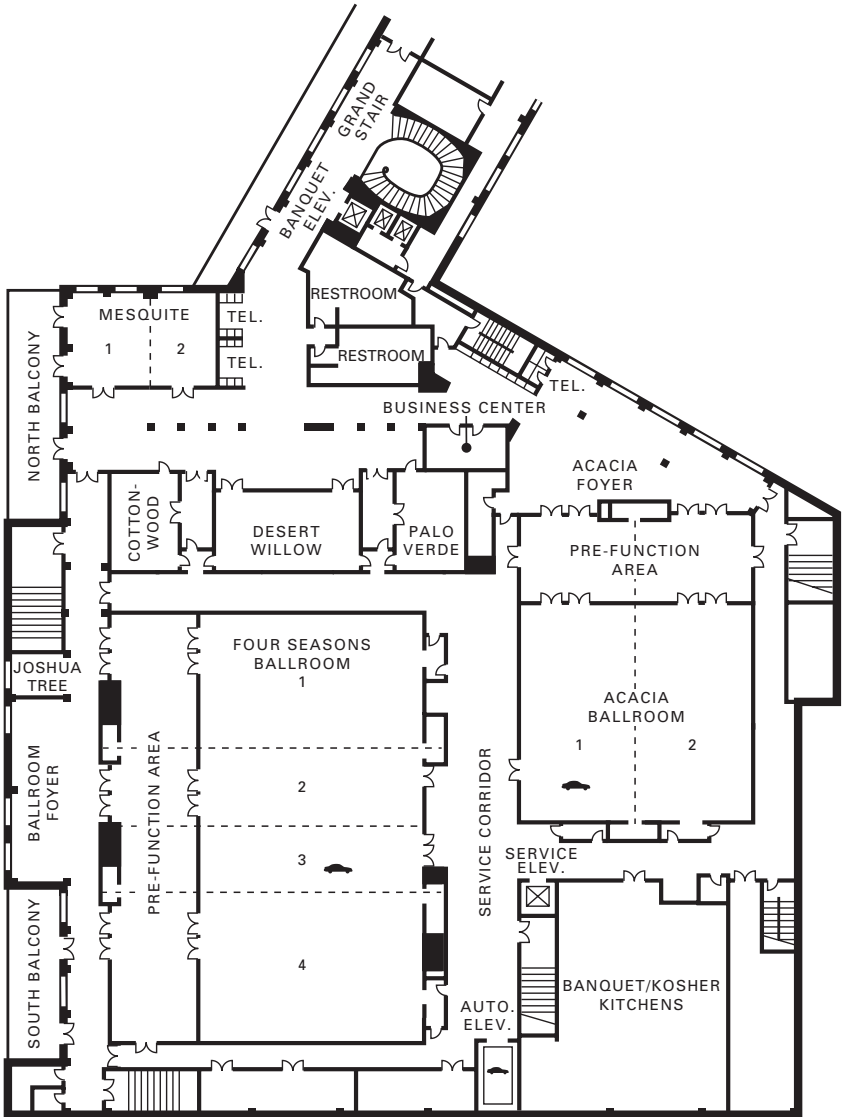


# Conference Floor Plan



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# SCP 2012 Las Vegas

Welcome to SCP 2012!

We are delighted that you are here in Las Vegas to participate in the Society for Consumer Psychology's Annual Winter Conference 2012. We were overwhelmed by the number of high quality submissions (over 25% more than last year!) for the conference from around the world. This promises to be an exciting and intellectually stimulating conference! This year, the keynote speakers will be Max Bazerman (Harvard) and Eldar Shafir (Princeton). We also have the pleasure of featuring an SCP Fellow's address by C. W. Park, recipient of the SCP Fellowship in recognition of his outstanding contribution to the field of consumer psychology.

The theme for this year's conference is "**Conversations**", which highlights, we hope, the SCP conference's uniqueness as a forum that facilitates research dialogues. The conference program that you hold includes not only Symposia, Individual Papers, and Working Papers, but also a new type of session called "Conversations" that we hope will compete (successfully) against the usual distractions of Vegas. These eight sessions, centered on topics of current interest to consumer psychologists, each feature a panel of three or four leading researchers in the field. The panelists will start the conversation off with short presentations on what they think are the interesting questions in this area. After all panelists have had their say, the floor will be thrown open -- panelists can ask questions to each other and the audience can ask questions to the panelists -- leading to what we hope will be a highly stimulating and thought provoking Conversation.

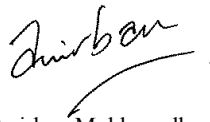
We would like to extend our sincere thanks to the many reviewers, authors, presenters, discussants and volunteers that have helped ensure a terrific conference program. We are deeply grateful to SCP president Vicki Morwitz for her many efforts and assistance throughout the year, and to Larry Compeau for his vision and patience throughout this process. We would also like to thank Rashmi Adaval and Jesper Nielsen for their outstanding job in organizing the SCP Doctoral Consortium, which is in its fourth year and is underwritten by funds from Jane and David Schumann. We also wish to thank Paul Belcastro, Agnes Chan, Aleksey Cherfas, and Patty Salo Downs for their behind-the-scenes efforts in supporting this year's conference. Finally, we would like to thank our sponsors, including the HKUST Business School, for their support.

We are very grateful to have such wonderful contributions from so many people for the benefit of the Society. This is truly your conference and we hope you enjoy SCP 2012!

Let's roll!



Amitav Chakravarti  
London School of Economics  
& Political Science



Anirban Mukhopadhyay  
Hong Kong University of Science  
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# Program Overview

## Thursday, 16 February 2012

7:30 am - 10:00 am	Doctoral Consortium Registration <b>(Four Seasons Ballroom Foyer)</b>
8:00 am - 5:30 pm	Doctoral Consortium <b>(Four Seasons Ballrooms 1 – 4)</b>
11:00 am - 8:00 pm	SCP 2012 Registration <b>(Four Seasons Ballroom Foyer)</b>
3:00 pm - 5:30 pm	SCP Executive Committee Meeting <b>(Desert Willow)</b>
6:15 pm - 8:15 pm	Opening Reception <b>(Four Seasons Ballrooms 1, 2 &amp; 3)</b>
6:15 pm - 7:45 pm	Working Paper Session 1 <b>(Four Seasons Ballrooms 1, 2 &amp; 3)</b>

## Friday, 17 February 2012

7:00 am - 8:00 pm	SCP 2012 Registration <b>(Four Seasons Ballroom Foyer)</b>
7:30 am - 8:00 am	BREAKFAST <b>(Four Seasons Pre-Function)</b>
8:00 am - 9:15 am	SESSION 1
9:15 am - 9:30 am	BREAK <b>(Four Seasons Pre-Function)</b>
9:30 am - 10:45 am	SESSION 2
10:45 am - 11:15 am	BREAK <b>(Four Seasons Pre-Function)</b>
11:15 am - 12:15 pm	PLENARY SESSION 1 - Eldar Shafir, Princeton University: "On the Psychology of Scarcity" <b>(Four Seasons Ballrooms 1 &amp; 2)</b>
12:30 pm - 2:00 pm	AWARDS AND BUSINESS LUNCHEON <b>(Four Seasons Ballrooms 3 &amp; 4)</b>
2:15 pm - 3:30 pm	SESSION 3
3:30 pm - 3:45 pm	BREAK <b>(Four Seasons Pre-Function)</b>
3:45 pm - 5:00 pm	SESSION 4
4:00 pm - 5:00 pm	Research Report AE Meeting
5:00 pm - 6:00 pm	Fellow's Special Session <b>(Four Seasons Ballrooms 3 &amp; 4)</b>
6:00 pm - 8:00 pm	RECEPTION <b>(Acacia Ballrooms 1 &amp; 2)</b>
6:00 pm - 7:30 pm	Working Paper Session 2 <b>(Acacia Ballrooms 1 &amp; 2)</b>

