



Thursday, 26 March

- 7am **Registration**
Chaired by: Sonja Prokopec and Dr. Anthony Salerno and Dr. Tracy Rank-Christman
- 9am **SCP Doctoral Consortium**
California Ballroom
Chaired by: Dr. Chethana Achar and Dr. Andrea Luangrath
- 10am **SCP Executive Board Meeting**
Coronado
Chaired by: Eric Yorkston
- 1:30pm **SCP Publication Committee Meeting**
Coronado
Chaired by: Eric Yorkston
- 3pm **SCP Board Meeting**
Coronado
Chaired by: Eric Yorkston
- 4pm **SCP Smartypants PowerPoint Party! (Cultivating Connections Session; Advance Sign-Up Required, Observers Welcome)**
California Ballroom
Chaired by: Dr. Eric VanEpps and Dr. Jackie Silverman
- 5pm **SCP Community Building Initiative Reception (By Invitation)**
Harbor, Floor 3
Chaired by: Aronte Bennett and Dr. Grant Donnelly
- 6pm **Welcome Reception**
San Diego Ballroom

- 7:30pm **Affinity Group Meetup (Meet at Welcome Reception)**
San Diego Ballroom
Chaired by: Aronte Bennett and Dr. Grant Donnelly

Friday, 27 March

- 7am **Registration**
- 7:30am **Morning Coffee and Refreshments**
- 7:30am **Cultivating Connections with Caffeine and Card Games**
Lobby
Chaired by: Sonja Prokopec and Dr. Tracy Rank-Christman and Dr. Anthony Salerno
- 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



Continued from Friday, 27 March

8:30am **1.5 Special Session_Better Together? Balancing Preferences and Navigating Trade-Offs in Shared Consumption**

Santa Fe

Chaired by: Dr. Hyebin Kim and Dr. Theresa Kwon

Shared-Solo Combined Consumption Experiences

» [Dr. Theresa Kwon](#), Dr. Peggy Liu

“I’d Like Anything But Anchovies”: Rejecting Unappealing Options Reduces Decision Difficulty in Joint Consumption

» [Mr. Qingyang Wang](#), Dr. Grant Donnelly

Let’s Try Something New: People Prefer Sharing Novel Experiences with Others

» [Dr. Hyebin Kim](#), Dr. Elanor F. Williams, Dr. Sydney Scott

You, Me, and My Algorithm: The Divergent Inferences of Sharing Streaming Accounts

» [Dr. Kyu Ree Kim](#), Prof. Kelley Gullo Wight

8:30am **1.4 Consumer Reliance on Reviews**

Plaza B

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



Continued from Friday, 27 March

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

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

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

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

8:30am **Co-Author Lounge and Hangout Space**
Balboa

9:45am **Morning Refreshment Break**

10am **Superconnector's Lounge - Ryan Hamilton Stefano Puntoni Tiffany White**
Coronado

10am **2.7 Roundtable_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

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 Ekinici](#), 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 Special Session_Misaligned Temporal Cues in Consumer Decision Making**
Santa Fe
Chaired by: Mrs. Kristin Whitmeyer

Sustainability Neglect in Choosing Means for Goals

» [Mrs. Kristin Whitmeyer](#), Dr. Jordan Etkin, Dr. Szu-chi Huang



Continued from Friday, 27 March

Off-Label Consumption and the Impact of Usage Frequency Cues on Potency Inferences

» Dr. Chethana Achar, [Ms. Arina Tveleneva](#), Prof. Nidhi Agrawal

Boredom Begets Speed-Consumption, Speed-Consumption Begets Boredom: The Feedback Loop of Speed-Consumption

» [Mr. Indeesh Mukhopadhyay](#), Prof. Selin Malkoc

More Paychecks, Less Planning: How Payment Frequency Influences Budgeting

» [Dr. Wendy De La Rosa](#), Dr. Alicia Johnson, Dr. Anastasiya Ghosh, Dr. Bikram Ghosh

10am **2.4 Consumer Values and Perceptions**

Plaza B

Chaired by: Dr. Samuel Sekar

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

Chaired by: Dr. Andrea Bublitz

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. Robyne LeBoeuf

Financial Constraints and Price Expectations

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

10am **2.1 Meet the Editors**

La Jolla

Chaired by: Dr. David Wooten and Prof. Oleg Urminsky and Dr. Karen Page Winterich and Prof. Kelly Haws and Dr. Melissa Bublitz and Stacey Robinson and Dr. Rebecca Reczek

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

Del Mar

Chaired by: Dr. Daniel Mirny

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

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

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

11:15am **Passing Break**



Continued from Friday, 27 March

11:30am **Superconnector's Lounge - Matt Isaac Keith Wilcox**
Coronado

11:30am **3.7 Roundtable 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 Johar](#), [Prof. Nicholas Reinholtz](#), [Dr. Szu-chi Huang](#), [Prof. Oded Netzer](#), [Prof. Stefano Puntoni](#), [Prof. Claire Robertson](#)

11:30am **3.5 Special Session Judged and Compared: How Social Influence Shapes Goal Pursuit**
Santa Fe
Chaired by: Dr. Elina Hur

