia)

PRESENTING AUTHOR: Rishad Habib (Ryerson University)

This research explores how consumers' political identity influences their responses to racial diversity in various consumption contexts. Across five studies we demonstrate a reversal of the well-established effect of ingroup favoritism among White liberals who feel higher guilt over the perceived wrongdoings of their racial ingroup, and thus evaluate other Whites (vs. minorities) more negatively in their quest to improve racial equality. We further show that this effect is attenuated if customers experience a service failure, and when the non-White service provider explicitly denies that they are a victim of social injustice.

FLASH TALKS

Red Dog, Blue Dog: The Influence of Political Identity on Owner–pet Relationship and Owners' Purchases of Pet-Related Products and Services

AUTHORS: Lan Xia (Bentley University), Feng (Joyce) Wang (Bentley University)

PRESENTING AUTHOR: Lan Xia (Bentley University)

Relationships with pets reflect the identity and moral values of their owners. We examine how pet owners' political identity (liberal–conservative) influences their relationship with their pets and their purchase behaviors. Using two primary studies and secondary data, we show that liberals tend to anthropomorphize their pets and care about their pets' well-being as if they were human equals, underlined with individualizing values. Conservatives endorse binding values and emphasize control and psychological ownership. Liberals are more likely to buy medical-related products and services, while conservatives are more likely to buy branded luxury accessories for their pets.

Political Ideology Predicts Consumers' Switching Behavior: Moderating Role of Product Involvement and Mediating Role of Maximization

AUTHORS: Hyerin Han (University of Cincinnati), Hyun Euh (University of Illinois at Urbana Champaign), Hyesung Yoo (University of Toronto), Akshay Rao (University of Minnesota)

PRESENTING AUTHOR: Hyerin Han (University of Cincinnati)

The present research demonstrates that conservatives, due to their tendency to maximize, switch brands more so than liberals do, for product classes which pose a limited threat should they fail (i.g., low-involvement products). On the contrary, for high-involvement products which carry a high risk to consumers if they fail, conservative consumers are more likely to repeat the purchase of the same brands that they used in the past, exhibiting lower switching frequency than liberal consumers due to their higher threat sensitivity.

POSTERS

When Crossing the Aisle Gets You in Trouble: Interpersonal Consequences of Receptiveness to Opposing Views

AUTHORS: Mohamed A. Hussein (Stanford University), Christian Wheeler (Stanford University)

PRESENTING AUTHOR: Mohamed A. Hussein (Stanford University)

Past research has argued that we admire people who are receptive to opposing political views—yet opposing political views are often seen as rooted in propaganda and bias, and those who hold them are seen as evil and unintelligent. How can we reconcile these findings? We propose that past research disregarded a critical factor—partisan identity—and that including it can reconcile these findings. In four pre-registered studies (N =2,027) and contrary to past research, we found that **unreceptive** individuals were rated more favorably than receptive individuals. Consistent with our proposition that partisan identity reverses past findings, this unreceptiveness effect was found when partisan identity was evoked but not when it was absent and among those who reported high and moderate (but not low) identification with their partisan identity. In sum, we find that receptiveness to opposing political views carries reputational costs, not benefits, compared to unreceptiveness to those views.

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The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles

AUTHORS: Andrew Perkins (Washington State University), Pavan Munaganti (San Jose State University), T.J. Weber (California Polytechnic State University), Deepika Naidu (Washington State University), Anabella Donnadiou (Washington State University)

PRESENTING AUTHOR: Pavan Munaganti (San Jose State University)

In the near future, autonomous vehicles are going to disrupt how we travel and commute. The consequences of transportation changing to an autonomous mode are vast and will imminently impact the finances, safety, and mobility of millions of consumers. In the present work, we propose that marketers and policymakers can use consumer political orientation as a segmentation and targeting variable for identifying likely versus unlikely adopters of autonomous vehicles. Utilizing geographic analysis of Google search data and two experiments, we find that political orientation is a reliable predictor of interest in and likelihood of trying autonomous vehicles. Need for closure, which relates to conservative political orientation, mediates this relationship, which is qualified by the population density where the consumer lives, such that the most likely consumers to try autonomous vehicles are liberals in

urban areas and the least likely are conservative consumers in rural areas. We then discuss managerial implications.

[Download PDF](#)

Political Ideology's Effect on Brand Loyalty and Customer Dropout

AUTHORS: Mike Lindow (University of Utah), Keith Botner (MMR Strategy Group), Arul Mishra (University of Utah), Himanshu Mishra (University of Utah)

PRESENTING AUTHOR: Mike Lindow (University of Utah)

Individuals' political ideology has downstream effects on marketplace behavior, but prior psychological research gives conflicting predictions. Conservative risk aversion and responsiveness to fear could bolster a fear of missing out on other deals, while Liberal openness to new experiences and variety seeking could naturally transfer to seeking new products. We examine whether liberals or conservatives will place a higher focus on brand loyalty both semantically and behaviorally. We conduct a semantic analysis of the brand loyalty construct in six languages and conduct a longitudinal field experiment considering spending behavior across self-identified conservative and liberal consumers. We find that across English and non-English languages, the construct of brand loyalty is more closely related to liberalism. We also find that liberal consumers are more likely to be loyal shoppers as shown in a lower drop-out rate compared to conservative shoppers.

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9A. Online Reviews

Saturday, March 5
9:30am – 11:00am EST

DISCUSSANT: Cait Lamberton (University of Pennsylvania)
MC: Jared Watson (New York University)

[Track 9 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Elina Hur (Cornell University) (yh776@cornell.edu)

COMPETITIVE PAPERS

[Should Reviewers and Website Moderators Censor Swearwords in Reviews?](#)

AUTHORS: Katherine Lafreniere (University of Lethbridge - Calgary Campus), Sarah Moore (University of Alberta)

PRESENTING AUTHOR: Katherine Lafreniere (University of Lethbridge - Calgary Campus)

Swearing in product reviews is offensive but helpful to readers. Can reviewers and website moderators use censored swearwords to convey similar information without causing offense? Results show that a censored (vs. uncensored) swearword in a review conveyed a similar level of the reviewer's feelings but a weaker level of the product's attribute. Thus, censored swearwords in reviews were less helpful and impactful. Still, the impact of censored swearwords improved when readers attribute censorship to the website as opposed to the reviewer. Thus, website moderators may still benefit from censorship if readers can infer the reviewer's original intentions from swearword use.

[The Influence of Mean Product Ratings on Review Judgments and Search](#)

AUTHORS: Daniel Katz (University of Chicago Booth School of Business), Dan Bartels (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Daniel Katz (University of Chicago Booth School of Business)

When searching for information, normative models suggest one should acquire maximally informative information. However, confirmation biases can lead people to seek redundant information or interpret information in ways that support preexisting beliefs. We examine how people search for and integrate information in product reviews because of their importance for understanding consumer behavior. We manipulated preexisting beliefs by varying the mean product rating. Reviews that were most consistent with (i.e., were closer to) the mean were rated as more helpful, lead to more extreme belief updating, and were more likely to be searched, relative to reviews that deviated further from the mean. Our results suggest people may be subject to a kind of confirmation bias when searching for, reacting to, and learning from product reviews.

[I Want You to Like Me, so I'll Wait to Share the Bad - The Influence of Self-Presentation Concerns on Consumer Ratings](#)

AUTHORS: Elisa Solinas (University of Southern California), Francesca Valsesia (University of Washington), Joseph Nunes (University of Southern California), Andrea Ordanini (Bocconi University)

PRESENTING AUTHOR: Elisa Solinas (University of Southern California)

Evidence of a declining trend in the valence of consumer reviews (i.e., ratings) online is abundant. Previous work focused on the evolution of ratings at the product level across reviewers. In contrast, using real-world Yelp data since its inception we document a negative trend in ratings at the reviewer level across products. Experimental data supports a self-presentation explanation; reviewers concerned with being perceived negatively are reluctant to post negative reviews early in their review history. Further, we identify a potential platform feature managers could employ to help mitigate reviewers' reluctance to post negative reviews early in their review history.

The Persuasive Present (Tense)

AUTHORS: Grant Packard (York University), Jonah Berger (University of Pennsylvania)

PRESENTING AUTHOR: Grant Packard (York University)

Consumers often use either past or present tense when sharing opinions (e.g., "That album was (is) great"). Does verb tense shape word of mouth's impact, and if so, how? A multimethod investigation demonstrates present tense language increases impact, in part because it suggests the communicator is more certain. Analysis of over 500,000 online reviews reveals that reviews that use more present tense are seen as more helpful. Three experiments further demonstrate that shifting from past to present tense increases persuasion and document the underlying role of certainty. These findings highlight how a subtle, yet central language feature shapes communication's impact.