## Saturday, 18 February 2012

7:30 am - 3:45 pm	SCP 2012 Registration <b>(Four Seasons Ballroom Foyer)</b>
7:30 am - 8:00 am	BREAKFAST <b>(Four Seasons Pre-Function)</b>
8:00 am - 9:15 am	SESSION 5
9:15 am - 9:30 am	BREAK <b>(Four Seasons Pre-function)</b>
9:30 am - 10:45 am	SESSION 6
10:45 am - 11:15 am	BREAK <b>(Four Seasons Pre-function)</b>
11:15 am - 12:15 pm	PLENARY SESSION 2 - Max Bazerman, Harvard Business School: "Bounded Ethicality" <b>(Four Seasons Ballrooms 1 &amp; 2)</b>
12:30 pm - 2:00 pm	LUNCHEON AND PRESIDENTIAL ADDRESS – Vicki Morwitz, New York University <b>(Four Seasons Ballrooms 3&amp;4)</b>
2:15 pm - 3:30 pm	SESSION 7
3:30 pm - 3:45 pm	BREAK <b>(Four Seasons Pre-Function)</b>
3:45 pm - 5:00 pm	SESSION 8
4:00 pm - 4:50 pm	JCP Area Editor's Meeting <b>(Palm Room)</b>
5:00 pm - 6:00 pm	JCP Editorial Board Meeting <b>(Four Seasons Ballrooms 3 &amp; 4)</b>

# Thursday, 16 February 2012

**Doctoral Consortium Registration**

**7:30 am - 10:00 am**

**Four Seasons Ballroom Foyer**

**Doctoral Consortium**

**8:00 am - 5:30 pm**

**Four Seasons Ballrooms 1 – 4**

**SCP 2012 Registration**

**11:00 am - 8:00 pm**

**Four Seasons Ballroom Foyer**

**SCP Executive Committee Meeting**

**3:00 pm - 5:30 pm**

**Desert Willow**

**Opening Reception**

**6:15 pm - 8:15 pm**

**Four Seasons Ballrooms 1, 2 & 3**

**Working Paper Session 1**

**6:15 pm - 7:45 pm**

**Four Seasons Ballrooms 1, 2 & 3**

# Friday, 17 February 2012

SCP 2012 Registration

7:00 am - 8:00 pm

Four Seasons Ballroom Foyer

BREAKFAST

7:30 am - 8:00 am

Four Seasons Pre-Function

SESSION 1

8:00 am - 9:15 am

- 1.1 *Symposium: Selfish Consumers: Prosociality and (Im)Morality in Forecasts and Behavior (Four Seasons Ballroom 1)*
- 1.2 *Individual Papers: Follow the Yellow Brick Road: Goals and Goal-Directed Behavior (Four Seasons Ballroom 2)*
- 1.3 *Symposium: What's Outside the Box Helps to Think Out of the Box: Interplay between Incidental Environmental Contexts and Creativity (Desert Willow)*
- 1.4 *Individual Papers: Gentlemen Prefer Blondes: Judgment and Decision-Making (Palo Verde)*
- 1.5 *Symposium: Taken back into Context: How Brand Evaluations are Affected by the Competitive Context and Affect Subsequent Consumer Behavior (Cottonwood)*
- 1.6 *Individual Papers: Save a Horse, Ride a Cowboy: Persuasion (Mesquite 2)*
- 1.7 *Conversations: Sensations (Mesquite 1)*

BREAK

9:15 am - 9:30 am

Four Seasons Pre-Function

**SESSION 2**

**9:30 am - 10:45 am**

**2.1 *Symposium*: Balancing Multiple Goals in Social Consumption  
(Four Seasons Ballroom 1)**

**2.2 *Individual Papers*: Look at Me, I'm Sandra Dee: Visual  
Psychology (Four Seasons Ballroom 2)**

**2.3 *Symposium*: Online Social Networks: Why do People Use them  
and What are their Consequences? (Desert Willow)**

**2.4 *Individual Papers*: Don't Cry for Me: Sadness and other  
Emotions (Palo Verde)**

**2.5 *Individual Papers*: What a Wonderful World: Knowledge,  
Attitudes, and Beliefs (Cottonwood)**

**2.6 *Individual Papers*: Sunrise, Sunset: Services and Wait  
Management (Mesquite 2)**

**2.7 *Conversations*: Time and Money (Mesquite 1)**

**BREAK**

**10:45 am - 11:15 am**

**Four Seasons Pre-Function**

**PLENARY SESSION 1 –**

**Eldar Shafir, Princeton University:**

**"On the Psychology of Scarcity"**

**11:15 am - 12:15 pm**

**Four Seasons Ballrooms 1 & 2**

**AWARDS AND BUSINESS LUNCHEON**

**12:30 pm - 2:00 pm**

**Four Seasons Ballrooms 3 & 4**

**SESSION 3**

**2:15 pm - 3:30 pm**

- 3.1 *Symposium*: Of Time, Temperature, Taste, and Touch:  
Integrating Perspectives on Grounded Cognition (Four  
Seasons Ballroom 1)**
- 3.2 *Individual Papers*: You're a Mean One, Mr. Grinch:  
Prosociality (Four Seasons Ballroom 2)**
- 3.3 *Symposium*: The Ghosts of One's Past, Present, and Future:  
Examining Indulgent Choice Based on Thoughts from  
Different Temporal Perspectives (Desert Willow)**
- 3.4 *Individual Papers*: SCP Dissertation Proposal Competition  
Award Winners (Palo Verde)**
- 3.5 *Symposium*: The Effect of Individual and Contextual Factors  
on Food Consumption (Cottonwood)**
- 3.6 *Individual Papers*: Money, Money, Money (Mesquite 2)**
- 3.7 *Conversations*: Feelings (Mesquite 1)**

**BREAK**

**3:30 pm - 3:45 pm**

**Four Seasons Pre-Function**

**SESSION 4**

**3:45 pm - 5:00 pm**

- 4.1 *Symposium*: Social Environment and Happiness (Four Seasons  
Ballroom 1)**
- 4.2 *Individual Papers*: My Way: The Consumer's Self (Four  
Seasons Ballroom 2)**
- 4.3 *Symposium*: Directed by The "Outer Brain": Haptic  
Experience in Consumer Judgment and Decision Making  
(Desert Willow)**
- 4.4 *Individual Papers*: Can't Buy Me Love: Pricing (Palo Verde)**

**4.5 *Individual Papers: All That Meat and No Potatoes:*  
Self-Regulation (Cottonwood)**

**4.6 *Individual Papers: Any Dream Will Do: Judgment and Decision  
Making (Mesquite 2)***

**4.7 *Conversations: Helping Consumers (Mesquite 1)***

**Research Report AE Meeting**

**4:00 pm - 5:00 pm**

**Fellow's Special Session**

**5:00 pm - 6:00 pm**

**Four Seasons Ballrooms 3 & 4**

**Reception**

**6:00 pm - 8:00 pm**

**Acacia Ballrooms 1 & 2**

**Working Paper Session 2**

**6:00 pm - 7:30 pm**

**Acacia Ballrooms 1 & 2**

# Saturday, 18 February 2012

**SCP 2012 Registration**

**7:30 am - 3:45 pm**

**Four Seasons Ballroom Foyer**

**BREAKFAST**

**7:30 am - 8:00 am**

**Four Seasons Pre-Function**

**SESSION 5**

**8:00 am - 9:15 am**

- 5.1 *Symposium*: Back to the Future: New Directions in Temporal Framing for Consumer Judgments (Four Seasons Ballroom 1)**
- 5.2 *Individual Papers*: Wouldn't it be Lovely: Materialism (Four Seasons Ballroom 2)**
- 5.3 *Symposium*: Powerfulness and Powerlessness: Situational and Cultural Moderators of the Consequences for Branding and Consumer Satisfaction (Desert Willow)**
- 5.4 *Individual Papers*: A Little Less Conversation: Embodied Cognition (Palo Verde)**
- 5.5 *Symposium*: Visual Psychology: Consumer Attention, Perception, and Action Within Marketing Media (Cottonwood)**
- 5.6 *Individual Papers*: Me and My Monkey: All Things Social (Mesquite 2)**
- 5.7 *Conversations*: Motivation (Mesquite 1)**

**BREAK**

**9:15 am - 9:30 am**

**Four Seasons Pre-function**

**SESSION 6**

**9:30 am - 10:45 am**

- 6.1 *Symposium: On the Psychology of Mindsets in Consumer Behavior: Antecedents and Consequences for Choices and Switching (Four Seasons Ballroom 1)***
- 6.2 *Individual Papers: Can't Touch This: Self-Control (Four Seasons Ballroom 2)***
- 6.3 *Symposium: New Frontiers in Variety-Seeking Research (Desert Willow)***
- 6.4 *Individual Papers: iDon't Know How to Love Him: Brands and their Consumers (Palo Verde)***
- 6.5 *Individual Papers: Diamonds Are a Girl's Best Friend: Judgment and Decision-Making (Cottonwood)***
- 6.6 *Individual Papers: Ain't Misbehavin': Morality, Power, and Deception (Mesquite 2)***
- 6.7 *Conversations: Social Influences (Mesquite 1)***