The Consequences of Sharing Goal Progress on Social Media

» [Mr. Roger Saumure](#), [Dr. Marissa Sharif](#)

Better than All the Rest: How Being Part of a Large Audience Influences Personal Goal Adherence

» [Ms. Jessie Lia](#), [Dr. Maferima Touré-Tillery](#), [Dr. Lili Wang](#)

When Looking Down Lifts You Up: The Motivational Impact of Dissociative Others in Goal Pursuit

» [Dr. Hoori Rafieian](#), [Dr. Elina Hur](#)

When Everyone Knows the Plan: How Shared Means Raise Blame for Failure

» [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](#)

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

Chaired by: [Dr. Aleksandar Blečić](#)

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](#)

Measuring Attention in Qualtrics: Method and Validation

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

Testing Algorithms or 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

Chaired by: [Dr. Na Xiao](#)



Continued from Friday, 27 March

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. Djuradj Caranovic](#)

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

Del Mar

Chaired by: Ms. MarieLouise Brand

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

12pm

Superconnector's Lounge - Rajesh Bagchi Rebecca ReczekJulio Sevilla

Coronado

12:45pm

Presidential Address Luncheon

California Ballroom

» Vanessa Patrick

1:45pm

Superconnector's Lounge - Kelly Haws Peggy Liu Andrea Morales

Coronado

2:15pm

Passing Break

2:15pm

Superconnector's Lounge - David Wooten Joe Goodman

Coronado

2:30pm

SCP Fellows Address

San Diego Ballroom

Chaired by: Dr. Hans Baumgartner and Prof. Gita Johar and Dr. Priya Raghurir

2:30pm

4.7 Roundtable Exploring the Connections between Consumer Well-Being and Environmental Sustainability

Harbor, Floor 3



Continued from Friday, 27 March

Exploring the Connections between Consumer Well-Being and Environmental Sustainability

» [Prof. Michal Strahilevitz](#), [Dr. Rebecca Reczek](#), [Dr. Grant Donnelly](#), [Dr. CB Bhattacharya](#), [Dr. Rajagopal Raghunathan](#), [Dr. Wendy Liu](#), [Prof. Kelly Haws](#), [Prof. Rashmi Adaval](#), [Dr. Jill Sundie](#)

2:30pm

4.5 Special Session From Restoring to Redefining the Self: New Directions in Identity Maintenance

Santa Fe

Chaired by: Dr. Liad Weiss

Restoring the Inner Self: The Psychological Value of Autologous Breast Reconstruction

» [Ms. Fabienne Krywuczky](#), Prof. Kobe Millet, Dr. Jiska Eelen, Prof. Jennifer Argo

Health as an Alibi: The Virtuous Framing of Appearance Pursuits

» [Prof. Stephanie Lin](#), Dr. Kaitlin Woolley, Dr. Peggy Liu

Morality and the Self: Making Moral Tradeoffs Reduces Decision Satisfaction in Political Candidate Choice

» Prof. Gita Johar, [Mr. Joseph Lee](#)

Reoptive Identity: The Dynamic Psychology of Being by Doing

» [Dr. Liad Weiss](#), Prof. Jennifer Argo

2:30pm

4.4 Brand Sounds, Language, and Perception

Plaza B

Chaired by: Prof. Sara Baskentli

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

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

Chaired by: Dr. Olaya Moldes

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

4.1 Categorization, Framing, and Construal

La Jolla

Chaired by: Dr. Josh Lundberg

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



Continued from Friday, 27 March

“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

Chaired by: Dr. Julian Givi

Market Design Interventions for Safer Agentic 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

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

3pm **Superconnector's Lounge - Vanessa Patrick Melissa Bublitz Adriana Samper**

Coronado

3:45pm **Afternoon Refreshment Break**

4pm **5.7 Roundtable_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, Dr. Milica Mormann

4pm **Award Session - 2025 Distinguished Scientific Contribution (Kelly Haws) and 2026 Early Career Award (to be announced)**

Sierra

4pm **5.5 Special Session_The Boundaries of Consumer Review Reliance**

Santa Fe

Chaired by: Mr. Paul Andrew Blythe

The ‘Unique’ Challenge of Positive Word-of-Mouth Reviews for Affordable and Traditional Luxury

» Dr. Seo Young Myaeng, [Dr. Jacob Teeny](#)

The Perceived Idiosyncrasy of Preferences for Adult Entertainment

» [Mr. Paul Andrew Blythe](#), Dr. Alixandra Barasch, Dr. Amit Bhattacharjee

Deceptive Ratings: How Rescaling Ratings Deceive Consumers

» [Ms. Suyeon Cho](#), Dr. Deepak Sirwani, Dr. Manoj Thomas

Red Flag! Downstream Consequences of Fake Review Alerts

» [Dr. Jared Watson](#), Dr. Ted Matherly, Dr. Amna Kirmani

4pm **5.4 Determinants of Consumer Engagement**

Plaza B



Continued from Friday, 27 March

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 Lamberton, 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

Chaired by: Prof. Meng-Hua Hsieh

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 What Moves People: Psychological Drivers of Engagement, Trust, and Inspiration