FLASH TALKS

When Appealing to Agency Backfires: Evidence from a Multinational Field Experiment and the Lab

AUTHORS: Joseph Reiff (UCLA Anderson School of Management), Hengchen Dai (UCLA Anderson School of Management), Jana Gallus (UCLA Anderson School of Management), Anita McClough (InMoment), Steve Eitnrear (InMoment), Michelle Slick (NA), Charlotte Blank (Maritz)

PRESENTING AUTHOR: Joseph Reiff (UCLA Anderson School of Management)

Contrary to prior research about agency and to expert predictions, a field experiment across seven countries (N=430,666) revealed that attempting to make consumers feel their feedback was consequential backfired: it decreased consumers' propensity to give companies feedback and it even increased unsubscribing from future emails. The agency appeals did particularly poorly in countries with lower trust in business (e.g., Japan) and performed better in countries with higher trust (e.g., China). Pre-registered lab evidence shows that people who do not trust business perceive these appeals as inauthentic, which helps explain when and why the appeals can reduce compliance with companies' requests.

How Joint-Singular Evaluations and Different Reference Points Make Stars Bad

AUTHORS: Matt Meister (University of Colorado Boulder), Nicholas S. Reinholtz (University of Colorado Boulder)

PRESENTING AUTHOR: Matt Meister (University of Colorado Boulder)

In a two-phase, preregistered experiment, the authors demonstrate a simple case where the presence of real star ratings leads consumers to make objectively worse choices. Specifically, when raters make singular evaluations (as is most common), but users of ratings make joint evaluations (as is also most common), star ratings may suggest that an objectively worse choice is superior. Because users do not intuit this joint-singular difference in evaluation, they are swayed by star ratings to make poor choices. This influence of star ratings persists even when presented alongside objective information.

POSTERS

Psychological Contracts in the Sharing Economy: The Role of Platform Design Policies when Consumers Get Reviewed

AUTHORS: Laura Rifkin (Brooklyn College), Colleen Kirk (New York Institute of Technology), Canan Corus (Pace University)

PRESENTING AUTHOR: Laura Rifkin (Brooklyn College)

The Peer-to-Peer sector of the sharing economy relies on reputation systems in which peers (consumers and providers) review each other. We examine, for the first time, a turn of the tables in which consumers are being evaluated. Across six studies using multiple actual behaviors and sharing contexts (multi-product, home, ride, and car sharing), we demonstrate that a negative review of the consumer from the peer provider leads to negative WOM about the platform. Rather than overgeneralization of responses from hosts to the platform, this effect is mediated by consumers' perceived betrayal by the platform. Consistent with psychological contract theory, effects are exacerbated when platform promises are strengthened by through provider endorsement, and attenuated when reviews are kept private. Further, by increasing perceptions of fairness, both providing a revenge opportunity (changing the consumer's review of the provider) and a reparation opportunity (responding on the platform) independently and together diminish the effect.

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"I Like It" vs. "You'll Like It": The Use of Personal Pronouns in Online Reviews

AUTHORS: Wenyan Yin (Drexel University), Yanliu Huang (Drexel University), Jonah Berger (University of Pennsylvania)

PRESENTING AUTHOR: Wenyan Yin (Drexel University)

This research examines the relationship between certainty and the use of personal pronouns in online reviews. We propose that review writers feeling uncertain (vs. certain) about their opinions are more likely to use "you" as the grammatical subject in their review. On the other hand, review readers tend to perceive the reviewer using "I" to be more certain about their attitudes and thus more persuasive than the reviewers using "you". We have conducted four studies to test our propositions with study 1 from the review reader's perspective and studies 2(a)(b) and 3 from the review writer's perspective.

[Download PDF](#)

The Impact of Online Review Linguistic Features on Reviewers and Readers

AUTHORS: Alisa Wu (Columbia University, Columbia Business School), Vicki Morwitz (Columbia University, Columbia Business School)

PRESENTING AUTHOR: Alisa Wu (Columbia University, Columbia Business School)

By extracting attitude bases (i.e., **emotion versus cognition**) and valence (i.e., **positivity**) from review text data, we find that these linguistic features exert distinct effects on consumer evaluations and reactions. Review writers who recount their consumption experience primarily based on their emotions (vs. cognitions) and/or on positivity feel better about their consumption experiences. Review readers rate emotion-based (cognition-based) online reviews more (less) positively, but also rate reviews that are high on positivity more negatively. We show these effects of linguistic features using actual review data and confirm their causal role by independently manipulating emotion, cognition, and valence in laboratory experiments.

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9B. Social Media

Saturday, March 5
11:15am – 12:45pm EST

DISCUSSANT: Keith Wilcox (Texas A&M University)

MC: Francisco Villarroel Ordenes (LUISS Guido Carli University)

[Track 9 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Arnaud Monnier (Cornell University) (apm237@cornell.edu)

COMPETITIVE PAPERS

[Indulgent Consumption Signals Interpersonal Warmth](#)

AUTHORS: Qing Tang (Nanyang Technological University), Kuangjie Zhang (Nanyang Technological University), Irene Huang (Nanyang Technological University)

PRESENTING AUTHOR: Qing Tang (Nanyang Technological University)

Engaging in indulgent consumption is often viewed as a manifestation of poor self-control. However, the current research suggests that choosing indulgent consumption has a positive effect: signaling interpersonal warmth. Specifically, a blogger sharing contents about indulgent (vs. healthy) consumption on social media is perceived as warmer, and people intentionally choose an indulgent (vs. healthy) option to signal warmth (vs. competence) to others. This is because indulgent consumption is perceived as what people genuinely want and boosts one's perceived authenticity of enjoyment. This effect is eliminated when the post is sponsored, because sponsorship decreases the authenticity of enjoyment in the post. Field evidence further shows a downstream consequence of this effect on promoting consumer engagement.

[When an Old Dog Learns New Tricks: Engaging in Social Media Dilutes Heritage Brands](#)

AUTHORS: G. Ceren (Gerry) Aksu (Boston College), Alokparna (Sonia) Monga (Rutgers University), Carlos J. Torelli (University of Illinois at Urbana-Champaign)

PRESENTING AUTHOR: G. Ceren (Gerry) Aksu (Boston College)

Although social media use as a marketing tool has been highly prevalent among brands, we surprisingly do not know much about whether brand types play a role in consumer responses to brands' social media use. In two pilot studies, two field datasets, and four experimental studies, we demonstrate that social media, as a communication medium, embodies meanings associated with openness to change values, as a result, brands associated with tradition, namely heritage brands, can suffer brand dilution when they engage in social media. Furthermore, we demonstrate that perceived inconsistency drives the effect, while identifying two ways to reduce brand dilution.

[The Upside and Downside of Gatekeeping](#)

AUTHORS: Evan Weingarten (Arizona State University), Rachel Gershon (University of California San Diego), Amit Bhattacharjee (INSEAD)

PRESENTING AUTHOR: Evan Weingarten (Arizona State University)

How do people perceive gatekeepers (i.e., those who deny others' access to an identity or social group)? Six preregistered studies (N=3,010) and ratings of field stimuli demonstrate that gatekeepers are perceived to be less likeable but more committed to the group's values than those who are inclusive to outsiders. While gatekeeping increases perceived commitment only when the excluded applicant is a bad (vs. good) fit for the group's values, it reduces likeability regardless of applicant fit. However, individuals who consider group values to be sacred favor gatekeeping more, and reward group leaders who oppose inclusivity with greater actual donation behavior.

Does It Help to Be Creative on Social Media? The Value of Originality for User-Generated Content on Social Media

AUTHORS: Melanie Clegg (University of Lucerne), Marc Bravin (University of Lucerne), Reto Hofstetter (University of Lucerne), Marc Pouly (Lucerne University of Applied Sciences and Arts), Jonah Berger (University of Pennsylvania)

PRESENTING AUTHOR: Melanie Clegg (University of Lucerne)

Originality is seen as a panacea for success on social media. However, we find, based on an analysis of more than 290,000 TikTok videos and experimental studies, that originality actually reduces the success of user-generated content. Using machine learning, we assess a video's degree of originality and find that more original videos receive fewer likes, an effect attenuated by greater video popularity. Two experimental studies prove the causality of this effect and explain that higher originality reduces liking of content because it increases cognitive dissonance among viewers. These results are relevant for predicting consumer approval of social media content.

FLASH TALKS

PAWS-itive Influence: Examining how and when Pets Exhibit Greater Persuasion as Influencers

AUTHORS: Laura Lavertu (University of Edinburgh), Katina Kulow (University of Louisville), Kirsten Cowan (University of Edinburgh), Ben Marder (University of Edinburgh)

PRESENTING AUTHOR: Laura Lavertu (University of Edinburgh)

Pets are increasingly gaining prominence as social media influencers (SMIs). Though, are they (i.e. petfluencers) more effective than human SMIs? And if so, why? The present research suggests that petfluencers can be more persuasive than human SMIs as they exhibit greater sincerity and warmth. Drawing on construal level theory, we provide three experiments as empirical support for the persuasiveness of petfluencers and the behavioral process underpinning it, as well as broadening and testing a newer form of psychological distance: emotional distance.

Exploring Social Selling Perceptions: Are Consumers Receptive to Salesperson Social Media Content?

AUTHORS: Jen Riley (Kansas State University)

PRESENTING AUTHOR: Jen Riley (Kansas State University)

Social media has greatly impacted the company/consumer relationship over the last decade. Company stakeholders, like salespeople, are now present within social media and engaging existing, potential, or past customers to build relationships, discuss products or services, and engage within content communities. The objective of this exploratory research is to understand customer perceptions of salesperson social media content. Specifically, this research explores consumer engagement determination processes and awareness of social media content author intentions. By using the Q-sort method and laddering interviews, this research gathers an understanding of how respondents differentiate the author of social media posts and determine their engagement intentions.

