



## Thursday, 26 March

- 7am **Registration**  
Chaired by: Sonja Prokopec and Dr. Anthony Salerno and Dr. Tracy Rank-Christman
- 9am **SCP Doctoral Symposium**  
*California Ballroom*  
Chaired by: Dr. Chethana Achar and Dr. Andrea Luangrath
- 10am **SCP Board meeting**  
*Coronado*  
Chaired by: Eric Yorkston
- 1:30pm **SCP Publication Committee Meeting**  
*Coronado*  
Chaired by: Eric Yorkston
- 3pm **SCP Executive Committee Meeting**  
*Coronado*  
Chaired by: Eric Yorkston
- 4pm **Cultivating Connections Session: SCP Powerpoint Night**  
*California Ballroom*  
Chaired by: Dr. Eric VanEpps and Dr. Jackie Silverman
- 5pm **SCP Community Building Initiative Reception**  
*Harbor, Floor 3*  
Chaired by: Aronte Bennett and Dr. Grant Donnelly
- 6pm **Welcome Reception**  
*San Diego Ballroom*

## Friday, 27 March

- 7am **Registration**
- 7:30am **Coffee & Connections**  
*Harbor, Floor 3*
- 8:30am **1.6 Brand Identity and Perception**  
*Sierra*
- Timeless Craftsmanship: How Brand Age Cues Shape Sensory Perceptions and Consumer Preferences**  
» Ms. Yanzheng Liu, [Prof. Xun Huang](#), Prof. Ying Ding
- When a Name and Face Say “Made with Love”: Producer Identification Effect on Product Evaluation**  
» [Dr. Seo Yoon Kang](#), Dr. Junghan Kim
- Fanfiction: Copyright Threat or Brand Opportunity**  
» [Mr. Ethan Milne](#), Dr. Kirk Kristofferson, Dr. Miranda Goode
- Not All (Brand) Changes Are Made Equal: Understanding Which Changes Impact Brand Loyalty**  
» Dr. Stephanie Chen, [Dr. Eugina Leung](#), Prof. Oleg Urminsky
- 8:30am **1.5 Better Together? Balancing Preferences and Navigating Trade-Offs in Shared Consumption**  
*Santa Fe*
- Better Together? Balancing Preferences and Navigating Trade-Offs in Shared Consumption**  
» [Dr. Hyebin Kim](#), Dr. Elanor F. Williams, Dr. Sydney Scott, [Dr. Theresa Kwon](#), Dr. Peggy Liu, Mr. Qingyang Wang, [Dr. Grant Donnelly](#), [Dr. Kyu Ree Kim](#), Prof. Kelley Gullo Wight
- 8:30am **1.4 Consumer Reliance on Reviews**  
*Plaza B*



Continued from Friday, 27 March

**When and Why Consumers Defer to the Crowd: Anticipated Ownership Length, Playing It Safe, and Product Ratings**

» [Ms. Skyler Chen](#), Mr. Poruz Khambatta, Prof. Clayton Critcher

**The Truth is Warranted: The Impact of Voluntary Accountability on Misinformation**

» [Dr. Aaron Nichols](#), Dr. Nina Mazar, Dr. Swapneel Mehta, Mr. Tejovan Parker, Dr. Gordon Pennycook, Dr. Dave Rand, Dr. Marshall Van Alstyne

**The Review Update Effect: How Mere Update Cues Influence Consumer Reliance on Online Reviews in Decision-Making**

» [Dr. Vincentia Yuen](#), Dr. Claudia Townsend

**The Review Kaleidoscope: How Product Positioning Reframes the Interaction Between Average Ratings and Dispersion**

» Dr. Xingyu Wang, Prof. Jiao Zhang, [Dr. Han Wang](#), Prof. Yaping Chang

8:30am **1.3 Political Ideology and Consumer Behavior**

*Plaza A*

**The Robin Hood Effect in Transgressions Against Firms: How Political Ideology Shapes Consumer Justifications**

» [Mr. Jason Lin](#), Prof. Anat Keinan, Prof. Hannah Chang, Prof. Don Lehmann

**Highlighting Children’s Interests or Balancing Societal Needs: How Parents’ Political Ideology Shapes Educational Purchase Goals**

» [Dr. Qihui Chen](#), Dr. Yuechen Wu, Dr. Steven Shepherd

**Red, Blue, and the Extreme Review: The Effect of Consumer Political Orientation on Review Ratings**

» [Ms. Sahar Rashidravary](#), Prof. Matt Thomson, Prof. Erick Mas

**“Making Brands Great Again”: Meritocratic Beliefs, Attributions, and Brand Quality Perceptions**

» [Mr. Ajmal Basheer](#), Dr. Sajeev Nair, Dr. Ahreum Maeng

8:30am **1.1 Values, Moral Beliefs and Decisions**

*La Jolla*

**Increasing Effective Charitable Donations with Human-AI Dialogues**

» [Mr. Joshua White](#), Mr. Carter Allen, Dr. Lucius Caviola, Dr. Thomas Costello, Dr. David Rand