**BREAK**

**10:45 am - 11:15 am**

**Four Seasons Pre-function**

**PLENARY SESSION 2 –**

**Max Bazerman, Harvard Business School:**

**"Bounded Ethicality"**

**11:15 am - 12:15 pm**

**Four Seasons Ballrooms 1 & 2**

**LUNCHEON AND PRESIDENTIAL ADDRESS –**

**Vicki Morwitz, New York University**

**12:30 pm - 2:00 pm**

**Four Seasons Ballrooms 3 & 4**

**SESSION 7**

**2:15 pm - 3:30 pm**

- 7.1 Symposium: What Determines Justifiability? The Psychology of Justification (Four Seasons Ballroom 1)**
- 7.2 Individual Papers: If I Only Had a Heart: Emotions (Four Seasons Ballroom 2)**
- 7.3 Symposium: Numerical Cognition: The Interpretation of Numerical Information and Downstream Consequences for Consumer Behavior (Desert Willow)**
- 7.4 Individual Papers: Believe: Persuasion (Palo Verde)**
- 7.5 Symposium: On Shaky Ground: Exploring Materialism and Insecurity (Cottonwood)**
- 7.6 Individual Papers: Can You Feel the Love Tonight: Sensations and Embodied Cognition (Mesquite 2)**
- 7.7 Conversations: Automaticity (Mesquite 1)**

**BREAK**

**3:30 pm - 3:45 pm**

**Four Seasons Pre-Function**

**SESSION 8**

**3:45 pm - 5:00 pm**

- 8.1 Symposium: Price Psychology: Advances on Context Effects in Pricing Research (Four Seasons Ballroom 1)**
- 8.2 Individual Papers: Over the Rainbow: Construal and its Levels (Four Seasons Ballroom 2)**
- 8.3 Symposium: Leaving Money on the Table: Situational Factors that Impair Financial Judgment and Decision Making (Desert Willow)**
- 8.4 Individual Papers: I'd Be Surprisingly Good for You: Recommendations (Palo Verde)**

**8.5 *Individual Papers: Lucy in the Sky with Diamonds: The Sensory Side (Cottonwood)***

**8.6 *Individual Papers: Food Glorious Food (Mesquite 2)***

**8.7 *Conversations: Reviewing (Mesquite 1)***

**JCP Area Editor's Meeting**

**4:00 pm - 4:50 pm**

**Palm Room**

**JCP Editorial Board Meeting**

**5:00 pm - 6:00 pm**

**Four Seasons Ballrooms 3 & 4**



# **Thursday, 16 February 2012**

**Doctoral Consortium Registration**

**7:30 am - 10:00 am**

**Four Seasons Ballroom Foyer**

**Doctoral Consortium**

**8:00 am - 5:30 pm**

**Four Seasons Ballrooms 1 – 4**

**SCP 2012 Registration**

**11:00 am - 8:00 pm**

**Four Seasons Ballroom Foyer**

**SCP Executive Committee Meeting**

**3:00 pm - 5:30 pm**

**Desert Willow**

**Opening Reception**

**6:15 pm - 8:15 pm**

**Four Seasons Ballrooms 1, 2 & 3**



**INSERT TAB**

**Working Paper Session 1  
Thursday, 2/16  
6:15pm - 7:45pm**



# ***Working Papers: Working Paper Session 1***

## ***1. To Recall or Not To Recall a Flawed Product: Corporate Responses and Consumer Perceptions of Toy Recalls***

William Murphy, University of Saskatchewan, Canada

Monica Popa, University of Saskatchewan, Canada\*

This research emphasizes that product recalls can be viewed not only from the disaster-mitigation perspective adopted by prior literature, but also as opportunities for firms to realize market benefits by engaging in responsible behavior, forging better relationships with customers. We propose and find, in the context of toy recalls, that company response strategies influence consumers' attitudes and purchase intentions, and beneficial effects of recalling a product can arise, particularly when the problem is minor and company's response is strong. Additionally, we find that consumers' search for information following recall news is dependent on the type of product problem encountered.

## ***2. Children's Play Behavior and Resulting Game Choices: Investigating the Influence of Personality, Materialism and Ownership of Products***

Dieneke Van de Sompel, Ghent University, Belgium\*

Iris Vermeir, Ghent University, Belgium

Mario Pandelaere, Ghent University, Belgium

This paper distinguishes between two types of play behavior children can prefer: replicating and originating play behavior. In four studies we establish which factors drive children's preference for these play behaviors and how these preferences cause actual game choice. Study 1 shows that cautious and reflective children prefer replicating play behavior. Study 2 shows that the preference for originating or replicating play behavior depends on the ownership of the game (individually versus publicly owned) and indicates that materialistic values sharpen this effect. In study 3 and 4, we find that preference for play behavior affects actual game choice.

3. ***Stop Freaking Me Out: The Role of Affect on Efficacy and Framing Interactions***

Jennifer Jeffrey, University of Western Ontario, Canada\*

Dante M. Pirouz, University of Western Ontario, Canada

Matthew Thomson, University of Western Ontario, Canada

Services like debt management or health screening often target consumers feeling considerable baseline negative affect. Our study addresses how two commonly used social marketing tactics, message framing and efficacy statements, interact with affect to impact the persuasiveness of marketing messages. Specifically, in the context of debt management, we demonstrate that negative affect eliminates or even reverses the interaction effects previously seen between perceived treatment efficacy and message framing. This research underscores the need for marketers targeting at-risk populations to consider the audience's pre-existing affective state when selecting specific marketing tactics for their campaigns.

4. ***Different Strokes for Different Folks: The Effects of Political Ideology on Choice and Satisfaction***

R. Adam Farmer, University of Kentucky, USA\*

Blair Kidwell, University of Kentucky, USA

David Hardesty, University of Kentucky, USA

While the superficial differences between conservatives and liberals are apparent, research has only recently considered their psychological differences. The current research extends our knowledge of political ideology by investigating its effects on consumer decision making. Specifically, political ideology is shown to drive differences in the salience of specific product attributes and the weights assigned to product attributes. Additionally, these interpretive differences are shown to cause a discrepancy in the satisfaction derived from options in a consideration set such that one option may not be the "optimal" choice for all consumers.

5. ***Understanding the Role of Bundle Pricing Strategy on Bundle Evaluations***

Deny Belisle, Concordia University, Canada\*

H. Onur Bodur, Concordia University, Canada\*

In this research, the authors develop a reliable and valid scale assessing the extent to which bundled products complement each other (study 1). In study 2, the effect of perceived complementarity on bundle evaluation is demonstrated, using the proposed measure in a new sample and additional set of bundled products. Finally, study 3 demonstrates that the effectiveness of a pricing strategy is contingent upon bundle composition, which either highlight products' complementarity-through a mixed-joint strategy- or reduce their perceived substitutability -through a mixed-leader strategy.

6. ***The Curvilinear Effect of Social Distance on Charitable Donations***

Joseph Paniculagara, Alfred University, USA\*

Xin He, University of Central Florida, USA

Conventional wisdom and extant literature suggest that charitable donations increase as social distance between donor and recipient decreases. In this paper, we suggest that as social distance decreases to the point where the donor may feel threatened by the same circumstances as the recipient is in, decreasing social distance beyond that point is associated with decreasing charitable donations. In an experiment using a novel donation of extra credit points, we find a curvilinear effect of social distance on charitable donations. We manipulate social distance at three levels and find effects of the linear and curvilinear terms (squared distance) on donations.

7. ***Consumer Construal Level and Charitable Contributions of Time Versus Money***

Rhiannon MacDonnell, University of Calgary, Canada\*

Katherine White, University of British Columbia, Canada

It is proposed that while money is construed more concretely, time is construed more abstractly. The authors investigate, across two pretests and three studies, whether this has implications for requests for charitable support. The results reveal that a concrete marketing message is more effective at generating contributions money (as opposed to time). On the other hand, activating an abstract mindset increases consumer willingness to donate time (as opposed to money) to a charitable cause. Implications for theory and practice are discussed.