POSTERS

When (Are) Online Relationships Real and Influential – An Evaluative Context Model

AUTHORS: Nirajana Mishra (Boston University), Carey Morewedge (Boston University), Adam Alter (New York University)

PRESENTING AUTHOR: Nirajana Mishra (Boston University)

Are relationships in online social networks weaker and less influential than comparable offline relationships? Do consumers automatically compare their online relations with their offline relations? Using an evaluative context model (i.e., whether other social networks are salient or not), we find when relationships in online social networks (e.g., those mediated by Facebook and Instagram) are evaluated in joint evaluation, they are perceived to be more socially distant than comparable offline relationships. Consumers are less likely to adhere to social norms of fairness and reciprocity in online relations than offline relations. By contrast, when online relationships are evaluated in separate evaluation, without any explicit comparisons to offline social networks, consumers perceive online relationships to be as strong as offline relationships, and their behavior is similarly adherent to social norms of fairness and reciprocity in both networks.

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Downstream Consequences of Brands Posting Memes on Social Media: The Critical Role of Perceived Humor

AUTHORS: Sphurti Sewak (Florida International University), Jaehoon Lee (Florida International University)

PRESENTING AUTHOR: Sphurti Sewak (Florida International University)

When brands communicate through memes on social media, consumers perceive these memes as humorous. Such perceived humor triggered by memes results in favorable downstream consequences for the brand: consumers' interest in products offered by the brands, which in turn leads consumers to increase their intentions to like and share memes, enhancing engagement with brands on social media.

[Download PDF](#)

Love the Influencer, Leave the Brand: How Parasocial Influencer Relationships and Perceived Responsibility Affect Brand Attitudes

AUTHORS: Francis Lawall (Tulane University), Ted Matherly (Tulane University)

PRESENTING AUTHOR: Francis Lawall (Tulane University)

We investigate how the positive effect of parasocial influencer relationships on brand attitudes is moderated by perceived responsibility in scandals. In two studies, we find that this relationship becomes negative when brands are perceived as responsible for transgressions, leading to lower attitudes and unfollowing the brand. However, when the influencer is perceived as responsible, parasocial relationships have a positive effect on brand attitudes.

[Download PDF](#)

9C. Corporate Morality

Saturday, March 5
2:00pm – 3:30pm EST

DISCUSSANT: Amit Bhattacharjee (INSEAD)

MC: Sydney Scott (Washington University in St. Louis)

[Track 9 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Arnaud Monnier (Cornell University) (apm237@cornell.edu)

COMPETITIVE PAPERS

[Do the Ends Justify the Means? Understanding Moral Reactance to “Poverty Porn”](#)

AUTHORS: Shannon Duncan (The Wharton School, University of Pennsylvania), Deborah Small (The Wharton School, University of Pennsylvania), Emma Levine (University of Chicago - Booth School of Business)

PRESENTING AUTHOR: Shannon Duncan (The Wharton School, University of Pennsylvania)

Aid organizations often use graphic depictions of human suffering as a means to elicit sympathy and aid. While effective, critics condemn these practices as exploitative, referring to them as “poverty porn.” We examine lay reactions, finding that consumers generally judge “poverty porn” as morally acceptable, **except** when it involves deception.

[Does Removing an Unethical Founder Improve Brand Evaluations?](#)

AUTHORS: Lan Anh Ton (University of Georgia), Rosanna Smith (University of Georgia)

PRESENTING AUTHOR: Lan Anh Ton (University of Georgia)

When a founder engages in ethical misconduct, the company may fire the founder in hopes of restoring the brand’s reputation. We propose that the company’s decision to remove (vs. retain) the unethical founder may not always improve brand evaluations due to its negative effect on perceived authenticity. We examine this reasoning across three experiments and an event analysis that explores the impact of firing founders (vs. non-founders) involved in the #MeToo movement on firms’ financial performance.

[The Moral Suppression of Sensory Consumption](#)

AUTHORS: Shreyans Goenka (Virginia Tech), Manoj Thomas (Cornell University)

PRESENTING AUTHOR: Shreyans Goenka (Virginia Tech)

This research investigates when and why moral values suppress sensory consumption. Five preregistered experiments and country-level archival data show that individuals and societies that adhere to the binding values tend to consume less sensory products (e.g., alcohol, tobacco, soda, sex toys). The effects attenuate after moral licensing. Moreover, binding values only suppress personal sensory consumption; the effects reverse for shared sensory consumption. Further, reframing sensory products as status products can reverse the

preferences. Altogether, findings show how the group-oriented moral beliefs prevalent in society can alter the pursuit of pleasure and shift consumption patterns in the economy.

Corporations Are Viewed as Psychopaths with Good True Selves

AUTHORS: Julian De Freitas (Harvard Business School), Samuel G. B. Johnson (Psychology Department, University of Warwick), Zarema Khon (University of Bath, School of Management), Pechthida Kim (Harvard University)

PRESENTING AUTHOR: Julian De Freitas (Harvard Business School)

Firms change over time. Which changes are so disruptive that consumers believe the firm's very identity ceases to exist? Despite ascribing psychopathic traits to firms, consumers judged that moral deteriorations were particularly disruptive—just as or even more so than product changes—an effect explained by moral essentialism.

FLASH TALKS

Morality as Market Friction: Product Valuations Reflect Moral Judgments of Counterparts in Market Exchanges

AUTHORS: Camilla Zallot (Rotterdam School of Management, Erasmus University), Gabriele Paolacci (Erasmus University Rotterdam)

PRESENTING AUTHOR: Camilla Zallot (Rotterdam School of Management, Erasmus University)

The extent to which markets increase welfare depends on whether products are allocated to the consumers who value them most. We show that consumers' product valuations incorporate moral judgments; WTP decreases and WTA increases when in a transaction with an agent perceived to be immoral. We provide evidence that this adjustment in valuation is driven by a desire to actively reduce the amount of value an immoral counterpart would accrue from completing the transaction, versus for example a desire to simply avoid engaging. Consumers may use market exchanges not only to satisfy their needs, but also to sanction actions and beliefs they do not approve of; this makes transactions more or less likely to occur depending on people's approval of their counterparts, exerting 'friction' on the market to the extent that it interferes with its ability to achieve efficient allocations.

Inequality Aversion: Is Being Wrongful to "All" Fairer than Being Wrongful to "Some"?

AUTHORS: Hoori Rafieian (Fordham University), Anubhav Aggarwal (Iona College)

PRESENTING AUTHOR: Hoori Rafieian (Fordham University)

"In this research, we examine people's aversion to inequality in instances that to treat everyone equally, one would have to be wrongful to all of them. We find that the inequality aversion is so strong in people (particularly among women) that they find systems and decisions that are wrongful to all to be fairer, more moral, and better than systems that are wrongful to some, even though the wrongful to all treatment is potentially one with lower overall welfare. "

POSTERS

The Potential Pitfalls of Firms Communicating Philanthropic CSR on Social Media

AUTHORS: Cory Haltman (The Ohio State University), Grant Donnelly (The Ohio State University), Rebecca Reczek (The Ohio State University)

PRESENTING AUTHOR: Cory Haltman (The Ohio State University)

Prior work on corporate social responsibility (CSR) has examined how charitable efforts affect consumer perceptions of a firm. This past work has largely overlooked a major variable related to CSR: how the firm communicates their contributions. We address this gap by showing that the way in which firms share messages about their charitable acts on social media can affect the way they are perceived by consumers. Specifically, we demonstrate that firm posts about CSR that are perceived as persuasion attempts result in reduced perceptions of altruism and hence purchase intentions. We also highlight an intervention that reduces this backfire effect.

[Download PDF](#)

The Impact of Ethical Company Ratings on Consumer Behavior

AUTHORS: Aaron Nichols (Questrom School of Business, Boston University), Romain Cadario (Rotterdam School of Management, Erasmus University), Nina Mazar (Questrom School of Business, Boston University)

PRESENTING AUTHOR: Aaron Nichols (Questrom School of Business, Boston University)

Consumers are increasingly looking for companies committed to sustainability and ethics. Consequently, third-party organizations have started compiling ethical impact ratings, reflecting companies' ethical impact internally (i.e., on their employees), and externally (i.e., on the environment and society). This research investigates how consumer judgement and decision-making is affected when an organization's ethical impact is made salient. Across two pre-registered experiments, evidence indicates that ethical impact ratings not only influence attitudes toward organizations (Experiment 1), but also influence purportedly consequential job-recruitment preferences (Experiment 2, Part 1), and consumers' subsequent perceptions and reactions to a news article concerning those organizations (Experiment 2, Part 2).