**It’s Okay to Be Neutral: Company Ideology Moderates the Effect of Explicit Neutrality on Sociopolitical Issues**

» [Mr. Andy Li](#), Dr. In-Hye Kang, Dr. Amna Kirmani, Dr. Rosellina Ferraro

**The Morality-Effectiveness Disconnect of Pro-environmental Behaviors**

» Dr. Jareef Martuza, [Ms. H Landsvik](#)

**Emotion Penalty in Political Speech: How Liberals’ Preference for Rationality Results in Ironic Political Choices**

» [Mrs. Leonor Leão](#), Dr. Irene Consiglio

8:30am **1.2 AI and Consumer Perception**

*Del Mar*

**AI Attribution Sparks Consumer Creativity**

» [Dr. Sina Esteky](#)

**Consumers’ Reactions to AI-assisted Advertising**

» [Mr. Dongchan Lee](#), Dr. Jacob Teeny

**AI Disclosure Lowers Evaluation of Subsequent Visual Content**

» [Mrs. Natalia Kononov](#), Prof. Stefano Puntoni



Continued from Friday, 27 March

**When Is AI Generative? How Delivery Format Impacts Perceived Generativeness and Downstream Consequences**

» [Dr. Luis Abreu](#), Dr. Yael Zemack-Rugar

10am

**2.7 The Future of Registered Reports in Marketing: Strengthening Rigor, Transparency, and Credibility**

Harbor, Floor 3

**The Future of Registered Reports in Marketing: Strengthening Rigor, Transparency, and Credibility**

» [Prof. Akshina Banerjee](#), [Prof. Oleg Urminsky](#), [Prof. Gita Iohar](#), [Prof. Nicholas Reinholtz](#), [Dr. Szu-chi Huang](#), [Prof. Oded Netzer](#), [Prof. Stefano Puntoni](#), [Prof. Claire Robertson](#)

10am

**2.6 Sustainable Food Choices**

Sierra

**Helping consumers make lower carbon footprint menu choices: effects of three field trials**

» [Prof. Janina Steinmetz](#), Prof. Katy Tapper, Dr. Datin Shah, Dr. Carsten Allefeld, Dr. Christian Reynolds, Dr. Eleni Mantzari

**When and How Simplified Nutrition Labels Improve Fast-Food Choices**

» Prof. Pierre Chandon, [Mr. Andde Indaburu](#)

**Defaults as Brand Activism: The Role of Injunctive Norms and Anger in Shaping Brand Attitudes**

» [Ms. Sezin Ekinçi](#), Dr. Sadaf Mokarram Dorri, Dr. Marlene Vock, Dr. Frauke Mattison Thompson

**The influence of food category, dietary lifestyle, and consumption context on willingness to substitute animal-based food products with plant-based analogs**

» [Dr. Nicky Coucke](#), Prof. Hendrik Slabbinck, Prof. Iris Vermeir

10am

**2.5 Misaligned Temporal Cues in Consumer Decision Making**

Santa Fe

**Misaligned Temporal Cues in Consumer Decision Making**

» [Mrs. Kristin Whitmeyer](#), Dr. Jordan Etkin, Dr. Szu-chi Huang, [Dr. Chethana Achar](#), Ms. Arina Tveleneva, Prof. Nidhi Agrawal, [Mr. Indeesh Mukhopadhyay](#), Prof. Selin Malkoc, [Dr. Wendy De La Rosa](#), Dr. Alicia Johnson, Dr. Anastasiya Ghosh, Dr. Bikram Ghosh

10am

**2.4 Consumer Values and Perceptions**

Plaza B

**What Values Best Explain Cross-Cultural Consumer Behavior? The Machine Learning-based Cultural Values Inventory**

» [Dr. Shilpa Madan](#), Dr. Abhishek Sheetal, Dr. Rui-Ling Lee, Prof. Krishna Savani

**Consumer Misperceptions about the Sources of Societal Problems**

» Prof. Joseph Reiff, [Prof. Yu Ding](#)

**Paying for the Truth: The Paradox of Paid Fact-Checking for Creators and Readers on Social Media**

» [Ms. Xinran Wang](#), [Dr. Xiajing Zhu](#)

**The Paradox of Power Distance: Cultural Influences on Crowdfunding**

» [Ms. Minji Kang](#), Dr. Carlos Torelli

10am

**2.3 Price Fluctuations and Account Balances**

Plaza A

**The Psychological Costs of Rising Prices**

» [Ms. Jacqueline Pan](#), Dr. Rodrigo Dias, Prof. Gavan Fitzsimons

**Financial Hubris: How Credit Card Debt Structure Shapes Consumer Spending**

» [Mr. Mehrdad Aghayari](#), Dr. Jennifer Savary

**Depletion Aversion: People Avoid Spending Accounts Down to Zero**

» Prof. Scott Roeder, [Prof. Fausto Gonzalez](#), Dr. Dongju Lee, Prof. Robyn LeBoeuf



Continued from Friday, 27 March

**Financial Constraints and Price Expectations**

» [Dr. Rodrigo Dias](#), Dr. Eesha Sharma, Prof. Gavan Fitzsimons

10am **2.1 Meet the Editors**

*La Jolla*

10am **2.2 AI Receptivity and Consumer Behavior**

*Del Mar*

**The Lab Rat Effect: Why Do Humans Abhor Being a Test Subject for AI Machines?**

» [Dr. Gayoung Park](#), [Dr. Edward Lai](#), Dr. Rajesh Bagchi

**How Collectivism Shapes AI Receptivity: The Role of Mind Attribution**

» [Ms. Maren Doemer](#), Dr. Christina Papadopoulou, Prof. Aristeidis Theotokis, Prof. Josko Brakus