8. ***Rethink What You Drink: Consumer Perceptions of Beverages***

Melika Irannezhad, University of Wisconsin Milwaukee, USA\*

Melissa Bublitz, University of Wisconsin Oshkosh, USA

Laura Peracchio, University of Wisconsin Milwaukee, USA

Despite the increasing contribution of beverages to our daily calorie consumption, the role of beverage consumption in the obesity epidemic has received surprisingly little attention. We find that the more healthful consumers perceive a beverage to be, the more they underestimate the calories. Even within “healthy” beverage product categories such as milk and juice beverages, healthfulness perceptions increase the estimation bias. Furthermore, respondents underestimated the number of calories of processed drinks such as specialty coffee drinks and flavored milk. Our results have important implications for public policy as offerings within the beverage category explodes and consumption continues to grow.

9. ***"Reasonableness" in Service Encounters***

Sunil Erevelles, University of North Carolina, Charlotte, USA

Nobuyuki Fukawa, Missouri University of Science and Technology,  
USA\*

We argue that firms cannot standardize services to cover every contingency in the face of unexpected events. To solve this challenge, this paper introduces a concept of reasonableness. We define reasonableness as a latitude or space that exists around expectations in the delivery of service. Through a survey on customers' unreasonable service experience, this study identifies themes of reasonableness. To assess the magnitude of the relationships among these themes, we created a cognitive mapping. The cognitive mapping shows that both providing sufficient information and service personnel's flexibility are associated with the perception of fair treatment at a service encounter.

10. ***The Use of Logo Design to Convey Brand Personality***

Samuel Bond, Georgia Institute of Technology, USA

Aditi Bajaj, Georgia Institute of Technology, USA\*

Addressing a void in research on logos in consumer behavior, our research focuses on the connection between elements of logo design and inferences of consumers regarding brand personality. Basing our ideas in literature on branding, design, and visual perception, we suggest that specific characteristics of a logo can be utilized to convey of the presence or absence of specific brand personality traits. As evidence for these ideas, we present an exploratory study measuring consumer perceptions of 70 novel logos.

11. ***Mental Thermoregulation: Affective and Cognitive Pathways for Non-physical Temperature Regulation***

Rhonda Hadi, City University of New York, USA\*

Lauren Block, City University of New York, USA

Dan King, National University of Singapore, Singapore

This research examines the effect of experienced physical temperature on an individual's decision-making process. In physical regulation, when individuals experience cold they seek warm stimuli, and when they experience warmth they seek cool stimuli to cool down. We suggest that reliance on emotions can function as a psychologically-warming process while reliance on cognitions can function as a psychologically-cooling process, and thus individuals may alter their decision-making style according to their thermoregulatory objectives. Across four studies, we demonstrate the effects of experienced temperature on consumer choice, purchase likelihood, and willingness to pay, and support reliance on emotions as a mediator.

12. ***You Make Me Feel Bad about Myself: Shaken Self-view through Observing a Merged Other Act Inconsistent with One's Self-view***

Ali Faraji-Rad, Norwegian Business School, Norway\*

We propose that observing a merged other indulging in unhealthy eating behavior could result in a shaken self-view among individuals who see healthy eating central to their self-view. This results in a subsequent goal of restoring the self-view and is manifested through higher preference for healthy products in a subsequent choice.

13. ***Mishap or Justification? Whether Segregating Losses Is Bad or Good Depends on Responsibility for the Outcome***

Dilney Goncalves, IE Business School, Spain\*

Mental Accounting theory suggests that integrated losses (e.g., \$200) feel less painful than segregated ones (e.g., \$100+\$100). In this research, we examine the role of reasons in the evaluation of losses. In two studies, we show that (1) segregating the reasons (e.g., 2 different reasons) of a loss while maintaining the numeric value integrated (e.g., \$200) has a similar effect to segregating the numeric value (e.g., \$100+\$100) and (2) segregated losses can feel less painful than integrated ones when people are responsible for the outcome because they help people justify the loss.

14. ***Romance and Costly Signals: The Influence of Relationship Security on Conspicuous Consumption and Risk-Taking***

Eric Stenstrom, Concordia University, Canada\*

Gad Saad, Concordia University, Canada

Zack Mendenhall, McGill University, Canada

Marcelo Nepomuceno, Concordia University, Canada

In a sample of 103 males and 97 females reporting to be in a committed romantic relationship, we examine the associations between relationship security and two forms of costly signaling, namely conspicuous consumption and risk-taking behavior. We find that having a less secure romantic relationship is associated with greater conspicuous consumption and domain-general risk-taking among men, but not among women. Our results add to the costly signaling theory by suggesting that conspicuous consumption and risk-taking displays in men (but not women) are down-regulated when they feel secure in a committed romantic relationship.

15. ***The Effect of Presentation Order on the Processing of Visual and Verbal Information***

Erin Younhee Ha, University of Illinois at Urbana-Champaign, USA\*

Robert S. Wyer, Jr., The Chinese University of Hong Kong, Hong Kong

Product information can be conveyed either verbally or visually (e.g., in pictures). Although both words and pictures can provide judgment-relevant information, combining them can sometimes be detrimental to comprehension and evaluation (Wyer, Hung, & Jiang, 2008). This research investigated the conditions in which this negative effect is likely to occur. We expected that the effect of presenting visual and verbal information sequentially would depend on the imageability of the verbal description and its compatibility with the picture that accompanies it. Two experiments confirmed these expectations.

16. ***Silver Linings on Darkened Endorsers: The Ironic Effect of Schadenfreude in Celebrity Scandals***

Geetanjali Saluja, HKUST, Hong Kong\*

Jiewen Hong, HKUST, Hong Kong

Anirban Mukhopadhyay, HKUST, Hong Kong

This research studies the impact of schadenfreude, or malicious feelings of joy at someone else's misfortune, on a celebrity-endorsed brand following the celebrity's involvement in a scandal. Two experiments demonstrate that when consumers experience such schadenfreude towards a celebrity brand endorser, the positive affect generated due to schadenfreude may transfer to the endorsed brand, leading to a post-scandal brand attitude that is ironically more positive. In particular, we find that this transfer of positive affect occurs for those with a low-level construal, but not for those with a high-level construal.

17. ***The Effect of Market Price Dispersion on Consumer Perceptions of a Price Promotion***

Igor Makienko, University of Nevada, Reno, USA\*

Danny Weathers, Clemson University, USA

Market price dispersion effects on consumer perceptions of price discounts have received only scant attention in the pricing literature. Janiszewski and Lichtenstein (1999) theorize that a discount will be perceived as more attractive when a reference price range is narrow than when it is wide. Surprisingly, however, this possibility has never been tested experimentally. This study shows that market price dispersion affects consumer perceptions of a price discount, ultimately impacting deal attitudes and purchase intentions. Given the potential for such effects, firms should closely monitor market price dispersion to optimize the effectiveness of price discounts.

18. ***When Seeing Leads to Doing: The Powerful Influence of Fit between Imagery Perspective and Regulatory Focus***

Jodie Whelan, University of Western Ontario, Canada\*

Theodore J. Noseworthy, University of Western Ontario, Canada

Conventional wisdom abounds when it comes to using imagery as a motivational tool; however, the literature does not always support a positive relationship between imagery and behavior. This research aims to resolve such discrepancies by examining the role of imagery perspective-regulatory focus fit. We propose a first-person (third-person) perspective fits with a prevention (promotion) focus and that the presence of fit causes a fluency effect that enhances ad evaluations (study 1), persuasion (study 2), and task-related arousal (study 3). Theoretical and practical implications are discussed.

19. ***What about My People? The Effect of Targeting Advertisements towards One Ethnic Minority Group at the Expense of Others***

Mohammed El Hazzouri, University of Manitoba, Canada\*

Kelley Main, University of Manitoba, Canada

Sergio Carvalho, University of Manitoba, Canada

Previous research has shown that members of ethnic minorities evaluate advertisements that feature their own ethnic group more positively than advertisements that feature members of the dominant group (i.e. Caucasians). However, what has remained absent from the literature is an understanding of how ethnic minorities evaluate advertisements that feature models belonging to other ethnic minority groups. This research demonstrates that members of ethnic minorities feel more ostracized by advertisements that feature models belonging to other ethnic minorities than advertisements that feature models belonging to the majority group resulting in more negative evaluations of the target advertisement and company.