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A Brand-New Day: How Commitment and Trust Impact Perceived Motivation of a Firm's Efforts to Do Good

AUTHORS: Tara-Ann Dugan (DePaul University), Jim Mourey (DePaul University)

PRESENTING AUTHOR: Tara-Ann Dugan (DePaul University)

As consumer expectations for brands to "do good" increase, companies are engaging in more corporate social responsibility (CSR) and Brand Activism (BA). However, these prosocial efforts sometimes backfire as consumers question companies' motives. Three experiments explore whether perceived commitment and firm transparency predict the intrinsic or extrinsic (i.e., virtual signaling) motivation of a company. Findings suggest firms have little to gain, but much to lose, from engaging in CSR/BA unless perceived commitment is strong.

Transparency does not offset low commitment or predict company motivation. Effects are driven by differences in trust, which also predict future engagement with the company.

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Corporate activism and the Black Lives Matter movement: Examining customer responses within a social identity context

AUTHORS: Michael Callow (Morgan State University), Omar Khan (Morgan State University)

PRESENTING AUTHOR: Michael Callow (Morgan State University)

This study examines the impact of antecedent variables on customer reactions to corporate activism. We utilize social identity theory to examine moderating effects of in-group favoritism on customers' responses to corporate activism. The Black Lives Matters (BLM) movement is used to test our proposed model and hypotheses. We compare how Black and White customers responded to a vignette involving a fast-food restaurant supporting the BLM movement. Data was collected using a national consumer panel from a marketing research company. Hierarchical regression was used to examine the results. Our findings suggest that age, education level, political identity, and racial identity impact how respondents viewed this announcement. We found that in-group favoritism moderates the impact that racial identity has on changes in attitude towards the company.

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Supererogation: Analyzing the Effects of Fault Revealing on Seller Profits

AUTHORS: Narmin Banu (Carleton University), M. Mahboob Rahman (BRAC University)

PRESENTING AUTHOR: Narmin Banu (Carleton University)

"This investigation examines the effect of a supererogatory act, the revelation of a product's fault to a buyer by a seller, on seller profits. In a simulated context, the seller proactively points out product defects which may influence a buyer's eventual decision to purchase. The studies revealed that despite its temporary effect of discouraging sales, the supererogatory act of revealing a product's faults may lead to higher overall seller profits in repeated games by signaling honesty. "

[Download PDF](#)

9D. Social Signaling

Saturday, March 5
3:45pm – 5:15pm EST

DISCUSSANT: Nailya Ordabayeva (Boston College)
MC: Ezgi Akpinar (Sabanci University)

[Track 9 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Arnaud Monnier (Cornell University) (apm237@cornell.edu)

COMPETITIVE PAPERS

[Let the Weak Lead the Strong: Low-Income Benefactors Motivate Others to Give](#)

AUTHORS: Bingqing(Miranda) Yin (California Polytechnic State University), Yexin Li (University of Kansas), Jenny Olson (Indiana University)

PRESENTING AUTHOR: Bingqing(Miranda) Yin (California Polytechnic State University)

The current research examines how consumers respond to charitable appeals after seeing someone else donate to the same cause. Across four experiments, we find that consumers give more money in response to a low- (vs. high-income) benefactor due to perceived altruistic motives and resulting feelings of moral elevation. We further demonstrate that this effect can be attenuated by presenting information about the benefactor's personal connection with the cause.

[Medium is a Powerful Message: Pictures Signal Less Power than Words](#)

AUTHORS: Elinor Amit (Tel Aviv University), Shai Danziger (Tel Aviv University), Pamela K. Smith (University of)

PRESENTING AUTHOR: Elinor Amit (Tel Aviv University)

Five experiments show consumers are perceived as less powerful when they use pictures rather than words on their clothing, in digital communication, and even while privately playing a game on their smartphone. This effect happens because pictures signal a greater desire for social proximity than do words. An additional experiment shows consumers strategically use the signaling power of medium to dynamically shape their power relations with others. Our research shows that medium choice carries reputational consequences. From a practical perspective, our research provides a simple, indirect measure of how products might affect the perceived power of their users.

Opposing Effects of Company Size Metrics on Product Quality Evaluations

AUTHORS: Kaitlin Woolley (Cornell University), Daniella Kupor (Daniella Kupor), Peggy Liu (University of Pittsburgh)

PRESENTING AUTHOR: Kaitlin Woolley (Cornell University)

Do consumers prefer otherwise-identical products made by larger or smaller companies? The answer hinges on the type of product – low-tech versus high-tech – that consumers evaluate. Seven studies chart a novel framework revealing that consumers hold two lay theories arising from company size metrics, which they differentially rely on as a function of product type: one regarding company employees' intrinsic motivation and one regarding a company's financial resources (capacity for R&D). For low-tech (vs. high-tech) products, the employee intrinsic motivation lay theory receives greater consideration and drives quality evaluations and choices in relative to the financial resources lay theory. For this reason, consumers prefer low-tech (vs. high-tech) products from smaller (vs. larger) companies.

"I'm Not Too Generous": Examining the Desirability of Prosocial Traits in the Self

AUTHORS: Shoshana Segal (New York University), Yonat Zwebner (IDC Herzliya), Alixandra Barasch (New York University)

PRESENTING AUTHOR: Shoshana Segal (New York University)

Generosity is often thought of as an important moral trait in person perception and evaluation. However, across 4 reported studies (N=1,112) and 10 additional studies (N=2,861), we find that while individuals want to be moral and warm, they prefer to think of themselves as “not-too-generous.” We find that this lowered desirability is due to the costliness of generosity and propose preliminary implications of this finding on prosocial behavior. Specifically, we demonstrate that individuals act less prosocially when a costly task is described as generous (versus moral) and that our effect translates to self-other perceptions.

FLASH TALKS

Price Envy: The Impact of the Realization Personalized Pricing is not Special

AUTHORS: Mark Mrowiec (DePaul University), Jim Mourey (DePaul University)

PRESENTING AUTHOR: Mark Mrowiec (DePaul University)

As artificial intelligence and big data provide greater opportunity for retailers to engage in one-to-one marketing, personalized pricing has become a reality. Personalized pricing, used increasingly by brick-and-mortar retailers to attract customers, is shown to negatively impact customer perceptions of trust and fairness toward companies which, in turn, decreases satisfaction, loyalty, and Net Promoter Score. Effects hold regardless of whether customers discover they paid more, less, or the same as other customers.

#Favorite: How Posting Your Favorite Possessions on Social Media Increases Happiness

AUTHORS: Jingshi Liu (City, University of London), Amy Dalton (Hong Kong University of Science and Technology), Anirban Mukhopadhyay (Hong Kong University of Science and Technology)

PRESENTING AUTHOR: Jingshi Liu (City, University of London)

How can consumers derive greater happiness on social media? The answer may depend on the type of content they post. We find that positing one's favorite possessions, under hashtags such as #Favorite, #Favoritethings or #Favoriteshirt, increases happiness. This effect holds when comparing to positing luxurious possessions under #Luxury (study 1), the no-post baseline happiness (study 2), and positing one's many possessions in a given product category (e.g., under #Wardrobe, study 3). However, consumers lack the intuition that posting favorites increases happiness (study 4) – a finding aligns with the observed popularity of #Luxury and #Wardrobe on Instagram, compared to #Favorite and related hashtags.

Importantly, happier consumers like the social media platform more (study 2). Thus, to create a win-win situation that benefits both social media users and platforms, marketers should encourage users to post their favorite possessions, such as by promoting trends for (the less popular) #Favorite, and related hashtags.

POSTERS

How Do Others Feel About It? How Emotionally Contagious Customer Reviews Influence Consumer Judgments

AUTHORS: Elisa Konya-Baumbach (University of Mannheim)

PRESENTING AUTHOR: Elisa Konya-Baumbach (University of Mannheim)

Consumers rely on information provided online, such as customer reviews. In doing so, they not only pay attention to facts, but also to emotional content. In five experiments, we show that others' feelings toward an experience good as conveyed in online customer reviews influence consumer judgments. We further demonstrate that this influence of others' feelings on consumer judgments is mediated via positive feelings. Lastly, we identify a boundary condition of this emotional contagion effect in illustrating that the effect does not occur when customer reviews feature negative feelings. The findings highlight the power of emotional expressions in online customer reviews.

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When My Perceptions of Others' Motives Become My Own: Social Contagion of Experiential Consumption Motives through Social Media

AUTHORS: Matthew Hall (Oregon State University), Daniel Zane (Lehigh University)

PRESENTING AUTHOR: Daniel Zane (Lehigh University)

Consumers spend considerable time on social media viewing content about others' consumption experiences. In this research, we demonstrate that consumers make inferences about sharers' original experiential consumption motives (i.e., how much the sharer engaged in the experience for intrinsic or extrinsic reasons) based on their shared content. Most notably, we illustrate how these motive-based inferences spill over to influence viewers' own motives for engaging in similar experiences via a social motivation contagion process. Further, we document how this social motivation contagion affects outcomes such as viewers' likelihood to engage in such experiences and their intrinsic motivation when actually having a similar experience.