**AI Assistance Can Decrease Motivation to Improve**

» [Dr. Noah Castelo](#), Dr. Geoff Tomaino

**Do We Write What AI Tells Us To? LLMs as Persuasive Agents**

» [Mr. Roger Saumure](#), Prof. Robert Meyer

11:30am **3.7 When algorithms hold the purse strings: Re-imagining consumer psychology in AI-driven finance**

*Harbor, Floor 3*

**When algorithms hold the purse strings: Re-imagining consumer psychology in AI-driven finance**

» [Dr. Martin Reimann](#), [Dr. Christoph Hüller](#), Dr. Anouk Bergner, Dr. Nofar Duani, Dr. Aaron Garvey, Dr. Hal Hershfield, Prof. Christian Hildebrand, Dr. Jonathan Levav, Prof. Oded Netzer, Dr. Travis Oh, Dr. Jenny Olson, Dr. Scott Rick, Dr. Abigail Sussman

11:30am **3.5 Judged and Compared: How Social Influence Shapes Goal Pursuit**

*Santa Fe*

**Judged and Compared: How Social Influence Shapes Goal Pursuit**

» [Dr. Elina Hur](#), Dr. Hoori Rafieian, [Mr. Roger Saumure](#), Dr. Marissa Sharif, [Ms. Jessie Jia](#), Dr. Maferima Touré-Tillery, Dr. Lili Wang, [Dr. Luis Abreu](#), Dr. Kaitlin Woolley, Dr. Jordan Etkin

11:30am **3.4 Beliefs and Social Acceptability**

*Plaza B*

**People Underestimate the Acceptability of Canceling Plans**

» Mr. Rajarshi Majumder, [Ms. Esra Aslan](#), Dr. Jareef Martuza

**Beliefs versus Reality: People Overestimate the Actual Dishonesty of Others**

» [Dr. Jareef Martuza](#), Prof. Helge Thorbjørnsen, Prof. Hallgeir Sjøstad

**Decomposing beliefs to improve advice seeking and market research**

» [Prof. John McCoy](#), Prof. Drazen Prelec

**Sugarcoating in Customer-to-Brand Feedback**

» [Dr. Chris Hydock](#), Dr. Michelle Steward, Dr. Zoey Chen

11:30am **3.3 Methodological Advances in Consumer Research**

*Plaza A*

**A Researcher's Guide to Attention Checks: Which Ones to Use and When**

» [Ms. Jamie Lee](#)

**Sample Sizes and Evidentiary Value of Statistically Significant Findings**

» [Dr. Nukhet Taylor](#), Dr. Theodore Noseworthy



Continued from Friday, 27 March

**Measuring Attention in Qualtrics: Method and Validation**

» [Dr. Stephanie Smith](#), Dr. David Dolifka

**Testing Algorithms on Consumers: Quantifying the Extent of Algorithmic Influence on Facebook Advertising Experiments**

» [Prof. Nicholas Herzog](#), Dr. Eugina Leung, Ms. Xinyi Zhang, Prof. Oleg Urminsky

11:30am **3.1 Changing Consumer Value Perceptions**

*La Jolla*

**Shifting Towards Quality: 'Cost per Wear' Increases Consumer Choice of High-Quality Clothing**

» [Dr. Lisa Eckmann](#), Prof. Lucia A. Reisch

**Technology and Saving Time: Income-based Differences in Recommendations of Time-saving Products**

» [Ms. Jiarui Liu](#), Dr. Peggy Liu, Dr. Shankha Basu, Dr. Nahid Ibrahim

**Bang for Your Buck: How Store Variety Shapes Consumers' Perceived Value for Money**

» [Dr. Yuna Choe](#), Dr. Christina Kan, Dr. Kristen Ferguson, Dr. Kelly Herd

**Consumption Patterns and Middle-Class Durability**

» [Dr. Djuradi Caranovic](#)

11:30am **3.2 Consumer Use of AI**

*Del Mar*

**Why Consumers Prefer Single-Source AI Advice**

» [Ms. Sujin Park](#), Prof. Sang Park, Prof. Aner Sela

**Silent Partners: How Using AI Suppresses Consumer Disclosure and Word-of-Mouth**

» [Dr. Youjung Jun](#), Dr. David Finken, Dr. Jennifer Sun

**Predictive Yet Not Preferred: How Intent Inference Shapes Consumer Choices of AI Service Providers**

» [Ms. Xin Xin](#), Dr. Xin He

**Beyond Words: The Role of Conversational Norms in AI Aversion and Hybrid Acceptance**

» [Dr. Donald Gaffney](#), Prof. Bryan Buechner, Dr. Susan Mantel, Mr. Y. David Wu, Ms. Catherine Touchton, Dr. Emma Sittenauer, Prof. Steve Posavac, Dr. Frank Kardes