20. ***Reversing the Halo: Non-consciously Priming Health Destroys Hedonic Value of Junk Food Brands among Those Who Love it***

Paul M. Connell, Stony Brook University, USA

Lauren F. Mayor, Stony Brook University, USA\*

Junk foods are frequently associated with pleasure, such as fun and a pleasant taste. Thus, it is not surprising that people who harbor highly positive feelings toward junk foods would rate them as more pleasurable and fun. However, priming has been demonstrated to be a useful way to make specific product attributes, such as health, focal (Bargh & Pietromonaco, 1982; Bargh et al., 1986; Mandel & Johnson, 2002). Across two experimental studies, we find that a non-conscious health prime can destroy these associations of fun and tastiness for people who harbor highly positive feelings toward junk food brands.

21. ***The Moderating Roles of Brand Origin and Product Origin in Consumer Attitude***

Sangwon Lee, Ball State University, USA\*

Xin He, University of Central Florida, USA

This research examines the interaction between two types of country of origin (brand origin and product origin) on persuasion as well as the underlying psychological processes. Results from two experiments show that when the brand origin is of a high quality country, information on the product origin is diagnostic and influences consumer attitude towards the product. In contrast, when the brand origin is of a low quality country, information on the product origin is no longer relevant. Mediation analysis further demonstrates that consumer involvement drives the interaction between two types of country of origin on product evaluations.

22. ***Twitterising: An Investigation into the Effects of Live Tweets on Advertising***

Sanya Makhani, St. John's University, USA\*

Ryall Carroll, St. John's University, USA

According to a recent survey more than half of all marketers are currently engaging in some form of social media activity, with about 60% of them planning on increasing their spending over the next year (Ramsey, 2010). In 2010 36% of consumers followed a brand or company on Twitter, a social networking microblogging site, to get updates on company products (Public Relations Tactics, 2010). Since twitter provides access to real-time opinions, this research investigates how tweets effect consumer's perception of advertisements, products, and purchase intention. To test this we ran an empirical study using an infomercial video with simultaneous tweets about the product and advertisement.

23. ***She's Got to be Smokin' Hot: The Effect of Goal Pursuit on Mate Selection***

Tess Bogaerts, Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

This research demonstrates that the type of goals people pursue in their lives influence the qualities they value in romantic partners. The more men pursue extrinsic goals, the more they want a long-term relationship with an attractive partner irrespective of her level of intelligence. In contrast, men who are more likely to pursue intrinsic life goals prefer a close relationship with an intelligent partner regardless of her looks. In sum, current study suggests that extrinsically motivated people focus more on the physical attributes of a possible mate, whereas personality traits are more appreciated by intrinsically motivated people.

24. ***Vividness Effects on Value and Risk for Radical Innovations***

Arjun Chaudhuri, Fairfield University, USA\*

How do consumers react when first exposed to a verbal/visual description of a radical innovation under conditions of risk and less risk? Based on ideas from the availability-valence and risk-as-feelings hypotheses, we develop and test a model of vividness (picture/no-picture) effects on perceived value and risk as feelings under risky and less-risky conditions. Using the hydrogen fuel cell car as the innovation, we find some support for both hypotheses depending on the type of visual description and the level of risk. Notably, the effect of perceived value on willingness to try the innovation is strong and positive under all conditions.

25. ***Satisficing in Online Questionnaires: How to Assess Survey Quality when Respondents Don't Tell you the Truth***

Boris Toma, University of Mannheim, Germany\*

Daniel Heinrich, University of Mannheim, Germany

Hans H. Bauer, University of Mannheim, Germany

This paper has two main research goals. On the one hand we examine the influence of different forms of recruitment and incentives on the quality of data gathered in online surveys. On the other hand we explore measures, which are appropriate to identify satisficing in web surveys. We find that measures based on sample error are not sufficient to satisfactorily determine data quality from online surveys and therefore we come up with innovative measures for assessing respondents' satisficing behavior. Regarding the influence of incentives and recruitment on data quality we find surprising results.

26. ***The Effects of Consumer Emotional Intelligence on Conflict-Management in Consumer-Brand Relationships***

Hongmin Ahn, West Virginia University, USA\*

Yongjun Sung, University of Texas at Austin, USA

Minette Drumwright, University of Texas at Austin, USA

This research suggested that consumer emotional intelligence (CEI) is an important construct in explaining why some consumers react destructively to conflicts in consumer-brand relationships whereas others do not. The first experiment showed that when encountering conflicts in relationships, consumers high in CEI were more likely to direct their emotions positively, and they were less likely to exit the relationships than were those low in CEI. The second experiment further demonstrated that types of conflict moderated the effect of CEI on coping behaviors. The second experiment also showed that low-CEI consumers were more likely to attribute negative intentions to the company; therefore, they were more likely to exit the relationship than were high-CEI consumers, suggesting a mediating effect of perceived intention.

27. ***(Socially) Responsible You, Despicable Me: The Positive Effects of Negative Spillover***

Jonathan Hasford, University of Kentucky, USA\*

R. Adam Farmer, University of Kentucky, USA\*

Despite recent developments in spillover research, an understanding of the negative impact on competitors from a focal company's positive action is limited. In this research, we investigate how fulfillment of social responsibility by a focal company negatively impacts perceptions of competing products. In doing so, we extend the accessibility-diagnostics model of spillover by considering the method by which attitudes are individually formed and the relative evaluation of products from a reference point.

28. ***How to Plan? The Influence of Backward versus Forward Planning on Goal Pursuit***

Jooyoung Park, University of Iowa, USA\*

Fang-Chi Lu, University of Iowa, USA\*

William M. Hedgcock, University of Iowa, USA\*

Planning has been shown in previous research to be an important strategy for self-regulation. We expanded upon the planning literature by testing the proposition that different chronological orders of plan construction would affect individuals' perceived time constraint (i.e., shortage of time for completing tasks related to achieving a certain goal) and perceived likelihood of achieving a goal. We found backward planning, planning from goal to starting point, reduced feelings of time constraint and increased goal expectancy, compared to forward planning. Furthermore, the effect of planning on expectancy was mediated by perceived time constraint.

29. ***The Effect of Scarcity and Construal Level on Choice***

Lale Okyay-Ata, Koc University, Turkey\*

Baler Bilgin, Koc University, Turkey

Past research indicates that scarcity has a robust positive effect on product evaluation. The present research shows that construal level moderates the effect of scarcity on choice. A high construal level elicits a focus on desirability concerns, while a low construal level elicits a focus on feasibility concerns. Thus, we propose that a high construal level makes scarcity appeals more appealing than a low construal level, increasing to a greater extent the choice share of the scarce item relative to a comparable non-scarce item. Further, we expect the effect of construal level to be more pronounced for quantity-driven than time-driven scarcity.

30. ***Physical Temperature Effects on Consumer Purchase Behavior***

Tingting Wang, HKUST, Hong Kong\*

Rongrong Zhou, HKUST, Hong Kong

Previous research concerning temperature in the field of embodied cognition has predominantly focused on the relationship between temperature and social interactions. The present research explores the effects of temperature on consumers' purchase and selling decisions in general. Drawing on embodied cognition, we propose that there is an association between temperature and abundance, such that physical coldness (vs. hotness) leads people to seek (vs. avoid) abundance. Our first study assessed people's belief in such association and found support for it. Study 2 revealed that physical coldness or hotness influenced people's desire to buy products and to sell their own possessions.

31. ***Effective Charitable Appeals under Mortality Salience: Donor vs. Victim-focus Appeals***

Youngsoo Kim, KAIST Business School, Korea\*

Minhi Hahn, KAIST Business School, Korea

The research investigates the effects of charitable appeals' focus on donation intention under mortality salience (MS). We hypothesize that the donor-focus appeal is more effective than the victim-focus appeal to increase charitable support because people need to boost their self-esteem under MS and this provides such motivation. On the other hand, the victim-focus appeal under MS has a negative impact on charitable support because it intensifies existential anxiety. Across two experiments, we demonstrate that participants donate more money when they receive the donor-focus appeal.