La Jolla

Impatient for Impact: Intertemporal preferences for an earlier donation impact timing

» [Ms. Jieyi Chen](#), Prof. Oleg Urminsky

Hearts Over Honor: How Individualizing Moral Appeals Drive Social Media Engagement with Sustainability Messaging

» Mr. ANTONIOS TIGANIS, [Dr. Gina Cui](#), Dr. Polymeros Chrysochou, Dr. Frank Mathmann

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

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

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

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

4pm

5.2 Consumer Well Being

Del Mar

Chaired by: Prof. SzuYu Cindy Chen

Exploring the Dual Impact of Virtual Tourism on Hedonic Well-Being and Travel Intentions: A Stimulus-Organism-Response Perspective

» [Ms. Angana Baruah](#), Prof. Devlina Chatterjee

The Normalcy Paradox: When Well-Intentioned Reassurance Suppresses Treatment

» Ms. Seyi Lawal, [Ms. Brianna Chew](#), Dr. On Amir

How Strict Self-Isolation Impacts Consumer Affect and Behaviors: A Longitudinal Study on Mandatory Quarantine

» [Ms. Minwen Yang](#), Prof. Claire Tsai



Continued from Friday, 27 March

Chronotype and Perceived Creativity: Consumers Perceive Night Owls as More Creative Than Early Birds

» Mr. Liao (Nico) Zheng, Dr. Honghan Qi, Ms. Minghao Xu, [Dr. Shankha Basu](#)

5:15pm

Yes, And: Harnessing the Power of Improv to Elevate Academic Excellence (Cultivating Connections Session; Advance Sign-Up Required, Observers Welcome)

Coronado

Chaired by: James Mourey and Dr. Morgan Poor

6pm

Working Paper Reception

San Diego Ballroom

Chaired by: Linda Hagen and Dr. Kevin Sample and Dr. Corinne Hassler

Do We Communicate with Generative AI Differently?

» [Mr. Pete Zhou](#), Dr. Yujie (Jay) Zhao, Dr. Caleb Warren

Consumer perceptions of product novelty are category independent: a fluency account

» [Mr. Chukwuma Asuzu](#), Dr. Alison Olechowski

The Power of Presentation: Sequential vs. Simultaneous Presentation and Choices from Memory

» [Ms. Natalie Moore](#), Prof. Oleg Urminsky

Too Special to Improve? How Limited-Edition Products Influence Self-improvement

» [Dr. Bingyan Hu](#), Ms. Xinwei Liu, Mr. Zhao Liu

Appealing to Power: How Cultural Beliefs About Hierarchy Shape Advertising Effectiveness

» [Dr. Ya-Hui Kuo](#), Ms. Jung-Tzu Hsu

Communication of Truly Novel Diseases (TNDs) and Preventative Behavior

» [Dr. Arslan Javed](#), Dr. Reetika Gupta

Moral and Material Purity Tradeoffs in Product Consumption

» [Dr. LanAnh Ton](#), Dr. Rosanna Smith, Dr. Shih-Chun Chin

Digital Corporate Apologies Featuring Pet Images in Response to Service Failures

» [Dr. Laura Laverty](#), Prof. Ben Marder, Dr. Amin Nazifi, Dr. Kirsten Cowan

Increasing the Aesthetic Appeal of Nonsense Brands

» Dr. David Luna, [Dr. Linnéa Chapman](#), Dr. Massimiliano Ostinelli

The Respectful Disposal: How Product Evaluations Impact Consumer Recycling Behavior

» [Dr. Vivian Xie](#), Dr. Rajesh Bagchi

Escaping Emptiness: The Role of Comforting Consumption

» Dr. Hyewon Cho, Dr. Ravi Mehta, [Dr. Wenna Han](#)

Unveiling the Discrepancy Between Reviewer Intent and Consumer Interpretation

» [Ms. May Yuan](#), Prof. Leilei Gao

Exploring the Role of Sentiment and “Quotation” in AI-Generated Review Summaries

» [Mr. Guanjie Huang](#), Prof. Oleg Urminsky

Consumer Resilience to Grief – How a Deadbot Can Contribute to Grief Relief and the Development of a Parasocial Preference

» [Ms. Lara Fröbel](#)

The Trust Deficit: How Salesperson Race Shapes Consumer Persuasion and Purchase Intent

» [Mr. Devin Edwards](#), Prof. Keith Wilcox, Dr. Ximena Garcia-Rada



Continued from Friday, 27 March

How Political Ideology Shapes Prosocial Consumer Behavior Research

» [Mr. Ethan Milne](#), Dr. Kirk Kristofferson, Dr. Miranda Goode, Dr. Kate White

Time For Something New: The Effect of Time Velocity Perception on Novelty-Seeking Behavior

» [Mr. SAMUEL SU](#), Dr. Maferima Touré-Tillery

Disability-focused Product Design Messaging and Perceived Innovativeness: How Marketing for Disabled Consumers Shapes Brand Outcomes

» [Ms. Madison Spencer](#), Dr. Kelly Herd

Are There Environmental Costs of Racial Bias in Retail Settings?