12:45pm **Lunch/Presidential Address**

*California Ballroom*

» Vanessa Patrick

2:30pm **4.7 Beyond Text: Visual and Audio Processing to Understand Behavior**

*Harbor, Floor 3*

**Beyond Text: Visual and Audio Processing to Understand Behavior**

» [Dr. Giovanni Luca Cascio Rizzo](#), [Prof. Jonah Berger](#), Dr. Gizem Ceylan, Prof. Yu Ding, Dr. Maximilian Gaerth, Prof. Christian Hildebrand, Dr. Mansur Khamitov, Dr. Michael Lowe, Dr. Andrea Luangrath, Dr. Johann Melzner, Prof. Oded Netzer, Prof. Shane Wang

2:30pm **4.5 From Restoring to Redefining the Self: New Directions in Identity Maintenance**

*Santa Fe*

**From Restoring to Redefining the Self: New Directions in Identity Maintenance**

» [Ms. Fabienne Krywuczky](#), Prof. Kobe Millet, Dr. Jiska Eelen, Prof. Jennifer Argo, [Prof. Stephanie Lin](#), Dr. Kaitlin Woolley, Dr. Peggy Liu, Prof. Gita Johar, [Mr. Joseph Lee](#), [Dr. Liad Weiss](#)

2:30pm **4.4 Brand Sounds, Language, and Perception**

*Plaza B*



Continued from Friday, 27 March

**The Vowel Brand Advantage: Vowel Beginning Names Increase Perceived Warmth and Product Choice**

» [Dr. Ruth Pogacar](#), Dr. Ryan Rahinel, Dr. David Sidhu, Ms. Hannah Walker

**Stylistic but Distrusted: How Stylistic Language Reduces Fluency and Brand Trust**

» Prof. Stacey Brennan, [Dr. Jasmina Ilicic](#)

**Words or Numbers? Quantifier Alignability and How Verbal Ratings Change the Way We Trade Off Attributes**

» [Mrs. Ellen Lahn](#), Dr. Jorge Marin

**When is Kiki Round? When Gender Disrupts Brand Name Sound Symbolism**

» [Ms. Hannah Walker](#), Dr. Ruth Pogacar, Dr. Tina M. Lowrey, Dr. L.J. Shrum, Dr. Robert Wyer

2:30pm **4.3 Privacy and Self Identity**  
*Plaza A*

**Leveraging User Data to Deter Subscription Cancellation**

» [Dr. Chi Hoang](#)

**The Private Self in Consumption: Why Experiential Purchase History Commands a Higher Price**

» [Ms. Ziwei Wei](#), [Dr. Xiang Wang](#)

**Interdependent Privacy in App Permissions: How to Reduce Contact Sharing**

» [Ms. Susanne Ruckelshausen](#), Prof. Bernadette Kamleitner

**It Feels Wrong: Unpacking Consumer Response to Facial Recognition Technology**

» [Ms. Linda Zhu](#), Dr. Christine Kim, Dr. Massimiliano Ostinelli, Dr. Gen Li, Dr. Andrea Bonezzi

2:30pm **Categorization, Framing, and Construal**  
*La Jolla*

**Seeing the Closet or the Clothes: How Thinking Abstractly versus Concretely Shapes Disposition Decisions**

» [Dr. Bingyan Hu](#), Dr. Cathy Cole, Dr. Alice Wang

**Consumers reject segmentation when they perceive social group overlap**

» [Ms. Jiabi Wang](#), Dr. Ayelet Fishbach

**“Cashmere socks” or “socks made of cashmere”: The effect of categorization on consumer valuation**

» [Ms. Jingxuan Liu](#), Dr. Elizabeth Friedman, Dr. Ravi Dhar

**Consumers Prefer Diverse (versus Non-Diverse) Teams Under Low (versus High) Mental Construal**

» [Dr. Mustafa Karatas](#)

2:30pm **4.2 AIs impact on Service Interactions**  
*Del Mar*

**Market Design Interventions for Safer Agent AI**

» [Dr. Swapneel Mehta](#), Dr. Aaron Nichols, Dr. Nina Mazar, Dr. Marshall Van Alstyne

**Protected Heterogeneity and the Cost of Fairness**

» [Mr. Noah Ahmadi](#), Dr. Eva Ascarza, Dr. Ayelet Israeli

**No Hard Feelings: The Protective Power of AI Empathy During Service Interaction Failures**

» Dr. Fotis Efthymiou, Prof. Alex Mari, [Dr. Ertugrul Uysal](#), Dr. Jeffrey Brooks

**The Impact of Large Language Models on Service Customization: An Empirical Analysis of Hotel Responses to Consumer Reviews on TripAdvisor**

» Dr. Qiyuan Wang, [Dr. Phyllis Wang](#), Prof. David Peng



Continued from Friday, 27 March

4pm **5.7 Exploring the Connections between Consumer Well-Being and Environmental Sustainability**  
*Harbor, Floor 3*

**Exploring the Connections between Consumer Well-Being and Environmental Sustainability**  
» [Prof. Michal Strahilevitz](#)