32. ***Is Love Really Blind? The Effect of Social Identities on Information Processing***

Colleen Bee, Oregon State University, USA

Vassilis Dalakas, California State University San Marcos, USA\*

The focus of this study is on how social identities influence processing of sponsorship associations. In trying to create awareness and/or enhance brand image, sponsors create linkages with multiple, and often rival teams. An interesting characteristic of sports fans is their level of dislike, and often hatred for rival teams. Prior research has addressed the favorable effects of sponsorship (e.g., Gwinner and Eaton 1999; Madrigal 2000); however, less attention has been given to the potential negative effects of sponsorships of rivals (Dalakas and Levin 2005). We seek to extend previous research with an examination of marketing factors thought to influence positive and negative transfer effects.

33. ***The How and Why of Consumption: Mindsets and a Consumer's Elaboration***

Andrea Tangari, Wayne State University, USA\*

Ronn Smith, University of Arkansas, USA

This paper consists of two experiments that test the effects of the moderating influence of a consumer's temporal orientation on a mindset manipulation. The first experiment manipulates high and low-level mindsets and evaluates consumer choice in a retail environment. The second experiment manipulates high and low-level mindsets in a thought exercise. The second study also investigates the mediating influence of a consumer's guilt on the influence of the interaction. Results indicate that there is an interaction between the mindset manipulation and consumers' temporal orientation and that guilt may function as a high-level emotion that mediates the interaction.

34. ***Identity Cues in Product Rating Distributions: The Role of Self-concept Clarity in Consumer Preferences***

Bella Rozenkrants, Stanford University, USA\*

S. Christian Wheeler, Stanford University, USA

Baba Shiv, Stanford University, USA

Online retailers and reviews often present rating distributions of products. The current study examines the role that the shape of the ratings distribution can play in product evaluation. We hypothesize that consumers with unclear self-views prefer polarizing products. Results show that consumers with low self-concept clarity are drawn to products with bimodal distributions more so than consumers with higher levels of self-concept clarity. We suggest that products with bimodal distributions are viewed as more self-defining and are therefore more likely to be chosen by consumers with low self-concept clarity.

35. ***Why Starbucks Coffee Tastes Better***

Claude Messner, University of Bern, Switzerland\*

Michaela Wänke, University of Mannheim, Germany

Consumers are less satisfied with a product chosen from an extended assortment than a limited one. One strategy to reduce information overload is to part the product into attributes. Half of the consumers chose a coffee from a list of drinks showing all options simultaneously. The other half chose a coffee on sequentially presented attributes. Additionally, also the size of the assortment varied. After choosing from simultaneously presented options, the coffee tastes less chosen from a large assortment than a small one, replicating the too much choice effect. However, this effect reversed when consumers decided among attributes sequentially.

36. ***Branded or Not? The Importance of Recipient Personality in Gift Exchange Process***

David E. Sprott, Washington State University, USA\*

Sandor Czellar, HEC Lausanne, Switzerland

Charles Lebar, HEC Paris, France

Miroslav Karlicek, University of Economics, Czech Republic

In three studies, we investigate an under-researched yet important aspect of gift exchange: the impact of brand name on consumer attitude towards the gift. Is a gift from one's favorite brand always more appreciated than a gift from one's least favorite brand? We show that consumer reaction following gift receipt is dependent upon brand attitudes, the nature of the situation and a personality trait, brand engagement in the self-concept. Some consumers may value a gift of their most favorite brand actually less than a gift from their least favorite brand. We demonstrate that the underlying mechanism behind this result is ego threat and identify its situational boundaries.

37. ***Compliments Received with Doubts: A Cross-Cultural Study of Brand Compliments***

Fang Wan, University of Manitoba, Canada\*

Amitava Chattopadhyay, INSEAD, Singapore

Chi-Yue Chiu, Nanyang Technological University, Singapore

Hesham Fazel, University of Manitoba, Canada

Little research has been done to examine how cultural norms affect the way consumers react to compliments related to their brand consumption. In this work, we use self construal as a proxy to study cultural difference in compliments, given in both social and brand usage contexts.

38. ***Predicting Consumers' Adoption of New Technology: The Role of Behavioural Expectation***

Harryadin Mahardika, Monash University, Australia\*

Dominic Thomas, Monash University, Australia

Michael Ewing, Monash University, Australia

Consumers who report their interest toward technology innovation do not necessarily adopt products that utilize a new technology. This inconsistency of attitude-behaviour is determined by the choice of construct that employed as predictor of new technology adoption. This research suggests behavioural expectation as a more accurate predictor of consumers' adoption of new technology compared to the widely used behavioural intention. Results from two experiments indicate behavioural expectation's higher predictive accuracy compared to behavioural intention for subjects who engaged in direct experience with new technology. In addition, subjects who respond to BE questions provide more consistent judgments along different conditions of new technology adoption compared to subjects who respond to BI questions.

39. ***When a "Thank You" Doesn't Work: The Impact that Expressions of Gratitude from Organizations have on Consumer Attitudes***

Jamie Hyodo, Pennsylvania State University, USA\*

Monica LaBarge, Queens University, Canada

When does the phrase “thank you” cease to communicate gratitude? Might a “thank you” actually be detrimental to relationships with consumers? When does a “thank you” really work? In this paper, a model consisting of Appropriateness, Sincerity, Persuasion Knowledge, and Prior Attitudes is developed and shown to be strongly predictive of attitudes toward an organization and its representatives. Application of this model confirms that organizations’ expressions of gratitude impact consumer attitudes both positively and negatively, and that attitudes toward an organization representative are not necessarily consistent with attitudes toward the organization.

40. ***I Love My Brands, But Not Yours--How Brand Personality and Self-Construal Influence Consumer-Brand Relationship***

Jenny Jiao, University of Iowa, USA\*

Irwin Levin, University of Iowa, USA

This research identifies a novel way in which the consumer-brand attachment and brand attitudes can be altered by different self-construal levels, brand personalities and commercial information types. Two studies have showed that independent individuals prefer the exciting brands rather the sincere brands. Furthermore, consumers have higher brand attitude and purchase intention toward the sincere brands if the product information is framed in the attractive way than the professional way.

41. ***Avatar Appearance, Economic Generosity, and Cooperative Behavior***

Paul Messinger, University of Alberta, USA

Kristen Smirnov, University of Alberta, USA\*

Xin Ge, University of Northern British Columbia, Canada

Improvements in digital technology allow consumers to interact with each other online in ways that are increasingly visual and realistic, through the use of representations of selves known as "avatars." However, just as visual appearance affects social interaction in the physical world, it also has the potential to affect virtual interaction. Through the use of economic games we examine the propensity of users to cooperate or to extend favorable or unfavorable treatment toward others even when they are aware of the avatar's imperfect representation of their social partners.

42. ***Growing with Love: Priming Attachment Security Enhances Risk Taking and Impatience***

Yuan-Yuan Li, K.U. Leuven, Belgium\*

Sabrina Bruyneel, K.U. Leuven, Belgium

Luk Warlop, K.U. Leuven, Belgium

The impact of attachment security on consumer behaviors is under-investigated. Secure attachment gives individuals confidence and courage to explore the environment, accept challenges, and take risks. We found that priming consumers with attachment security made them prefer risky options (Study 1), and enhanced impatient behaviors (Study 2). We replicated the basic effect in Study 3, while ruling out several alternative explanations. Follow-up studies will be conducted to investigate whether the effect is driven by optimism towards the environment or by a "safety cushion" emerging from feelings of security.

43. ***The Influence of Magnification Construal on Self-Control***

Ashley Rae Arsena, University of Texas at San Antonio, USA\*

David H. Silvera, University of Texas at San Antonio, USA

This research investigates whether individuals who fail to overcome temptations construe the temptation as more pleasurable than it actually is; this is referred to as magnification construal. It was found that consumers who engage in magnification construal are more likely to experience self-control failure, whereas consumers who do not engage in magnification construal are more likely to experience self-control success. This study elucidates why some consumers give into temptations. By adopting a specific mindset that enhances the hedonic value of a temptation, this presumably encourages consumers to forgo commitment to their long-term goal.