» [Mr. Gheremey Edwards](#), Dr. Tracy Rank-Christman, Dr. David Wooten

Does Grandpa Recycle? How Age Stereotypes Shape Effectiveness of Green Marketing and Firm Trust

» [Ms. Tounarouze Elyazidi](#), Dr. Chaumanix Dutton, Dr. Adriana Samper, Dr. Andrea Morales

When “Zero” Isn’t “Free”: Linguistic Framing Effects in Health and Sustainability Labels

» [Ms. Hui Zhang](#), Dr. Sekar Raju

Beyond the Needle: Behavioral, Psychological, and Societal Dimensions of Weight-Management Medications

» [Dr. SEVINCGUL ULU](#), Dr. Naz Onel

Persistence of Biased Inferences Between Product Features

» [Dr. Daniel Todorovic](#), Dr. Mario Pandelaere

Do-It-Yourself to Be Better Understanding how Loneliness shapes consumer DIY

» [Ms. Ritomaitree Sarkar](#), Dr. Priyali Rajagopal

“This Purchase Amounts to Five Hours of My Work”: How Saliency of Personal Labor Costs Impacts Consumer Behavior

» [Ms. Jiayun Shen](#), Ms. Xin Zhou, Dr. Monika Lisjak, Dr. Neeru Paharia

When Brands Take a Stand, Do Men and Women Respond Differently? Consumer Reactions to Brand Activism

» [Ms. Ritomaitree Sarkar](#), Dr. Lidan Xu, Prof. Yafei Guo

When GenAI is Gendered: The Effect of Feminine and Masculine Tone on Intentions to Share AI-generated News Summaries

» [Ms. Yao Yao](#), Dr. Junha Kim, Prof. Gabriela Tonietto

Step Through The Wardrobe: Social Exclusion Fuels Immersive Consumption

» Dr. Yoonho Jin, Prof. Iris Hung, [Mr. Ruoxu Ding](#)

Branding the Circular Economy: How Branded Recommerce Drives Consumption of Pre-owned Products

» [Ms. Stuti Agarwal](#), Dr. Elie Ofek, Dr. Raghendra KC

Anchored by First View: How Viewing Order Shapes Willingness To Pay In Joint Evaluation

» [Mr. Rochak Khandelwal](#)

When Doing Better Backfires: The Efficiency Penalty for Warmth-Based Nonprofits

» Dr. Katina Kulow, Dr. Kara Bentley, [Dr. Priyali Rajagopal](#)

How Power-Distance Belief Shapes Reactions to AI- versus Human-made Products

» [Ms. Kaixin \(Kathy\) Huang](#), [Dr. G. Ceren \(Gerry\) Aksu](#), Dr. Alokparna (Sonia) Monga

When White Space Backfires: How Inter-Product Spacing Narrows Attention and Dampens Novel Choices

» [Dr. Yingting Wen](#), Dr. Gilles Laurent



Continued from Friday, 27 March

No Logo: The Effect of Brand Attribution on Partisan News Consumption

» [Mr. Ty Longmire-Monford](#), Dr. Chuck Howard

Examining Olfaction and Nostalgia in VR

» Dr. Seth Ketron, [Dr. Kirsten Cowan](#), Dr. Priscilla Pena, Dr. Anupama Bharadwaj

Mystery Consumption Backfire: How Package Framing Shapes Purchase Intentions for Near-Expired Food

» Dr. Jixian Huang, [Dr. Xiaodong Nie](#)

Virtual Copresence: A Double-Edged Sword for Acquisition Effort in Virtual Luxury Consumption

» [Dr. Wuxia Bao](#), [Dr. Ling Jiang](#)

Affective Spillover in Gift Giving: How Givers' Positive Feelings About Discounts Shape Inferences of Recipient Liking

» Ms. Emily Huang, [Mr. Jay Naborn](#), Prof. Fausto Gonzalez

Deconstructing the Roles of Brand, Design, and Consistency in Consumer Choice with Generative AI

» Ms. Jungeun Lim, Prof. Remi Daviet, [Ms. Tanishka Jain](#)

The Authenticity Paradox: How Verbal Authenticity Differentially Influences Health Information Engagement

» [Dr. Gina Cui](#), Mr. ANTONIOS TIGANIS, Prof. Patrick van Esch

The Behavioral and Psychological Impacts of Virtual Influencers: A Systematic Literature Review and Integrative Framework

» [Ms. Xue Zhang](#), Dr. David DeFranza, Dr. Marius Claudy

You are what you binge watch: The effects of media format and content character on consumers' wellbeing

» [Ms. Eda Ozturk](#), Dr. Oriana Aragón

From Scared to Shared: Recreational Fear Reduces Perceived Crowding

» [Mr. Sangmin Kim](#), Dr. Zuzanna Jurewicz, Dr. Andrea Luangrath, Dr. William Hedgcock

Consumers' Responses to AI Agents' Conversational Content

» [Dr. Feyzan Karabulut](#), Prof. Sarah Moore, Prof. Paul Messinger

Homelessness-Based Impact Hiring and Consumers' Responses

» [Dr. Cindy Wang](#), Dr. Brandon Reich, Dr. Wanying Shi

The Compassion Gap in AI Wellness Tools: Building Connection Through Emotional Safety