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Donate to Get Along or Ahead: Persuading Messages for Private Information Donation

AUTHORS: Trang Mai-McManus (University of Manitoba, Canada), Kelley Main (University of Manitoba, Canada)

PRESENTING AUTHOR: Trang Mai-McManus (University of Manitoba, Canada)

Literature on donation and charitable giving has well examined the mechanisms for monetary, time, in-kind, blood, and body part donations, yet there is a lack of research in the novel area of private information donation. This research investigates the positive impact of communal salient donation appeals on consumers' perceived persuasiveness and willingness to donate private information for the public good. The reason is that a communal salience message will be processed heuristically, therefore perceived as more convincing. This research will enrich the literature on donation and social cognition and provide recommendations to institutions that collect consumer's private information for public good.

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10A. Time & Temporal Effects

Saturday, March 5
9:30am – 11:00am EST

DISCUSSANT: Oleg Urminsky (University of Chicago)

MC: Zoey Chen (University of Miami)

[Track 10 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

[True Old, True Self: Defining and Understanding Vintage](#)

AUTHORS: Maren Hoff (Columbia University, USA), Silvia Bellezza (Columbia University, USA)

PRESENTING AUTHOR: Maren Hoff (Columbia University, USA)

Using a multimethod approach that combines interviews and surveys at two vintage fairs, online product scraping from vintage retailers, three lab studies, and a field study on social media, this research defines vintage products, distinguishes vintage products from similar, yet different products (e.g., retro), and examines the motivations behind vintage consumption. Vintage is a composite formative construct with four product dimensions: age (true original, between 20 and 100 years old), design (reflective of an era, cool), quality (long-lasting materials, craftsmanship), and availability (few pieces, hard to find). Moreover, consumers use vintage products to express themselves rather than impress others.

[How Should Time Estimates be Structured to Increase Consumers' Satisfaction?](#)

AUTHORS: Beidi Hu (University of Pennsylvania), Celia Gaertig (University of California, Berkeley), Berkeley Dietvorst (University of Chicago)

PRESENTING AUTHOR: Beidi Hu (University of Pennsylvania)

Consumers often encounter time estimates in inherently uncertain contexts (e.g., driving, food delivery). How should those estimates be structured to increase consumers' satisfaction? In 8 pre-registered studies, participants evaluated time estimates on an app. We manipulated the format of the estimates and/or the location of the estimates in the underlying distribution. We find that across domains, consumers prefer range estimates (i.e., a confidence interval) to point estimates, as long as the ranges are not excessively wide. When early arrival is ideal, conservative estimates are preferred, whereas when accuracy is ideal, accurate estimates are more appealing.

[The Days-of-the-week Effect in Temporal Judgments](#)

AUTHORS: Tatiana Sokolova (Tilburg University)

PRESENTING AUTHOR: Tatiana Sokolova (Tilburg University)

Many marketing activities entail information on the time they will take, e.g., the number of days it will take a packet to ship or the number of days a vacation will last. Consumers then use this information to form subjective judgments of temporal duration. We show that using days of the week information in descriptions of temporal intervals (e.g. “ordered today, delivered on Thursday, February 4th” vs. “ordered today, delivered on February 4th”) affects consumers’ temporal judgments. This happens because the days-of-the-week framing prompts people to rely on more narrow-span temporal evaluation scales. As a result, adding days of the week information while holding the objective temporal duration constant increases the perceived duration of temporal intervals. Results from four experiments support this theorizing (N = 2,544). This research adds to our understanding of how decision context can activate different implicit scales and how these scales shape consumer judgments.

When the Unexpected Happens: How People React to Unbudgeted Time Savings

AUTHORS: Maria Giulia Trupia (IESE Business School), Isabelle Engeler (IESE Business School)

PRESENTING AUTHOR: Maria Giulia Trupia (IESE Business School)

As people suffer from time famine, one might expect that unexpected time savings should make people happy. However, five preregistered studies show that whereas finishing a task later than planned significantly decreases happiness, finishing the task earlier by the same amount of time does not substantially increase happiness. This pattern holds controlling for people’s expectations about time deviations, the quality of the outcome, and for actual experiences. Importantly, we find that this asymmetry is specific to time—unexpected monetary savings increase people’s happiness significantly **more** than comparable time savings. Crucially, people overpredict how happy they would feel when saving time.

FLASH TALKS

On the Value(s) of Time – Workers’ Value of Their Time Depends on Mode of Valuation

AUTHORS: Gal Smitizsky (University of California San Diego), Wendy Liu (University of California San Diego), Uri Gneezy (University of California San Diego)

PRESENTING AUTHOR: Gal Smitizsky (University of California San Diego)

In this paper, we investigate how individuals make time-money tradeoffs in labor contexts where they are either asked to work to earn money, or to pay money to avoid work. Results from our experiments show that exchange rates between time and money strongly depend on the elicitation method, shedding light on how individuals consider their time. Our results demonstrate that individuals’ value of their time of labor can be fluid and dependent on the compensation structure. Our findings have implications for theories of time valuation in the labor market.

Prospect Duration Neglect: the Effect of Task Duration Information on Procrastination

AUTHORS: Libby Chun (Rotterdam School of Management, Erasmus University), CJP Lembregts (Rotterdam School of Management, Erasmus University), Bram Van den Bergh (Rotterdam School of Management, Erasmus University)

PRESENTING AUTHOR: Libby Chun (Rotterdam School of Management, Erasmus University)

It has been documented that people neglect duration in retrospective evaluations of experiences. How about prospectively – especially when deciding to procrastinate on a task? In this research, we argue that people do not naturally factor in task duration in their procrastination decision despite having acknowledged it as an important factor when asked explicitly. When attention is drawn to it, however, duration information decreases people's tendency to procrastinate on the task. In six studies (n=2274), we demonstrate the effect of duration information on procrastination with real behaviors (Study 1 and 2) and with participant-generated estimates (Study 4 to 6).

POSTERS

How the Congruity of Construal Level & Psychological Distance in Messaging Affects Persuasion: A Meta-Analytic Review of Construal Level Theory & Psychological Distance Research

AUTHORS: Rebecca VanMeter (Ball State University), Ryan Freling (Louisiana Tech University), Rhiannon Mesler (University of Lethbridge - Calgary Campus)

PRESENTING AUTHOR: Rebecca VanMeter (Ball State University)

Construal Level Theory (Liberman and Trope, 1998) is an account of how psychological distance influences individuals' thoughts and behavior. How an individual construes information about an event or issue, and perceives his or her distance from it, can affect that person's judgments (Bar-Anan, Liberman, & Trope, 2006), evaluations (Malkoc, Zauberan, & Ulu, 2005), and behavior (Eyal et al., 2009; Trope & Liberman, 2010). Our meta-analysis of 410 effect sizes representing 225 studies from 113 unique manuscripts examines how congruency - the matching of the construal level manipulation with psychological distance – impact the magnitude of the observed effect on measured outcomes. Initial summary results from the random-effects meta-analysis confirm the positive effect congruency between construal level and psychological distance has on attitudes ($k = 192$; $r_{attitudes} = 0.23$), behaviors ($k = 122$; $r_{behaviors} = 0.28$) and intentions ($k = 96$; $r_{intentions} = 0.22$).

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Color of a Busy Life: Exploring Consumer Color Preference under Time Scarcity

AUTHORS: Yijie Wang (Hong Kong Polytechnic University), Yuwei Jiang (Hong Kong Polytechnic University), Hong Zhu (Nanjing University), Chunqu Xiao (Nanjing University), Xingyu Duan (Nanjing Normal University of Special Education)

PRESENTING AUTHOR: Yijie Wang (Hong Kong Polytechnic University)

The current research examines consumers' color preference under time scarcity. Six studies demonstrate that the perceived shortage of time leads consumers to prefer products with highly saturated colors (rather than similar products with low-saturation colors). This proposed effect occurs because time scarcity drives consumers to develop a strong need for product efficacy, which results in more favorable attitudes toward products with high saturated colors which can symbolically provide a feeling of product efficacy. This effect is further shown to be weakened or dismissed when consumers are in a satisficing mindset.

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10B. Experience Effects

Saturday, March 5
11:15am – 12:45pm EST

DISCUSSANT: Alix Barasch (New York University / INSEAD)
MC: Gabriela Tonietto (Rutgers University)

[Track 10 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

Noise Increases Anchoring Effects

AUTHORS: Chang-Yuan Lee (Boston University), Carey Morewedge (Boston University)
PRESENTING AUTHOR: Chang-Yuan Lee (Boston University)

We introduce a theoretical framework distinguishing between anchoring effects, anchoring bias, and judgmental noise. Anchoring effects require anchoring bias, but noise modulates their size. We test it by manipulating stimulus magnitudes. As magnitudes increase, psychophysical noise due to scalar variability widens the perceived range of plausible values for the stimulus. This increased noise, in turn, amplifies the influence of anchoring bias on judgments. In eleven preregistered experiments, anchoring effects increased with stimulus magnitude for point estimates of a variety of stimuli (e.g., reservation prices for hotels, calories in French fries). Our findings identify a stimulus feature predicting the size and replicability of anchoring effects—stimulus magnitude.