4pm **5.5 The Boundaries of Consumer Review Reliance**  
*Santa Fe*

**The Boundaries of Consumer Review Reliance**  
» [Dr. Seo Young Myaeng](#), [Dr. Jacob Teeny](#), [Mr. Paul Andrew Blythe](#), [Dr. Alixandra Barasch](#), [Dr. Amit Bhattacharjee](#), [Ms. Suyeon Cho](#), [Dr. Deepak Sirwani](#), [Dr. Manoj Thomas](#), [Dr. Jared Watson](#), [Dr. Amna Kirmani](#), [Dr. Ted Matherly](#)

4pm **5.4 Determinants of Consumer Engagement**  
*Plaza B*

**When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time**  
» [Dr. Siyuan Yin](#), [Dr. Marissa Sharif](#)

**Worthy of Your Binge: How Media Momentum Drives Satisfaction in Clumped Consumption**  
» [Ms. Rachele Ciulli](#), [Prof. Cait Lambertson](#), [Prof. Robert Meyer](#)

**Reinterpret the Familiar: Consumers Prefer Experiences that Use Callbacks**  
» [Dr. Yuji Winet](#), [Dr. Ed O'Brien](#)

**The Cliffhanger Shortfall: Why Unresolved Endings Spark Curiosity but Fail to Persuade**  
» [Ms. Eva Van Poucke](#), [Prof. Maggie Geuens](#), [Prof. Gudrun Roose](#)

4pm **5.3 Aesthetic Design and Consumer Behavior**  
*Plaza A*

**Chronic time scarcity increases consumer preference for products with visually sparse designs: The mediating role of psychological need for space**

» [Ms. Jiawen Li](#), [Ms. Yue Yuan](#), [Ms. Xiaomin Sun](#)

**Nature's Touch: Integrating Biophilic Design in Modern Retail Strategies**

» [Ms. Qingshuo Chen](#), [Dr. Christine Ringler](#), [Dr. Michelle Daniels](#)

**Ravishing Enough to Reuse: The Role of Aesthetics in Product Packaging Retention and Reuse**

» [Dr. Gabriel Gonzales](#), [Dr. Freeman Wu](#), [Prof. Kelly Haws](#)

**Sleepiness and Its Impact on Sensory Preferences**

» [Dr. Manhui Jin](#), [Dr. Narayan Janakiraman](#), [Dr. Zhiyong Yang](#), [Dr. Dipayan Biswas](#)

4pm **5.1 The Ebb and Flow of Goal Pursuit**  
*La Jolla*

**Straight Stories, Stronger Impact: The Surprising Appeal of Linear Goal Pursuit Narratives**

» [Ms. Abigail Bergman](#), [Dr. Szu-chi Huang](#)

**The Intentional Failure Effect: How Brands Can Leverage Failure to Enhance Product Preference**

» [Dr. Lukas Maier](#), [Dr. Sid Mookerjee](#), [Prof. Taly Reich](#)

**Boosting immersion in boring or unpleasant activities: Testing a computational model of flow**

» [Dr. David Melnikoff](#), [Dr. Paul Stillman](#), [Dr. Ryan Carlson](#)

4pm **5.2 How Generative AI Shapes Empathy, Self-Perception, and Trust**  
*Del Mar*



Continued from **Friday, 27 March**

**How Generative AI Shapes Empathy, Self-Perception, and Trust**

» Ms. Su Hyun Lee, Prof. Aner Sela, Mr. Itai Linzen, Prof. Yael Steinhart, Prof. Ziv Carmon, Prof. Martin Reisenbichler, Prof. Thomas Reutterer, Prof. David Schweidel, Dr. Anouk Bergner, Mr. Philipp Winder, Prof. Christian Hildebrand

**Saturday, 28 March**

7am **Registration**

7:30am **Coffee and Connections**  
*Harbor, Floor 3*

8:30am **6.6 Connecting in Extended Reality (XR): Exploring Consumer Decisions in Virtual Reality, Augmented Reality, and Immersive Technologies**  
*Sierra*

**Connecting in Extended Reality (XR): Exploring Consumer Decisions in Virtual Reality, Augmented Reality, and Immersive Technologies**

» Dr. Rebecca Krause-Galoni, Dr. Andrea Luangrath, Dr. Chelsea Galoni, Dr. Kirsten Cowan, Dr. Seth Ketron, Dr. Alena Kostyk, Dr. Kirk Kristofferson, Dr. Thomas Scheurer, Dr. David Finken, Dr. Rebecca Chae, Dr. Cammy Crolic, Dr. Rhonda Hadi, Dr. William Fritz, Dr. Andrew Stephen

8:30am **6.5 The Price is...Right? Novel Perspectives on Pricing and Valuation**  
*Santa Fe*

**The Price is...Right? Novel Perspectives on Pricing and Valuation**

» Mr. Eitan Rude, Ms. Jiaqi Cao, Dr. Alexander Fulmer, Dr. Joowon Klusowski, Dr. Julio Sevilla, Dr. Mathew Isaac, Dr. Rajesh Bagchi, Dr. Franklin Shaddy, Dr. Hal Hershfield