» [Ms. Manaswini Acharya](#), Dr. Mayukh Dass

Typicality and Ambiguity in Experiential Product Images: The Role of Categorization in Consumer Choice

» Dr. Liu Liu, [Mr. Paul Andrew Blythe](#), Dr. Natasha Zhang Foutz, Dr. Masakazu Ishihara, Dr. Alixandra Barasch

From Service to Self-Interest: How Payment Framing Shapes Voluntary Contributions

» [Dr. Shirley Bluvstein](#), Dr. Jannine Lasaleta

Can I Take a Mulligan? The Effect of Brand Backtracking on Brand Attitudes

» [Mr. Joseph Lawall](#), Dr. Daniel Villanova, Dr. Leah Smith

From Binge to Rewatch: Reframing Media Reconsumption Beyond Pathology

» [Dr. niusha safarpour](#), Prof. Sarah Moore, Dr. Clarice Zhao

All or Nothing: The Differential Appeal of Minimalism and Maximalism in Product Packaging Design

» [Ms. Sarah Motallebi](#), Dr. Michael Lowe, Dr. Kevin Sample

Ties That Bind or Loosen? A Meta-analysis on the Effectiveness of Social Tie Strength in Consumer Communication

» [Dr. Alex Belli](#), Prof. Francois Carrillat, Dr. Adrian Camilleri



Continued from Friday, 27 March

How Interface Design Shapes Product Retention Behaviors

» Ms. Huitian Zhang, [Prof. Lei Su](#), Prof. Jaideep Sengupta

The Lingering Touch Effect: How Prior Ownership Cue Hurts Second-hand Purchases by Undermining Anticipated Psychological Ownership

» [Ms. Hongting ZHANG](#), Prof. Jiewen HONG

More Gift, More Waste: Why Gifted Food Gets Wasted More

» [Mr. Zhennan Xu](#), [Ms. Yuxuan Liu](#), Dr. Rong Huang

Linguistic Influences on Consumer Perceptions

» [Mr. Chris DiPardo](#), Dr. Antonia Mantonakis, Dr. Nathalie Spielmann

From Stake to Stewardship: The Impact of Employee Ownership on Perceived Product Quality

» [Dr. Smaraki Mohanty](#), [Dr. Iman Paul](#), Dr. Jeffrey Parker

THE NATURAL DISADVANTAGE: SOCIAL MEDIA SHARING OF NATURAL SKINCARE AND TARGET ATTRACTIVENESS

» [Ms. Alessia Buiga](#), Dr. Matthew Philp, Dr. Rishad Habib, Mr. Maxwell Poole

Scrutinizing AI (vs. Human) Sources: A Regulatory Focus Approach

» [Ms. ZHALEH ANSARIPOOR](#), Dr. Loraine Lau-Gesk

Fleeting Feeds, Fading Memories: Investigating Memory for Short-Form Media Content

» [Ms. Stephanie Hong](#), Prof. Kristin Donnelly

Recommendations and Autonomy: How Recommendations Suppress Search

» [Mr. Abdullah Althenayyan](#), Dr. Luc Wathieu

Art Exposure as a Pathway to Sustainable Lifestyles

» Prof. Jin Sun, [Ms. Jiajia Zhang](#), [Mr. Haojun CHEN](#), Prof. Hongwei He, Prof. Sumin Kim

Beyond Recipients: How Portraying Disabled Individuals as Donors Increases Charitable Giving

» [Mr. Yining Yao](#)

Algorithm or Artisan? Consumer Morality in AI-Driven Luxury Design

» [Dr. Kylie Vo](#), [Dr. Aaminah Malik](#), Dr. Fayez Ahmad

Shared Reality Between Consumers and Brands

» [Ms. Jessica Farace](#), Dr. Nicole Davis, Dr. Tracy Rank-Christman

Selling Self-improvement: Distinguishing between Constructive and Corrective Persuasive Messages

» [Mr. Alberto Barchetti](#), Dr. Joshua Clarkson, Dr. Ashley Otto

Is Labeling Only Low-Emission Products Sufficient to Promote Sustainable Choices? The Interplay of Gradual Labeling and Emission Predictability

» [Mr. Shemal Doshi](#), Prof. Pierre Chandon, Prof. Jad Chaaban

The Role of Persuasion Knowledge in Driving Reviewing Behavior for Credence Goods

» [Prof. Yu-Jen Chen](#)

A Two-Step Approach to Computationally Mapping Consumer Goal Systems

» [Ms. Courtney Lee](#), Dr. ADA AKA, Dr. Szu-chi Huang

When Product Differentiation Justifies the Pink Tax: Female Consumer Responses to Gendered Pricing

» [Ms. Dingning Yang](#), Prof. Oleg Urminsky

It's Still Rock and Roll to Me: How Music Type Shapes Preferences for Masculine and Feminine Themed Products.