44. ***The Impact of Brand Elements in E-Mails on Consumer Perceptions***

Stefan Hampel, University of Bayreuth, Germany

Larissa Hammon, University of Bayreuth, Germany\*

Hajo Hippner, University of Bayreuth, Germany

Combating information overload and achieving advertising goals in e-mail marketing necessitate cutting-edge e-mail layout. Existing advertising research has shown that the usage of brand elements is effective. We provide significant indication for enhanced advertising effectiveness due to the application of brand elements in e-mails compared to plain text e-mails.

45. ***The Role of Hedonic Goals in Post-Impulsive Buying Product Evaluation***

Eunice Kim, University of Texas at Austin, USA\*

Matthew Eastin, University of Texas at Austin, USA

To overcome the limitations of existing studies and expand the current understanding of impulsive buying, this paper attempts to induce impulsive buying in an experiment as well as to understand the mechanism of how impulsive buying influences post-purchase product evaluation by focusing on the role of hedonic goals. Results show that hedonic-orientation has a greater effect on post-impulsive buying product evaluation than will utilitarian-orientation. However, there is no significant difference between hedonic and utilitarian orientation measures for a control group. In addition, there exist no effects of hedonic-orientation on post-impulsive product evaluation, when it occurs after an individual experiences the product.

46. ***The Impact of Narrative Transportation on Television Programming Consumption***

Brian Gillespie, Washington State University, USA

Darrin Taylor, Washington State University, USA\*

Mark Mulder, Washington State University, USA\*

Manja Zidansek, Washington State University, USA

An accurate understanding of consumers' future television viewing habits is extremely important for television network executives, television show producers, and advertisers. The current paper offers guidance in these television decisions by examining the role of narrative transportation in viewers' future show consumption habits post exposure to a television pilot episode (first episode in a serial). Support is also offered that the narrative transportation-entertainment consumption relationship is mediated by show enjoyment. Suggestions for future research include the consideration of existing shows with previously established consumer familiarity.

47. ***How Do Bloggers' Relationship Norms Affect the Characteristics of Disclosure Policy Statements?***

Soyean (Julia) Kim, Boston University, USA\*

Barbara Bickart, Boston University, USA

In an effort to prevent a deceptive, misleading online marketing practices, the Federal Trade Commission (FTC) has revised the guidelines for Use of Endorsements and Testimonials in Advertising (see 16 C.F.R. §§ 255.0-255.5), mandating bloggers to disclose all forms of compensation they receive from the sponsor of a product or service in a clear and conspicuous way. This paper focuses on two characteristics of disclosure policy statements: ambiguity (i.e., “the potential for multiple interpretations” of the disclosure policy statements) and visibility (i.e., “the ease of locating or navigating” to the disclosure policy statement). We expect these two characteristics of the disclosure policy statement will vary with the bloggers’ primary relationship norms, that is, the guiding principles which govern bloggers’ attitudes and behaviors in their interactions and communications with their audience.

48. ***Nonverbal Accuracy Outcomes in Retail and Service Settings: A Meta-Analysis***

Susan Andrzejewski, Franklin & Marshall College, USA\*

Sara Damato, Franklin & Marshall College, USA\*

Erin Darragh, Franklin & Marshall College, USA\*

Recent research in marketing suggests that nonverbal accuracy, or the ability to accurately decode the nonverbal cues of others, is of paramount importance in both retail and service settings. Nonverbal behaviors may serve as an indirect indicator of consumer response that may provide employees the ability to better understand consumer needs and then customize their approach to better meet those needs. This meta-analysis revealed that nonverbal accuracy could improve various indicators of success for retailers and service providers. Moderator analyses revealed particular domains in which nonverbal accuracy may be most beneficial to a firm.

49. ***The Differential Influence of Impression Management Styles on Consumer Goal Commitment***

James Mead, University of Kentucky, USA\*

Maura Scott, University of Kentucky, USA

Consumers pursue various beneficial goals. However, even with aid from supporting products, consumers often fail in their goal pursuits. The American obesity epidemic is a prominent example of such goal failures. Goal commitment, or the willingness to persevere toward set goals, is often a focal point of study because it is crucial for goal achievement. We explore how consumer perceptions of the proximal antecedents of goal commitment are influenced by the impression management styles (i.e., the content and manner in which information is presented) used by many goal supporting products.

50. ***The Likes and Dislikes of Driving: Toward a Cultural Meaning of the Car and its Users***

Linda Espinosa, Monterrey Institute of Technology, Mexico\*

Carlos Hita, Monterrey Institute of Technology, Mexico\*

Anne Fouquet, Monterrey Institute of Technology, Mexico

The interest for the meaning of flows and movements in social life has resulted on several research works. The dominant form of mobility, the car, has been understudied in many social areas. The car culture has various dimensions that are frequently ignored when strategic decisions are made. Paying attention to the emotional components on car culture could help create new perspectives. The main purpose of this study is to find the cultural reality that exists regarding the relationship between the city drivers and their cars. This shows how drivers defined themselves and their relationship to other people through its attitude at driving.

51. ***It Doesn't Matter if I Win or Lose, I Still Get to Purchase: The Effects of Contextual Motivations on Brand Evaluations***

Marina Carnevale, City University of New York, USA\*

Lauren Block, City University of New York, USA

Purchase decisions may be prompted by the need to self-gratify (self-compensate) some positive (negative) feeling about the self caused by extraordinary achievement (failure). By illustrating that these different contextual motivations affect the attitude towards brands consumers feel connected to, this research provides a greater understanding of how brands are related to the self concept.

52. ***Bra Purchases and Implicit Self-Esteem***

Shi Liu, University of Tennessee, Knoxville, USA\*

Qian Yang, Tsinghua University, China\*

Ruoqiao Zheng, Tsinghua University, China

Wenwen Zheng, Tsinghua University, China

This study investigates the relationship between women's implicit self-esteem (ISE) and their willingness to spend on bra (WTSB). In Study 1, American participants with a high ISE show higher WTSB. In addition, although explicit self-esteem (ESE) and ISE is correlated in this study, only ISE is correlated with women's WTSB. In Study 2, we confirm this correlation in China, using other measurements of ESE and ISE, while controlling participants' body appreciation level and relationship status. The current study contributes to the implicit self-esteem study by documenting a link between implicit self-esteem and an implicit product (aka. bra).

53. ***The Effect of Mortality Salience on Materialism: The Moderating Role of Regulatory Focus***

Xiaoning Guo, University of Cincinnati, USA\*

John Dinsmore, University of Cincinnati, USA

Scott Wright, University of Cincinnati, USA

James Kellaris, University of Cincinnati, USA

Recent research indicates that mortality salience can induce materialism. However, the boundary conditions within which this effect operates remain to be fully explored. In this paper, we identify a potentially important boundary condition: regulatory focus. This motivation factor may drive responses to mortality salience information, in turn, affecting the inducement of materialism. We further propose that a prevention (versus promotion) focus should increase sensitivity to mortality salience. Evidence from an experiment shows that increasing mortality salience encourages prevention-focused individuals to activate materialistic thinking. This work contributes to the regulatory focus and terror management areas, providing a more comprehensive of how and when mortality salience influences materialism.

54. ***My Heart Longs for More: The Role of Emotions in Assortment Size Preferences***

Yangjie Gu, London Business School, UK\*

Aylin Aydinli, London Business School, UK

We examine whether consumers' preference for assortment size depends on the processing strategies they use. In particular, we investigate how choices based on feelings influence preference for larger (vs. smaller) assortments. Our theory posits that people who make feeling-based (vs. reason-based) choices tend to process information at a more global level, and therefore desire for more variety. As such, they are more satisfied with larger (vs. smaller) assortments, as larger assortments provide greater value. However, this difference is mitigated when people adopt deliberative processing strategies that make them more likely to consider the difficulty associated with choice.

55. ***Experiential Gifts Are Socially Connecting***

Cindy Chan, University of Pennsylvania, USA\*

Cassie Mogilner, University of Pennsylvania, USA

What type of gift best connects people—material gifts (objects to be kept in the recipient’s possession) or experiential gifts (events that the recipient lives through)? A Father’s Day study showed that fathers who received more experiential gifts felt closer and more connected to their child after Father’s Day, whereas those who received more material gifts showed no significant change in how close they felt to their child. Opportunities for future research examining why experiential and material gifts differentially affect relationship closeness are discussed.