8:30am **6.4 Prosocial Behavior and Giving**  
*Plaza B*

**Understanding the Effect of Native vs. Non-Native Language on Charitable Behavior**

» Ms. Xinlian Zhang, Dr. Marie Ozanne, Dr. Archer Pan, Dr. Kaitlin Woolley

**The Downside of Generosity: When More Giving Undermines Social Connection**

» Dr. Minkwang Jang, Dr. Shereen J. Chaudhry, Dr. Ayelet Fishbach

**Give Enough or Not at All**

» Dr. Jean Zhang, Dr. Gal Smitizsky, Dr. Marta Serra-Garcia, Dr. Ayelet Gneezy

**One to Many: How Presenting Multiple Options Influences Donor Responses**

» Dr. Rajiv Vaidyanathan, Dr. Mathew Isaac

8:30am **6.3 Personalization and Popularity**  
*Plaza A*

**Consumers Believe Popular Preferences Indicate a Lack of Expertise**

» Ms. Kristine Cho, Ms. Amanda Geiser, Prof. Leif Nelson

**Unique but Inauthentic? Observers' Context-Dependent Perceptions of Variety-seeking**

» Ms. Rui Zhang, Dr. Jessica Li



Continued from **Saturday, 28 March**

**(Self) Filter Bubbles: How Personalization Changes What We Choose**

» [Ms. Yvonne Huang](#), Dr. Xiang Wang, Prof. Yang Yang

**From Playground to Purchase: School Bullying and Consumers' Preference for (Un)Popular Products**

» [Ms. Shuhan Yang](#), Dr. Tito Grillo, Prof. Jennifer Argo

8:30am **6.1 Consumer Perceptions of Transgressions**

*La Jolla*

**The Hidden Cost of Misalignment: How Offering-Goal Incongruity Impacts Psychological Comfort and Affective Commitment**

» [Ms. Qingshuo Chen](#), Dr. Christine Ringler, Dr. Michelle Daniels

**Exploring the Consequences of Detecting Consumer Transgressions**

» [Ms. Jingzhi \(Ginger\) Liu](#), Dr. Sara Dommer

**Sacred Value Violations in Digital and Psychological Space**

» [Ms. Xueqi Bao](#), Prof. Stephanie Lin, Prof. Taly Reich, Prof. Tamar Kreps, Prof. Amitava Chattopadhyay

**Cringing at ourselves (and others): The social functions of sharing cringeworthy stories**

» [Dr. Brianna Escoe](#), Dr. Anthony Salerno

8:30am **6.2 Consumer Decision Making under Uncertainty**

*Del Mar*

**Mind the Gap: How Explicit Uncertainty Cues Improve Consumer Decision Making**

» [Ms. Seyi Lawal](#), Dr. On Amir

**The Luck Celebration Hypothesis: The Unexpected Consequence of Permission Lotteries on Permitted Purchase**

» [Dr. Wenfeng Li](#), [Prof. Luxi Shen](#), Prof. Chu (Ivy) Dang, Prof. Mandy Mantian Hu

**Preference for Uncertain Outcome in Self-control Conflict**

» [Mr. Johnny\(Liangnan\) Yu](#), Prof. Simona Botti, Prof. Michail Kokkoris

**Predictability Bias: Ignoring Consequences of Significant but Unpredictable Value**

» [Prof. Joshua Lewis](#), Dr. Lucius Caviola, Mr. Carter Allen, Ms. Johanna Salu

10am **7.6 Consumers' Use of Financial Tools**

*Sierra*

**Consumers' Use of Financial Tools**

» [Ms. Emily Huang](#), Prof. Cynthia Cryder, Dr. Stephen Baum, [Dr. Chaumanix Dutton](#), Prof. Uma Karmarkar, [Dr. Yonatan Vanunu](#), Prof. Kristin Donnelly, Prof. Abigail Sussman, [Mr. Will Wei Wu](#), Prof. Joe Gladstone

10am **7.4 Overcoming Inauthenticity Under Skepticism**

*Plaza B*

**Overcoming Inauthenticity Under Skepticism**

» [Dr. Katherine Du](#), Dr. Rosanna Smith, Ms. Kaia Choi, [Dr. Erica Bailey](#), Ms. Alexa Samaniego, Dr. Evan Weingarten, [Prof. Stephanie Lin](#), Dr. Adriana Samper, Dr. Jared Watson, Dr. Avni Shah, Dr. Kathleen Vohs, [Dr. Sokiente Dagogo-Jack](#), Dr. Alex Kaju, Ms. Krissa Nakos

10am **7.3 Social Dynamics and Consumption Enjoyment**

*Plaza A*

**Too Productive to be Social: How Productivity Orientation Affects Preferences for Solo vs. Joint Consumption**

» [Ms. Jiarui Liu](#), Dr. Eugenia Wu



Continued from **Saturday, 28 March**

**Solitude and Social Presence: When and Why Others Reduce the Enjoyment of Solo Consumption Experiences**

» [Dr. Aylin Cakanlar](#), Dr. Ximena Garcia-Rada

**Active Experiences Are More Socially Connecting Than Passive Experiences**

» [Dr. Cindy Chan](#)