» [Mr. Shahriar Uddin](#), Dr. Blair Kidwell



Continued from Friday, 27 March

The psychology of digital hoarding: a personality-based perspective

» [Dr. Tom KB Koo](#), [Dr. Hyoseok Kim](#)

From Free to Fee: The Role of Brand Relationship Norms in Consumers' Acceptance of Paid-Exclusivity Transitions

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

Other-Oriented Motives in Brand Avoidance

» [Ms. Tima Abboud](#), [Dr. Grant Packard](#), [Dr. Jodie Whelan](#)

How the Customer Journey Shapes Dynamic, Path-Dependent Willingness to Pay

» [Ms. Erika Yang](#), [Dr. Eric Anderson](#), [Dr. Derek Rucker](#), [Dr. Sharlene He](#)

(Dis)Entitlement to Eat Meat as a Barrier and Opportunity to Promote Plant-Based Food Choices

» [Ms. Sezin Ekinci](#), [Dr. Sadaf Mokarram Dorri](#), [Dr. Carina Thuerridl](#), [Prof. Willemijn van Dolen](#)

When and Why Real Beauty Fails to Sell Products

» [Ms. Amelia Singh](#), [Dr. Aziza Jones](#), [Prof. Kristina Durante](#), [Dr. Sarah Hill](#)

Aging in the Metaverse: Managerial-Consumer Asymmetry on the Acceptance of Older Virtual Influencers

» [Ms. Lu Fang](#), [Prof. Anirban Mukhopadhyay](#)

The Self-Brand Connection Paradox: Perceived Power without Actual Decision Authority

» [Mr. Jeonghwa Seo](#), [Prof. Ji Kyung Park](#)

The Anchoring Effect of Constrained Price Reduction on Consumer Evaluations and Choices

» [Mr. Yuhao Lu](#)

The Hidden Price of Product Repairs: Uncovering Social Costs of Frugality Attributions

» [Dr. Aruna Tatavarthy](#), [Prof. Nidhi Agrawal](#), [Prof. Helge Thorbjørnsen](#)

Caught off Guard: Understanding When and Why Sudden Failures Increase Product Repair Intentions

» [Dr. Aruna Tatavarthy](#), [Prof. Nidhi Agrawal](#), [Prof. Helge Thorbjørnsen](#)

Crowding out Systemic Change: The Appeal of Individual-Level Interventions

» [Ms. M.Leonor Neto](#), [Ms. Olivia Kim](#), [Prof. Minah Jung](#)

Same Fare, Different Words: Price Explanations and Consumer Response in Rideshare Platforms

» [Ms. ZHIYING JIN](#)

The Impact of Temporal Focus on Minimalist Aesthetics Preference

» [Ms. Ruiqi Dong](#), [Dr. Yanliu Huang](#)

Does Feeling Richer Affect Our Social Relationships? An Investigation into the Social Consequences of Subjective Wealth

» [Dr. Jay Zenkic](#), [Dr. Alex Belli](#), [Dr. Ali Tamaddoni](#), [Prof. Arvid Hoffmann](#), [Prof. Brent McFerran](#)

From Glances to Algorithms: The Changing Nature of Civil Inattention in Consumer Spaces

» [Prof. Rana Sobh](#), [Prof. Russell Belk](#)

The Price of Taking a Stand: How Brand Activism Post Triggers or Calms Reactance to Influence Brand Bravery, Advocacy Support, and Social Engagement

» [Prof. Ming-Yi Chen](#), [Ms. Ting-Yu Chen](#)

Robots or Humans? How Social Exclusion Shapes Consumer Preferences in Service Encounters

» [Ms. Tangwutu Yang](#), [Mr. Yi Li](#), [Prof. Zhihao Yu](#)



Continued from Friday, 27 March

Partisan Shades of Green: Political Identity and Environmentally Friendly Behavior

» Dr. Ravi Mehta, Dr. Lidan Xu, [Dr. Wenna Han](#), Dr. Dilip Chhajed, Dr. Juliet (Rui) Zhu

Does Authenticity Matter in Comedy Consumption?

» [Mr. Drew Gorenz](#), Dr. Norbert Schwarz

The Impact of Ingredient Purpose Disclosures on Consumers' Purchasing Behavior

» [Mr. Lukas Schnabel](#), Dr. Stefan Hock

Framing the Environment, Dividing the Mind: How Political Identity Interacts with Moral and Systemic Pathways in Climate Messaging

» [Prof. Younjung Park](#), [Dr. Eunmi Jeon](#), [Prof. Jaisang Kim](#)

Enhance or Protect? Privacy as a Goal System in Consumer Decisions

» [Prof. Hichang Cho](#)

Generating Controllable Visual Stimuli Using Stable Diffusion: A Guide for Behavioral Experimental Research

» Prof. Jia Liu, [Ms. Qiaoyang \(Joann\) Liu](#), Ms. Xinyi Sun

ETHICS IN SPOTLIGHT: BRAND MORAL TRANSGRESSION AND CONSUMER MORAL GRANDSTANDING

» [Dr. Sahel Zaboli](#), Dr. Hesam Teymouri Athar, Dr. Steven Shepherd

"Is Anthropomorphism Always Helpful?" The Impact of Anthropomorphism on Healthcare Chatbot Acceptance