Reference Quantity and Hedonic Decline: How Increasing Sequence versus Decreasing Sequence Influences Consumption Experience

AUTHORS: Jinwoo Kim (Carnegie Mellon University), Jeff Galak (CMU)
PRESENTING AUTHOR: Jinwoo Kim (Carnegie Mellon University)

The unfortunate fact of consumption is that a once enjoyable stimulus becomes less so with repetition, which is termed hedonic decline. We proposed a novel factor mitigating hedonic decline: increasing sequences and decreasing sequences. The increasing sequence refers to circumstances that consumption amount grows with repetition (post with 1 picture – post with 2 pictures – post with 3 pictures), whereas the decreasing sequence is the opposite in which consumption amount diminishes with repetition (post with 3 pictures – post with 2 pictures – post with 1 picture). Five experiments (N=1,606) showed that decreasing sequences attenuated hedonic decline, holding the total consumption quantity constant. This effect was mediated by subjective quantity and moderated by manipulating reference quantity.

The Attentional Deprioritization Effect: How Attentional Overload Reduces Online Purchases

AUTHORS: Jeffrey Kang (Cornell University), Manoj Thomas (Cornell University), Dinesh Gauri (University of Arkansas)

PRESENTING AUTHOR: Jeffrey Kang (Cornell University)

Six studies document how subtle changes in spatial layout of online information can have not-so-subtle effects on their purchase decisions. Online shoppers are often prompted to buy accessories, such as extended warranty, along with durables. We demonstrate that merely presenting the warranty decision on the same webpage as the durable (versus on a separate webpage) can reliably reduce shoppers' purchase decisions. Presenting the warranty decision on the same webpage with the durable (versus a separate webpage) leads to attentional overload and causes shoppers to deprioritize the warranty purchase decision.

This **attentional deprioritization** reduces purchases of the accessory product without shoppers' awareness.

Differential Effects of Minimalist Visual Branding on Expected Utilitarian and Hedonic Capacity

AUTHORS: Linda Hagen (University of Southern California)

PRESENTING AUTHOR: Linda Hagen (University of Southern California)

Minimalist aesthetics are popular—but are they universally beneficial? We find that equally attractive aesthetically minimalist (vs. complex) packaging design leads consumers to expect products to be superior on utilitarian dimensions, but inferior on hedonic dimensions. This pattern is driven by inferences about the product's focus on essentials and its potential to stimulate, respectively. Accordingly, utilitarian (vs. hedonic) purchase goals boost choice of products with minimalist (vs. complex) packaging design. Likewise, ads are better liked when utilitarian (vs. hedonic) messages are paired with product featuring minimalist (vs. complex) packaging design.

FLASH TALKS

Exploring the Attentional Dilution Effect in Consumer Choices

AUTHORS: Song Dai (Warwick Business School, University of Warwick), Daniel Read (Warwick Business School, University of Warwick), Timothy L. Mullett (Warwick Business School, University of Warwick)

PRESENTING AUTHOR: Song Dai (Warwick Business School, University of Warwick)

When choosing between product options, a consumer can be indifferent between two dissimilar alternatives. If one option is then offered bundled with a small additional add-on feature, individuals clearly identify this as better than the original option but often remain indifferent between this enhanced product and the dissimilar alternative. This asymmetry finding of item's value discounting is contrary to the value-based theory but in line with our newly proposed context effect: attentional dilution effect. We showed this effect in two consumer choice experiments, where we employed the random order delayed compensation method (DCM) and constructed a novel valuation method to examine this effect. Two experiments demonstrated evidence for "attentional dilution": when options differ on a few attributes attention is focused narrowly leading to overweighting of a small difference (or add-on), but when options differ on many attributes, attention is spread proportional to the number of different features.

Price Expectations and Spontaneous Opportunity Cost Consideration

AUTHORS: Nicholas Herzog (University of Chicago Booth School of Business), Dan Bartels (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Nicholas Herzog (University of Chicago Booth School of Business)

Previous research finds that opportunity costs are sometimes ignored when consumers are deciding whether to purchase a focal option. Behavioral theories suggest that opportunity cost consideration becomes more likely when spending constraints are salient. Our research finds that a salient feature of a focal option itself—namely, the price relative to expectations—can also influence opportunity cost consideration. Across three thought-listing experiments, unexpectedly high prices increased spontaneous opportunity cost consideration relative to expected prices, while the reverse pattern emerged for unexpectedly low prices.

POSTERS

Flexibility a Matter of Culture? Development of the Consumer's Cognitive Flexibility Scale

AUTHORS: Nadine Benninger (Technical University of Munich, TUM School of Management, Chair of Marketing and Consumer Research, Germany), Jutta Roosen (Technical University of Munich, TUM School of Management, Chair of Marketing and Consumer Research, Germany)

PRESENTING AUTHOR: Nadine Benninger (Technical University of Munich, TUM School of Management, Chair of Marketing and Consumer Research, Germany)

This study discusses the concept of cognitive flexibility in consumer research to investigate cultural differences in the acceptance of innovative products. Therefore, a new scale the Consumer's Cognitive Flexibility Scale was created and tested in Germany and Japan. The results led to a reliable and valid CCFS measuring the same three facets of Consumer's Cognitive Flexibility in both cultures. Results show that the individual level of cognitive flexibility helps explaining innovation acceptance in both cultures. Still, Germans are more open to innovative products compared to Japanese, which needs to be considered by marketers launching products in these cultures.

[Download PDF](#)

"Zebra" is Probably More Memorable than "Tick," How Accurate are People When Making Memorability Predictions?

AUTHORS: Ada Aka (The Wharton School, University of Pennsylvania), Sudeep Bhatia (University of Pennsylvania), John McCoy (The Wharton School, University of Pennsylvania)

PRESENTING AUTHOR: Ada Aka (The Wharton School, University of Pennsylvania)

We examine how good people are at making predictions about which words others are likely to remember, why some words are more memorable in reality, and the reasons that may lead to inaccurate memorability predictions. We built a machine learning model that identifies the semantic (e.g. themes like family) and psycholinguistic (e.g. word frequency) determinants of memorability in a data-driven manner and accurately predicts memorability. While psycholinguistic variables have different effects across recognition and recall, we show the key semantic determinants of memorability are task-independent. Overall, our approach sheds light on why human's memorability predictions may be inaccurate.

[Download PDF](#)

The Efficacy of Pain Promotion: How Need for Closure Shapes Positive and Negative Inferences of Pain in Self-Improvement Products

AUTHORS: Alberto Barchetti (University of Cincinnati), Joshua Clarkson (University of Cincinnati), Ashley Otto (Baylor University)

PRESENTING AUTHOR: Alberto Barchetti (University of Cincinnati)

"Self-improvement products are part of a billion-dollar industry that aims to help people better themselves. A perhaps paradoxical aspect to this industry is the belief that consumers better themselves through the experience of pain. We propose that the efficacy of the explicit promotion of pain in self-improvement products varies as a function of consumers' need for closure. Two experiments show that the use of pain in the promotion of self-improvement products can either undermine or enhance the products' credibility and thus persuasiveness depending on consumers' need for closure. Though preliminary, these findings offer insight into the competing inferences associated with pain and the role of need for closure in shaping the efficacy of pain promotion for self-improvement products. Future research aims to better understand the underlying mechanism/s and boundary conditions of this intriguing phenomenon. "

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Familiarity Attracts Consumer Attention: Methods to Objectively Measure Consumer Brand Familiarity

AUTHORS: Ursa Bernardic (University of Geneva, GSEM), Benjamin Scheibehenne (Karlsruhe Institute of Technology)

PRESENTING AUTHOR: Ursa Bernardic (University of Geneva, GSEM)

Brand familiarity is an important and frequently used concept in marketing research and practice. Existing measures of brand familiarity typically rely on subjective self-reports and Likert scales. Here we develop and empirically test two implicit measures to quantify brand familiarity. Based on research in visual attention and computer image processing, observers in a first visual search task are incentivized to quickly find a target brand among varying numbers of competitor brands. In the second approach, we measure the speed at which observers can identify a target brand that is gradually revealed. Both approaches are validated in four preregistered experiments. Results show that reaction times predict brand familiarity on an individual level beyond conventional self-reports, even when controlling for "bottom-up" visual features of the brand logo. Our findings offer an innovative way to objectively measure brand familiarity and contribute to the understanding of consumer attention.

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10C. Feelings & Emotions

Saturday, March 5
2:00pm – 3:30pm EST

DISCUSSANT: Michel Pham (Columbia University)

MC: Kristen Duke (University of Toronto)

[Track 10 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

[The Happiness with Withholding Happiness](#)

AUTHORS: Bowen Ruan (University of Iowa), Linzhi Yu (Fudan University), Bingyan Hu (Mississippi State University)

PRESENTING AUTHOR: Linzhi Yu (Fudan University)

When a positive personal event happens (e.g., getting a dream job), most people share it with others immediately. However, three studies find that people derive more happiness from a positive event if they delay sharing it with others than if they share it immediately, and the increased happiness associated with delayed disclosure is due to an intensified desire to disclose the positive event. The findings provide a simple and costless strategy that can boost happiness.