**Consumption While Waiting Detracts from Enjoyment**

» [Ms. Paige Abbott](#), Dr. Annabelle Roberts

10am **7.1 Self Esteem in Advertising**  
*La Jolla*

**Reduced to Pixels: How Disclosure of Synthetic Humans in Advertising Harms Women's Self-Esteem**

» [Dr. Cammy Crolic](#), Dr. Rhonda Hadi

**Self-deprecating advertisements enhance consumers' perception of experience-related product attributes.**

» [Ms. Vaishnavi Kale](#), Dr. Eda Sayin, Prof. Aradhna Krishna

**Golden Years or Gray Fears? Consumer Responses to Aging Portrayals**

» [Dr. Maren Hoff](#), Dr. Alisa Wu, Dr. Silvia Bellezza

**Is This How You See Me? When Personalized Ads Reduce Self-esteem and Brand Attitude**

» [Ms. Jessie Jia](#), Dr. Maferima Touré-Tillery

10am **7.2 Sustainable Consumption Choices**  
*Del Mar*

**Go Fast or Go Green? How and Why Green Product Purchases Affect Consumer Preferences for Delivery Speed**

» [Mr. Yuqi Guo](#), Dr. David Hardisty, Dr. Jen Park

**The Recycled Penalty Effect: A Transparency Dilemma in Sustainable Consumption**

» [Dr. Yang Guo](#), Prof. Cait Lamberton, Dr. CB Bhattacharya

**Immediate vs. Delayed (Identical) Benefits: How Temporal Reframing Shapes Adoption of Sustainable Products**

» [Mr. Shemal Doshi](#), Prof. Stephanie Lin, Prof. Hilke Plassmann

**I Don't Buy It: Inferring Environmental Concern from Non-Purchase Choices**

» [Dr. Camilla Zallot](#)

11:30am **8.6 The Power (and Perils) of Temporal Cues During Goal Pursuit**  
*Sierra*

**The Power (and Perils) of Temporal Cues During Goal Pursuit**

» [Mrs. Graelin Mandel](#), Dr. Ayelet Fishbach, [Dr. Sarah Memmi](#), Dr. Jordan Etkin, [Dr. Robina Ghosh](#), Dr. Annabelle Roberts, Dr. Bowen Ruan, [Dr. Alicea Lieberman](#), Dr. Rachel Gershon, Dr. Jackie Silverman

11:30am **8.5 Conversation and consumer connection: How everyday interactions shape community and judgment.**  
*Santa Fe*

**Conversation and consumer connection: How everyday interactions shape community and judgment.**

» [Mr. Brendan Pagan](#), Dr. Sydney Scott, Dr. Elanor F. Williams, [Dr. Amit Kumar](#), Dr. Max Alberhasky, [Mrs. Feiyi Wang](#), Dr. Ike Silver, Dr. SHANNON DUNCAN, Dr. Barbara Mellers, [Dr. Juliana Schroeder](#), Mr. Burint Bevis, Dr. Michael Yeomans

11:30am **8.4 Consumer Vulnerability and Coping**  
*Plaza B*

**When Consumers Prefer Less Authenticity: Cash vs. Cashless Only Restaurants**

» [Ms. Via Guo](#), Dr. Alexander Fulmer



Continued from **Saturday, 28 March**

**Beyond Typologies: Coping at the Bottom of the Pyramid (BOP)**

» [Mr. Fairuz Chowdhury](#), Dr. Srinivasan Swaminathan, Dr. Rajiv Nag

**Consumer Emotional Vulnerability: (Mis)conceptions, Measurement, and Decision Outcomes**

» [Dr. Kylie Vo](#), Dr. Blair Kidwell, Dr. Narayan Janakiraman

**Adaptive Disengagement: A Persona-Based Analysis of Consumer Barriers to Healthcare Engagement**

» [Mrs. Courtney Stefanick](#), Dr. Vanitha Swaminathan, Dr. Jaideep Behari

11:30am **8.3 Visual Perception and Consumer Behavior**  
*Plaza A*

**Seeing is Believing? How Visual Cues Can Distort Auditory Signals and Perceptions of Environmental Damage to Hurt Sustainable Choices**

» [Dr. Liang Shen](#), Prof. Aradhna Krishna, Prof. Rashmi Adaval

**SimSang: Visualizing the Geometry of Thought**

» [Mr. YEH JUN LEE](#)

**When Text Speaks Louder Than Voice-to-Text: How Voice-to-Text Impacts Message Clarity and Social Perceptions**

» [Ms. Grace Zhang](#), Mrs. Natalia Kononov, Mrs. Shiri Melumad

**Visual Website Structure Analysis: A Methodology and Experimental Example**

» [Prof. Stevan Brasel](#)

11:30am **8.1 Marketplace Influences and Influencers**  
*La Jolla*

**Exploiting Appeals: A Novel Framing Approach for Sales Promotions**

» [Dr. Huixin Deng](#), [Prof. Qian Xu](#), Prof. Liyin Jin

**Small Fonts, Big Doubts: When and How Small Font Size of the Regular Price in a Deal can Backfire**

» [Ms. Le Li](#), Dr. Hanyong Park

**Favoriting Enhances Perceived Endorsement Authenticity**

» [Ms. Tianjiao Wu](#), Prof. Sungjin Jung, Dr. Geoff Tomaino

**How Influencer Follower Count Affects Perceived Persuasiveness Among Bottom-of-the-Pyramid Consumers**

» [Mr. Fairuz Chowdhury](#), Mr. Xinge Li, Dr. Chen Wang

11:30am **8.2 Consumer Judgment, Biases, and Uncertainty**  
*Del Mar*

**What are the different types of uncertainty?**

» [Prof. Beidi Hu](#), Prof. Celia Gaertig, Prof. Joe Simmons

**Playing Cupid: How Choosing Dates for Others Shifts Attribute Preference**

» [Prof. Christopher Cannon](#), Dr. Emily Garbinsky, Dr. Stephanie Smith

**The Creative Face Bias: Facial Features Influence Judgments of Creative Ability in the Marketplace**

» [Dr. Claire Linares](#), Dr. Jennifer Argo

**Similarity Judgments Attenuate Category-Based Priors in Quality Ratings**

» [Prof. Yu Ding](#)