» [Ms. Ruiqi Dong](#), Dr. Chen Wang

Glass Half Empty: How Pessimism is Seen as a Moral Failing

» [Ms. Eda Erensoy](#), Dr. Deborah Small

Development and Validation of the Unified Scale of Compassion for Other People: From Fragmentation to Unity

» [Ms. Ecem Emur-Bilge](#), Prof. Jutta Roosen

The Psychology of Green Feature: When Materials Matter More Than Processes

» [Ms. Yu-Shan Huang](#), Dr. Xin He

Watching Without Watching: Incentives Increase Engagement Quantity but Weaken Engagement Quality

» [Ms. Nancy Shen](#), Dr. Grant Donnelly, Dr. Rebecca Reczek

Saturday, 28 March

7am

Registration

7:30am

Morning Coffee and Refreshments

7:30am

Cultivating Connections with Caffeine and Card Games

Lobby

Chaired by: Sonja Prokopec and Dr. Tracy Rank-Christman and Dr. Anthony Salerno

8:30am

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

Sierra

Chaired by: Dr. Andrea Luangrath

Delayed Decisions for Digital Twins: How Virtual Reality Impacts Choice Deferral

» [Dr. Rebecca Krause-Galoni](#), Dr. Andrea Luangrath, Dr. Chelsea Galoni



Continued from **Saturday, 28 March**

Connecting People to Nature: Virtual Reality Gaming as an Innovative Marketing Channel to Promote Sustainable Behaviors

» [Dr. Kirsten Cowan](#), Dr. Seth Ketron, Dr. Alena Kostyk, Dr. Kirk Kristofferson

Seeing but Not Smelling: Augmented Reality Displays Decrease Preferences for Products with Olfactory Importance

» Dr. Thomas Scheurer, Dr. David Finken, [Dr. Rebecca Chae](#)

Sound in Space: How Dynamic Audio Enhances Product Evaluation in Extended Reality

» [Dr. Cammy Crolig](#), Dr. Rhonda Hadi, Dr. William Fritz, Dr. Andrew Stephen

8:30am

6.5 Special Session_The Price is...Right? Novel Perspectives on Pricing and Valuation

Santa Fe

Chaired by: Mr. Eitan Rude

Out or Order: When Price Sorting Backfires?

» [Ms. Jiaqi Cao](#), Dr. Julio Sevilla, Dr. Mathew Isaac, Dr. Rajesh Bagchi

When and Why Consumers Prefer High Refunds to Low Prices

» [Dr. Alexander Fulmer](#), Dr. Joowon Klusowski

Pricing Insurance, Fairly

» [Mr. Eitan Rude](#), Dr. Franklin Shaddy, Dr. Hal Hershfield

Sunk Costs as Values

» [Dr. Joowon Klusowski](#)

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

(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



Continued from **Saturday, 28 March**

The Hidden Cost of Misalignment: How Offering-Goal Incongruency 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 \(Jiangnan\) 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

8:30am **Co-Author Lounge and Hangout Space**
Balboa

9:45am **Morning Refreshment Break**

10am **Introducing the EMPATHY Framework for Constructive Peer Review (Cultivating Connections Workshop; Advance Sign-Up Required, Observers Welcome)**
Harbor, Floor 3
Chaired by: Dr. Karen Page Winterich and Prof. Cait Lamberton

10am **7.6 Special Session_Consumers' Use of Financial Tools**
Sierra
Chaired by: Ms. Emily Huang

Worry Now, Pay Later – Anxiety and Stress Increase Buy Now / Pay Later Usage

» [Dr. Chaumanix Dutton](#), Prof. Uma Karmarkar

Consumers' Strategic Use of Payment Methods to Buffer the Pain of Paying

» [Ms. Emily Huang](#), Prof. Cynthia Cryder, Dr. Stephen Baum

Evaluating Banking Statements Based on the Characteristics of Deposits and Withdrawals

» [Dr. Yonatan Vanunu](#), Prof. Kristin Donnelly, Prof. Abigail Sussman

Closing the Financial Literacy Gap Through Financial Technology

» [Mr. Will Wei Wu](#), Prof. Joe Gladstone



Continued from **Saturday, 28 March**

10am **7.5 Special Session_How Generative AI Shapes Empathy, Self-Perception, and Trust**

Santa Fe

Chaired by: Ms. Su Hyun Lee

The Unexpected Mirror: How AI Communication Style Shapes Consumer Self-Perception

» [Mr. Itai Linzen](#), Prof. Ziv Carmon, Prof. Aner Sela, Prof. Yael Steinhart

Who's Writing? How Lay Beliefs About AI Influence Persuasion in Online Reviews

» [Ms. Su Hyun Lee](#), Prof. Aner Sela

Managing Online Toxicity: How AI-Enabled Empathic Support Transforms Consumer Coping Behaviors

» Dr. Anouk Bergner, Mr. Philipp Winder, [Prof. Christian Hildebrand](#)