[Waste Not, Wait a Lot: Consumers delay consumption of high-cost products to reduce feelings of wastefulness](#)

AUTHORS: Tyler MacDonald (Questrom School of Business, Boston University), Jesse Walker (Fisher College of Business, Ohio State University)

PRESENTING AUTHOR: Tyler MacDonald (Questrom School of Business, Boston University)

Previous research has demonstrated that higher sunk costs elicit greater immediate consumption from consumers. However, we identify conditions under which this finding is reversed. In 5 studies we demonstrate that when consumers have flexibility to choose when they consume a product, higher sunk costs will lead them to delay consumption, often to a time in the future that is psychologically commensurate with that cost. By delaying consumption of a high cost product to a moment in the future that feels worthier, consumers can reassign the cost of the product to a more commensurate mental account, thereby reducing feelings of waste.

[Feeling Moved](#)

AUTHORS: Ji XIONG (Southwestern University of Finance and Economics), Leonard Lee (National University of Singapore), Yih Hwai Lee (National University of Singapore)

PRESENTING AUTHOR: Ji XIONG (Southwestern University of Finance and Economics)

We build upon literature from philosophy and psychology to offer a conceptual framework towards understanding the key antecedents and consequences of **the feeling of being moved**. We propose that **feeling moved** is a unique emotion associated with a transcendent value(s) that is personally important. Furthermore, marketing communications such as advertisements that elicit the feeling of being moved can increase brand attitude by highlighting transcendent value(s) of personal importance in target consumers. Six studies were conducted and provided support to our proposed framework.

Emotionally Numb: Expertise Dulls Consumer Experience

AUTHORS: Matthew Rocklage (University of Massachusetts-Boston), Derek Rucker (Northwestern University), Loran Nordgren (Northwestern University)

PRESENTING AUTHOR: Matthew Rocklage (University of Massachusetts-Boston)

Consumers pursue expertise in domains they love. Moreover, expertise helps consumers to be more effective and efficient in these domains. Yet, might expertise carry a cost for the very feelings consumers chase? Across more than 700,000 consumers and 6 million observations, we find that as consumers gain expertise in a hedonic domain, they have less intense emotion in response to their experiences. This occurs across cross-sectional real-world data, in-lab experiments, and longitudinal field studies. This numbness is due to the knowledge that experts use to analyze and dissect objects. Thus, though often helpful, expertise can come with a hedonic cost.

FLASH TALKS

Betting on Myself: Awe-induced Diminished Self-Size Reduces Financial Risk-taking

AUTHORS: Srinwanti Chaudhury (University of Pittsburgh), Nitika Garg (University of New South Wales), Zixi Jiang (University of New South Wales)

PRESENTING AUTHOR: Srinwanti Chaudhury (University of Pittsburgh)

Of the several factors that can encourage financially risky decision making, emotions are important contributors. Can emotions however, also nudge people to **not** engage in financially risky behaviors such as gambling and betting? Here, we hypothesize and demonstrate a paradoxical phenomenon, whereby feeling small **yet** uplifted (termed as the 'positive self-diminishment effect') can reduce financial risk-taking without affecting perceptions of financial constraint, financial self-efficacy, desire for money, or loss aversion. Specifically, we investigate awe as an antecedent of positive self-diminishment and examine its effect on financial risk-taking. Over five studies with diverse populations, different emotion manipulations, and varied risk-taking contexts, awe (versus other discrete positive conditions) reduces pursuit of risky decisions via self-diminishment. Reducing the propensity to take financial risks has important implications for individuals as well as for broader societal structure.

Facial Mimicry of Textual Paralanguage

AUTHORS: Andrea Luangrath (University of Iowa), Bryce Pyrah (University of Iowa)

PRESENTING AUTHOR: Bryce Pyrah (University of Iowa)

This research investigates whether consumers mimic facial expressions from nonverbal cues in text. Specifically, we examine facial mimicry of human faces and emojis. We collected video

recordings of participants' faces after exposure to facial stimuli and processed the recordings using Emotient, an automated facial expression encoding software. Results demonstrate that facial mimicry is significantly related to stated emotional contagion. In response to a smiling emoji, participants who appeared more joyful also reported feeling the expressed emotion. Interestingly, participants who expressed a Duchenne smile, a smile with both the mouth and eyes, were most likely to experience emotional contagion from emojis.

POSTERS

Potential Application(s) of Advanced Neuroscientific Methods (fMRI-MRS Coupling) in Marketing Research

AUTHORS: Mehdi Hossain (University of Rhode Island), Priscilla Peña (University of Rhode Island), Fahmeed Hyder (Yale)

PRESENTING AUTHOR: Priscilla Peña (University of Rhode Island)

There is a call for an increase in clarity, direction, ethics, and acceptance of neuromarketing . The coupling of fMRI and MRS can answer the call. This method provides deeper views into the electromagnetic and metabolic methods of neuroscience and offers a more concrete, as opposed to abstract view, for neuromarketing. In this paper, the authors address and provide direction for: 1. Overcoming the lack of mixed methods in the field, 2. Introduction of a new technique to neuromarketing, and 3. Conducting research with the consumer's welfare as the top priority.

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Quantity Discount Aggravates Consumers' Lonely Feelings

AUTHORS: Xueqi Bao (INSEAD), Babu Gounder (INSEAD), Stephanie Lin (INSEAD)

PRESENTING AUTHOR: Xueqi Bao (INSEAD)

Quantity discounts are a popular promotion tactic to attract consumers (e.g., buy-one-get-one-free [BOGO] promotions). Our research found an unexpected consequence of quantity discounts: they can aggravate consumers' lonely feelings. Two studies show that participants who are in a lonely state felt lonelier after seeing a BOGO ad than a control ad, but this was not the case for those in a connected state. This led lonely participants to like the ad less. The findings contribute to the promotion and loneliness literatures and have practical implications for marketers.

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10D. Price & Numerical Cognition

Saturday, March 5
3:45pm – 5:15pm EST

DISCUSSANT: Ryan Hamilton (Emory University)
MC: Franklin Shaddy (UCLA)

[Track 10 Zoom Link](#)

Calendar Invite: [Add to calendar](#)

STUDENT COORDINATOR: Donald Gaffney (Vanderbilt University)
(donald.r.gaffney@Vanderbilt.Edu)

COMPETITIVE PAPERS

[The Differential Impact of Low Prices from Online Versus Brick and Mortar Retailers](#)

AUTHORS: Helen Colby (Kelley School of Business, Indiana University), Meng Li (University of Colorado, Denver)

PRESENTING AUTHOR: Helen Colby (Kelley School of Business, Indiana University)

Across three studies we demonstrate that consumers integrate low-price information into their reference price less when the low price is found at an online versus a brick-and-mortar retailer, and that the mechanism underlying this effect is differential trust of the retailer. Study 1 found this effect in the context of a single retailer-type product search. Study 2 demonstrates the effect is not simply an artifact of consumers expecting lower prices in brick-and-mortar settings, showing the effect when the online retailer with a very-low-price was encountered in the midst of an otherwise all brick-and-mortar retailer product search. Study 3 demonstrated that consumers have significantly less trust for online retailers with very-low-prices compared to brick-and-mortar retailers with similarly low prices, and this relative lack of trust underlies the lack of integration of the very-low-prices into price expectations.

[When willingness-to-pay seems irrational: The role of perceived market price](#)

AUTHORS: Minah Jung (New York University), Ioannis Evangelidis (ESADE Business School,), Alice Moon (University of Pennsylvania)

PRESENTING AUTHOR: Minah Jung (New York University)

Five studies (N=3,526) reveal that willingness-to-pay (WTP) reflects perceived market price rather than personal valuation. Moreover, people tend to indicate WTP for the goods **as if** they were in the market for those goods, even when those goods are personally irrelevant (e.g., steak for vegetarians). We demonstrate that these market-related characteristics of WTP explain some of the well-documented anomalies such as preference reversals. Furthermore, merely highlighting that a WTP of \$0 indicates not wanting to buy attenuates these anomalies. This research offers a novel interpretation for research using WTP and a simple intervention that shifts WTP closer to personal valuation.

[The Numerical Processing Likelihood Model](#)

AUTHORS: Daniel Villanova (University of Arkansas), Mario Pandelaere (Virginia Tech)
PRESENTING AUTHOR: Daniel Villanova (University of Arkansas)

Research on the unit effect suggests consumers perceive differences expressed on an expanded scale as larger than those expressed on a contracted scale and hypothesizes that more numerate consumers should be less susceptible to this bias, but empirical results are mixed. In three experiments, the authors reconcile these conflicting findings by proposing the numerical processing likelihood model. More numerate individuals emphasize the relative representation when the task calls for it, but they also emphasize the absolute representation to a greater degree on other tasks. This leads to the more numerate exhibiting predictably less or more bias.

Don't Show the Price Too Early: How (And When) Uncertainty Improves Perceived Price Fairness

AUTHORS: Amin Shiri (Texas A&M University), Xiang Wang (University of Florida), Minzhe Xu (University of Florida), Chris Janiszewski (University of Florida)

PRESENTING AUTHOR: Amin Shiri (Texas A&M University)

Across three studies, we found that consumers perceive a price to be fairer if the price is first hidden and then revealed (vs. shown directly). We show that the experience of price uncertainty raises consumers' expected price of the product, and therefore increases perceived fairness of the price and willingness to accept the offer. However, the effect on perceived fairness may reverse in contexts where consumers tend to perceive the price as favorable (e.g., price promotions).