12:45pm **Awards Lunch**  
*California Ballroom*

2:30pm **Plenary**  
*San Diego Ballroom*



Continued from **Saturday, 28 March**

4pm **9.6. Consumption Cues and Engagement**  
*Sierra*

**The curvilinear effect of image saturation on engagement on social media: The dual effects of emotional arousal and image evaluations**

» [Dr. Matthew Hall](#), Dr. Timothy Kaskela, Dr. Bin Zhu

**When Sports Drive Snacks: A Natural Experiment on Situational Consumption Triggers**

» Dr. Yi-Lin Tsai, [Prof. Daniel Mochon](#), Prof. Mark Ratchford, Prof. Marina Girju

**Triggering Concern About Healthy Eating: Repeated Exposure to Picture Temptations Results in Less Indulgent Consumption**

» [Dr. Yunxin liu](#)

**When Passion Meets Profit: Betting's Conflicting Effects on Fans versus Nonfans**

» [Dr. Christoph Hüller](#), Dr. Caleb Warren, Dr. Martin Reimann

4pm **9.5 Understanding and Predicting Sustainable Consumption**  
*Santa Fe*

**Understanding and Predicting Sustainable Consumption**

» [Ms. Eda Erensoy](#), Prof. Abigail Sussman, [Mr. Jake Reynolds](#), Prof. Bernd Schmitt, [Ms. Gabriela Padua](#), Dr. Sydney Scott, [Mr. Andde Indaburu](#), Dr. Remi Trudel, Prof. Gordon Burtch

4pm **9.4 Psychological Ownership and Control**  
*Plaza B*

**Principles of Nostalgia**

» [Dr. Evan Weingarten](#), Ms. Ziwei Wei, Dr. Tim Wildschut, Dr. Constantine Sedikides

**How Long and How Often: Asymmetric Drivers of Usage Happiness**

» [Ms. Carolina Raffaelli](#), Prof. Wendy Liu

**Understanding the Nature and Origins of Psychological Ownership**

» [Dr. Margaret Echelbarger](#), Dr. Stephanie Tully, Dr. Eesha Sharma, Dr. Suzanne Shu

**Queues, Scarcity, and the Illusion of Control**

» [Prof. Jayson Jia](#), Dr. Jiajia Liu

4pm **9.3 Secondhand Consumption**  
*Plaza A*

**Understanding the Aversion to Gifting Secondhand Products**

» [Prof. Yafei Guo](#), [Prof. Yeonjin Sung](#), [Prof. Kelley Gullo Wight](#), [Dr. Peggy Liu](#)

**KNOWING A PRODUCT'S FUTURE VALUE**

» [Ms. Minjeong Ko](#), Prof. Joseph Nunes

**Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Consumption**

» [Dr. Gerry Aksu](#), [Dr. Aylin Cakanlar](#), Dr. Gergana Nenkov

4pm **9.1 Brand Activism and Political Engagement: Who Responds, Why, and With What Consequences**  
*La Jolla*



Continued from **Saturday, 28 March**

**Brand Activism and Political Engagement: Who Responds, Why, and With What Consequences**

» [Ms. Jesse D'Agostino](#), Prof. Matthew Rocklage, Dr. Derek Rucker, [Dr. Pradeep Jacob](#), Dr. Naomi Mandel, Dr. Monika Lisjak, [Mr. Matejas Mackin](#), Dr. Gregory Carpenter, Dr. Hayagreeva Rao, [Dr. Neeru Paharia](#), Dr. Gautham Vadakkepatt, Dr. Sandeep Arora, Dr. Kelly Martin

4pm

**9.2 Financial Well Being**

*Del Mar*

**Quantity-Frequency Trade-Offs in Allocating Monetary Payouts to Low-Income versus High-Income Consumers**

» [Ms. Katharina Lohmann](#), Dr. Peggy Liu, Dr. Kelly Haws

**Beyond Yes or No: Cultivating Participation in Financially Beneficial Programs in the Lab and in the Field**

» [Dr. Kristen Duke](#)

**From Stigma to Support: How Others' Income Volatility Elicits Prosocial Attitudes and Behaviors**

» Dr. Ekaterina Goncharova, [Mr. Rohan Garg](#), Dr. Wendy De La Rosa

**Too Poor to Persist? Inferring Stronger Behavioral Consistency for High-Income than Low-Income Consumers**

» [Dr. Guilherme Ramos](#), Dr. Eric VanEpps, Prof. Kelly Haws