Applying Large Language Models to Sponsored Search Advertising

» [Prof. Martin Reisenbichler](#), Prof. Thomas Reutterer, Prof. David Schweidel

10am **7.4 Special Session_Overcoming Inauthenticity Under Skepticism**

Plaza B

Chaired by: Dr. Evan Weingarten

When Experience Does Not Precede Essence: The Influence of Producer Essence versus Experience on Product Authenticity

» [Dr. Katherine Du](#), Dr. Rosanna Smith, Ms. Kaia Choi

The Dabblers Dilemma: Supporting Too Many Causes Undermines Authenticity

» [Dr. Evan Weingarten](#), Prof. Stephanie Lin, Dr. Adriana Samper, Dr. Jared Watson, Dr. Avni Shah, Dr. Kathleen Vohs

Social Media Abandonment: A Salve to Online Inauthenticity

» [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

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 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



Continued from **Saturday, 28 March**

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](#)

11:15am **Passing Break**

11:30am **8.6 Special Session_The Power (and Perils) of Temporal Cues During Goal Pursuit**
Sierra
Chaired by: Mrs. Graelin Mandel

The Benefits of Budgeting Time First for Multiple Goal Setting and Pursuit
» [Dr. Sarah Memmi](#), Dr. Jordan Etkin

Knowing How Much Time is Left: The Effect of Time Updates on Impatience
» [Dr. Robina Ghosh](#), Dr. Annabelle Roberts, Dr. Bowen Ruan, Dr. Ayelet Fishbach

Earning the Exit: Graduation Signaling in Self-Improvement Programs

» [Mrs. Graelin Mandel](#), Dr. Ayelet Fishbach

The "Anti-Snack Bias": Breaking Activities into Smaller Chunks Reduces Perceived Effectiveness

» [Dr. Alicea Lieberman](#), Dr. Rachel Gershon, Dr. Jackie Silverman

11:30am **8.5 Special Session_Conversation and consumer connection: How everyday interactions shape community and judgment.**
Santa Fe
Chaired by: Mr. Brendan Pagan

Hello, Neighbor: Interactions with Weak Ties in One's Community Can Increase Prosocial Behavior

» [Dr. Amit Kumar](#), Dr. Maxwell Alberhasky

You Say You've Been There, But Have You? Sharing Back About Difficult Experiences

» [Mr. Brendan Pagan](#), Dr. Sydney Scott, Dr. Elanor F. Williams

The Illusion of Effective Discussion in Group Interactions and Advice-Taking

» [Mrs. Feiyi Wang](#), Dr. Ike Silver, Dr. Barbara Mellers

Speaking Makes Disagreement More Constructive Than Writing

» Mr. Burint Bevis, [Dr. Juliana Schroeder](#), 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

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

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



Continued from **Saturday, 28 March**

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 Self Esteem in Advertising**
La Jolla

Reduced to Pixels: How Disclosure of Synthetic Humans in Advertising Harms 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

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](#), Dr. Karl Aquino

12:45pm **Business and Awards Luncheon**
California Ballroom

2:15pm **Passing Break**



Continued from **Saturday, 28 March**

2:30pm **Plenary Session: Unlocking the Secret Power of Groups - Lessons from Jazz**

San Diego Ballroom
Chaired by: Dr. Colin Fisher

» Colin M. Fisher

3:45pm **Afternoon Refreshment Break**

4pm **JCP AE Meeting**
Coronado

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 Special Session_Understanding and Predicting Sustainable Consumption**

Santa Fe
Chaired by: Ms. Eda Erensoy

Damaged Goods: Evidence for Repair Aversion and the Essence of Damage

» [Mr. Jake Reynolds](#), Prof. Bernd Schmitt

Redundant Sustainability: When Following One's Heart Leads to Less Sustainable Choices

» [Ms. Gabriela Padua](#), Dr. Sydney Scott

Green and Clean: How and When Dual Appeals to Environmental and Health Goals Undermine Perceived Claim Effectiveness

» [Ms. Eda Erensoy](#), Prof. Abigail Sussman

Large Language Models Amplify Demographic Disparities in Sustainability Guidance

» [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 Lia](#), Dr. Jiajia Liu



Continued from **Saturday, 28 March**

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](#)

Spurring Secondhand Clothing Consumption Through Moral Disgust for New Clothing

» [Ms. Hannah Smith](#), [Dr. Karen Page Winterich](#)

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

La Jolla

Chaired by: [Ms. Jesse D'Agostino](#)

When Brands Become Activists: Who Reacts and How?

» [Ms. Jesse D'Agostino](#), [Prof. Matthew Rocklage](#), [Dr. Derek Rucker](#)

When and Why Liberals Retaliate More Than Conservatives Against Activist Brands

» [Dr. Pradeep Jacob](#), [Dr. Naomi Mandel](#), [Dr. Monika Lisjak](#)

Consumers' Responses to Firms that Engage in Corporate Political Activities

» [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](#)

5:15pm **JCP ERB Meeting**
Harbor, Floor 3

7pm **The Saturday Closing Soirée**
Chaired by: [Dr. Alicea Lieberman](#) and [Prof. Christopher Cannon](#) and [Dr. Morgan Poor](#)