FLASH TALKS

Subscription Trials Offered at a Small Price Are More Attractive Than Free Trials

AUTHORS: Randy Gao (New York University), Joshua Lewis (New York University), Minah Jung (New York University)

PRESENTING AUTHOR: Randy Gao (New York University)

Subscription services often offer free trials to encourage adoption from nonusers. Are free trials always the best policy? In two preregistered studies, we find that subscription trials offered at a small price (\$0.99) elicit stronger subscription likelihood than similar trials offered for free. This is because consumers perceive the trial offered at a small price as a better deal in comparison to the subscription's regular, undiscounted price. Additional results rule out an alternative explanation based on price-quality inference.

The Asymmetric Effect of Price Recommendation in Consumer Sequential Search

AUTHORS: Lin Fei (University of Chicago), Dan Bartels (The University of Chicago Booth School of Business)

PRESENTING AUTHOR: Lin Fei (University of Chicago)

When people shop online, they often encounter recommendations on whether they should purchase now or keep searching for a better price. Our research examines how this price recommendation changes consumers' searching behaviors using a sequential search task with a theoretical optimal stopping point. We found when consumers undersearch relative to the optimal, price recommendations increase the number of searches. However, when

consumers oversearch, recommendations do not decrease the number of searches. Further, since more consumers oversearch when they have limited information about the price distribution, they are no more likely to comply to the recommendation than those with information.

POSTERS

Watch Out! How Strikethrough Price Crosses Out Purchase Intention

AUTHORS: Jintao Zhang (Drexel University), Yuna Choe (University of North Texas)

PRESENTING AUTHOR: Jintao Zhang (Drexel University)

In this research, we examine a novel factor of discount price presentation format, **strikethrough**, on consumers' deal evaluation. We find that, counterintuitively, a strikethrough on the original price decreases consumers' purchase intention toward the discounted products due to increased perceived difficulty of calculating discounts. Moreover, we show that when consumers are cognitively busy, the effect of strikethrough pricing is diminished or even overturned as consumers have limited ability to process the price discount information and may rely on heuristic processing, and consequently, consumers would have a higher purchase intention toward discounted products with strikethrough pricing format.

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Tiered Discounts as Multiple Numeric Anchors

AUTHORS: Andong Cheng (University of Delaware), Gretchen Ross (Texas Christian University)

PRESENTING AUTHOR: Gretchen Ross (Texas Christian University)

Tiered discounts introduce multiple threshold levels whereby the discount amount increases as spending increases (e.g., spend \$100 or more and receive 10% off, spend \$200 or more and receive 20% off). We predict that consumers anchor on these arbitrary thresholds firms set. However, because every tiered discount involves multiple thresholds, it is unclear which threshold becomes the most salient anchor. This research investigates how anchoring and adjustment interact with tiered discounts and seeks to determine how retailers can design tiers to increase spending. We find the middle tier feels most salient and small tier increments lead to higher spending.

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8 in 10 vs. 80 in 100: Numerical Framing Effects on Consumer Inferences and Behavior

AUTHORS: Kun Wang (Rutgers University), Gabriela Tonietto (Rutgers University)

PRESENTING AUTHOR: Kun Wang (Rutgers University)

Numerical information is often presented in terms of small-denominator fractions (4 out of 5 dentists) or percentages (80% of dentists). The present research demonstrates that although statistically equivalent, consumers infer that numerical claims with larger denominators were derived from larger samples. The results of two studies show that percentages and fractions with a denominator of 100 are perceived equivalently and lead to higher inferred sample sizes than fractions with smaller denominators (e.g., 10) but lower inferred sample sizes than fractions with larger denominators (e.g., 1000). The results also provide preliminary evidence that norm nudges are more successful when utilizing larger denominators.

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A Material-Experiential Asymmetry in the Scale Unit Effect

AUTHORS: Lina Xu (New Mexico State University), Mihai Niculescu (New Mexico State University)

PRESENTING AUTHOR: Mihai Niculescu (New Mexico State University)

Past research on scale unit effect suggests that consumers tend to perceive the same quality difference as larger on scales that have many units than scales with fewer units. However, its exact application in online ratings has not been discussed before. Across two studies, this research posits and demonstrates that when evaluating material purchases in rating scales with a higher number of units, consumers are willing to pay more for above-average options; however, this effect disappears when evaluating experiential purchases. Therefore, purchase type moderates the scale unit effect on product evaluations in the context of average ratings.

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Thanks, it was on Sale: On the Desire to Justify Prices Paid Others

AUTHORS: Justin Pomerance (University of New Hampshire), Sharaya Jones (George Mason University)

PRESENTING AUTHOR: Justin Pomerance (University of New Hampshire)

Despite having ample experience judging others' purchases, consumers have a poor intuitive sense of how others judge their purchases. In this research, we demonstrate that people overestimate how much others judge their purchases. Specifically, we show that people feel an outsized need to justify the prices they have paid for their purchases to others. We demonstrate that this need to justify the prices of one's purchases boosts behavioral intentions for word of mouth, as people needlessly seek to bolster others' opinions of them.

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Spillover Effects of Price Unfairness

AUTHORS: Yue Zhang (Peking University HSBC Business School), Jooyoung Park (Peking University HSBC Business School)

PRESENTING AUTHOR: Yue Zhang (Peking University HSBC Business School)

This research examines the spillover effect of price unfairness in a restaurant setting. Two studies show that when an exceedingly high price is set for a standardized product, the perception of price unfairness can transfer to the judgment of other products. More importantly, the perceived price unfairness decreases consumers' intention to purchase other non-standardized products, indicating the spillover effect of price unfairness. However, adding a secondary attribute to standardized products can offset the negative impact. Study 2 shows that adding a trivial secondary attribute to the expensive standardized product can offset the negative impact of price unfairness.

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Cashbacks: Buying More or Less?

AUTHORS: Shweta Jha (Indian Institute of Management, Indore), Sanjeev Tripathi (Indian Institute of Management, Indore)

PRESENTING AUTHOR: Shweta Jha (Indian Institute of Management, Indore)

Offering cashbacks has emerged as a new tool for marketers to make new customers and engage the existing ones. While prior research on cashbacks highlighted its benefits, this study investigates the cost of offering cashbacks. Studying the different cashback conditions, we found that cashbacks can negatively affect retailers in certain conditions, leading

consumers to reduce the ticket size of their transactions. The findings of this study have substantial implications for marketers, pricing managers, and third-party cashback organizations.

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Arousal Reduces the Availability of Internal Reference Prices in Fairness Judgments

AUTHORS: Alexander DePaoli (Northeastern University)

PRESENTING AUTHOR: Alexander DePaoli (Northeastern University)

The current research explores the impact of affective and physiological arousal on consumers' price fairness judgments. Participants experiencing high arousal were found to be more likely to evaluate prices based on external references, and were thus more likely to judge high stimulus prices as fair. This was not found to be due to any increase in the availability or diagnosticity of external reference prices, but rather it was driven by high arousal leading to reduced availability of participants' internal reference prices. Four studies support the findings.

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Talks accepted to the conference that could not be given due to scheduling conflicts

Status Symbol of Choice: How Stigma Reflects in Low-Income Consumption

Patricia Torres (University of Detroit Mercy)

Mixed-income initiatives were created partly to diminish poverty concentration. However, this type of housing highlights the low-income stigma, increasing status-granting products consumption among low-income residents. Two studies shed light on this effect of mixed-income housing. Desire to disassociate from the stigmatized identity mediates and sensitivity to stigma moderates this relationship.

The Influence of Time-Interval Descriptions on Busyness Perceptions

Dena Yadin (Bar-Ilan University), Nira Munichor (Bar-Ilan University), and Roby LeBoeuf (Washington University in St. Louis)

Consumers report feeling busier than ever. Yet, research on factors affecting perceived busyness is limited. We suggest that factors related to the contemplated time interval may affect busyness perceptions, particularly whether intervals are described in terms of duration (e.g., "between today and one month from now") or date (e.g., "between today and October 28"). We show that people feel busier when dates, versus durations, describe the interval. We suggest this happens because dates serve as better memory cues for events that fall within the interval, and we show that dates (vs. durations) increase the number and speed of recalled events.

A Field Study Investigating the Effect of Four Established Message Framing Theories on Mask-Wearing Behavior

Anastasiya Pocheptsova Ghosh (University of Arizona), Kristen Lane (Columbia University), Jennifer Savary (University of Arizona), Laura Brandimarte (University of Arizona), Jeff Stone (University of Arizona), Jake Taylor (University of Arizona), Ricardo Valerdi (University of Arizona)

Mask-wearing compliance is critical for fighting COVID-19 and ensuring a safe return to the workplace. The current work seeks to test and compare the efficacy of several theoretically grounded message framing strategies on real-world individual mask-wearing compliance. In a longitudinal field experiment within a large educational organization ($n = 4,083$), conducted in the midst of the COVID-19 pandemic (August-October 2020), public service announcements (PSAs) employing loss aversion increased individual mask-wearing behavior. In contrast, PSAs employing social proof, peer accountability, or implementation plans did not measurably alter individual mask-wearing behavior.