56. ***When 'Your Brand' Changes the Terms of the Relationship: Vicarious Dissonance in the Context of Brand Attachment***

Eda Sayin, Koc University, Turkey\*

Nilufer Z. Aydinoglu, Koc University, Turkey

Zeynep Gurhan-Canli, Koc University, Turkey

Consumers see brands as relationship partners. Congruence between personal characteristics and those that describe a brand, both as perceived by the individual, strengthens the relationship between the brand and the individual. Building on the vicarious dissonance theory from social psychology and research on brand extensions and brand attachment, this work systematically investigates how consumers’ evaluations of incongruent brand extensions differ according to their attachment levels to the brand. Preliminary studies have demonstrated that people felt vicarious dissonance for a brand that they were highly attached to when that brand introduced an incongruent brand extension, and consequently evaluated both the extension and the product category more positively (in order to reduce dissonance).

57. ***When Making it Easy Leads to Working Harder: Counterintuitive Effects of Popularity Cues on Choice Overload***

Erin Younhee Ha, University of Illinois at Urbana-Champaign, USA\*  
Tiffany Barnett White, University of Illinois at Urbana-Champaign,  
USA

Previous research has shown that choice difficulty associated with large (versus small) product assortments can lead to negative outcomes such as choice deferral or dissatisfaction. However, we argue and demonstrate that when those choosing from larger versus small assortments encounter popularity cues, which should arguably make choice easier and faster, they invest more (versus less) effort in decision making (e.g., they read product descriptions more slowly and carefully). Thus, despite a more difficult choice process, choice overload effects were reversed in the presence (versus absence) of social cues; consumers were more confident and more likely to purchase when assortments were larger versus small.

58. ***How Honor Values Affect Responses to Brand Failures***

Frank May, University of South Carolina, USA\*  
Alokparna (Sonia) Monga, University of South Carolina, USA  
Kartik Kalaignanam, University of South Carolina, USA

In this research, we examine an unexplored variable in consumer research—ascorption to honor values, and its effect on responses to brand failures. Across three lab studies and one archival data study, we find that ascription to honor values positively predicts retaliatory behavior in the case of a brand failure. We also find that this relationship is stronger in the event of a process (vs. outcome) failure and is attenuated when high-honor consumers are given the opportunity to personally punish the service person responsible. Perceptions of abuse were found to mediate the effects.

59. ***The Roles of Self-Construal and Self-Affirmation in Effortful Customer Experiences***

Prakash Das, University of Calgary, Canada\*

James Agarwal, University of Calgary, Canada

We examine the psychological processes underlying consumer attributions in effortful situations. Across two studies using different methodologies, we first examine the effects of self-construal on consumer attributions of a firm's efforts in either product design or service issue resolution. We then examine the moderating effect of self-affirmation. We find that priming the independent self-construal (vs. priming the interdependent self-construal) produces greater negative attributions. There is suggestive evidence that self-affirmation moderates these effects. The reduction appears to be greatest for those primed with the independent self-construal, suggesting that self-affirmation may have the greatest effect on those that experience greater self-related threat.

60. ***Creating "We-ness" by Embracing the Brand: A New Look at Self-brand Connection***

Min A Kwon, University of Illinois, USA\*

Tiffany Barnett White, University of Illinois, USA

Rashmi Adaval, HKUST, Hong Kong

Sensory experiences in daily life as consumers can influence our evaluation and judgments. This research suggests that haptic experiences such as embracing an object may increase the connection to the object because of the "we-ness" that is created from the experience. When "we-ness" is created, "them" becomes "us" and increases connection between the self and the object. Across two experiments we find that embracing the brand on the pen increases ones' connection to the brand, which is moderated by self construal.



# **Friday, 17 February 2012**

**SCP 2012 Registration**

**7:00 am - 8:00 pm**

**Four Seasons Ballroom Foyer**

**BREAKFAST**

**7:30 am - 8:00 am**

**Four Seasons Pre-Function**



**INSERT TAB**

**SESSION 1**  
**Friday, 2/17**  
**8:00am - 9:15am**



## ***1.1 Symposium: Selfish Consumers: Prosociality and (Im)Morality in Forecasts and Behavior***

**Room: Four Seasons Ballroom 1**

**Chair:** Ajay Abraham, University of Maryland, USA

### ***The "Cellph"-ish Effects of "Self"-phone Usage***

Ajay Abraham, University of Maryland, USA\*

Anastasiya Pocheptsova, University of Maryland, USA

Rosellina Ferraro, University of Maryland, USA

We propose that mobile phones are physical and psychological extensions of the self, and we show that the use of mobile phones primes individuals to be more focused on self-oriented values rather than on other-oriented values. This leads mobile phone users to engage in more selfish behavior and less prosocial behavior. Four studies demonstrate this effect and rule out alternative explanations by using different measures of prosociality, such as the value people place on their time, willingness to volunteer for a charity, and persistence on a challenging task in aid of a charity in the face of tempting alternatives.

### ***The Heat of Economic Hardship: Empathy Gaps for Financial Deprivation Induce Moral Hypocrisy***

Eesha Sharma, New York University, USA\*

Nina Mazar, University of Toronto, Canada

Adam L. Alter, New York University, USA

Dan Ariely, Duke University, USA

We investigate the effect of financial deprivation on morality. Our results show that people's transient objective and subjective states of financial deprivation increase cheating for money and promote laxity in the sentencing of financially deprived offenders. Yet, when in a "cold" state, people believe deprivation should not excuse immoral conduct and would not affect their

own or others' morality. Our results extend empathy gaps to subjective states of financial deprivation, provide a novel explanation for moral hypocrisy, and suggest one reason why researchers and laypeople have long struggled to grasp the effect of economic hardship on morality.

***Predicting Consumers' Goodness Vs. Predicting a Consumer's Goodness:  
Differential Weighting of Behavioral Constraints Produces Divergent  
Forecasts***

Clayton Critcher, UC Berkeley, USA\*

David Dunning, Cornell University, USA

Forecasts of individuals (“How likely is a consumer to...”) and forecasts of populations (“What percentage of consumers...”) are logically equivalent, but 5 studies show that populations are predicted to be more selfish than individuals. When considering how others will behave, people subscribe to a “norm of self-interest”—expecting consumers to be selfish unless held in check. The individual-population asymmetry emerges because forecasts of consumers’ (vs. a consumer’s) behavior are driven by distinct considerations. Forecasts of individuals take into consideration how an individual’s moral conscience will restrain selfish impulses. Forecasts of populations weight how social forces keep bad behavior in check.

## ***1.2 Individual Papers: Follow the Yellow Brick Road: Goals and Goal-Directed Behavior***

**Room: Four Seasons Ballroom 2**

**Chair:** Pragya Mathur, City University of New York, USA

### ***Start Right, End Right: Effects of Illusory Position on Goal Adherence***

Maferima Touré-Tillery, University of Chicago, USA\*

Ayelet Fishbach, University of Chicago, USA

Choices can matter not only because they fulfill certain goals, but also because they reflect particular self-identities associated with these goals. We hypothesize that framing a choice as being the beginning or end (vs. middle) of a constructed sequence of actions renders the choice more diagnostic for inferences about self-identity, and increases the likelihood that consumers will make decisions consistent with valued higher-order goals. Across four studies, we show that consumers are more likely to stick to health and financial goals—and forgo temptations—when they see a decision as the beginning or end (vs. middle) of an illusory sequence.

### ***Does Depletion Impact our Ability to Initiate, or to Complete, a Self-Regulation Task?***

Darlene Walsh, Concordia University, Canada\*

Antonia Mantonakis, Brock University, Canada\*

Steve Joordens, University of Toronto, Canada

Two experiments examine the point at which depletion influences performance on a self-regulation task. Experiment 1 shows that the effect of depletion that occurs when one's performance is being watched led to the slower initiation of a self-regulation task; however, after the task has initiated, such depletion had no influence on task completion. Experiment 2 manipulated depletion using a typical thought-suppression task, with self-regulation performance measured after participants' self-regulatory

resources were depleted or not. The findings replicated those from Experiment 1. Therefore, depletion appears to affect response initiation, rather than response completion, which clarifies just how depletion works against self-regulation.

***Seeing Goals in Products: Effects of Goal Visualization on Willingness to Pay***

Hae Joo Kim, Wilfrid Laurier University, Canada\*

This research demonstrates that when the aesthetics of a product (e.g., curvy bottle) depict an end-state that individuals are pursuing (e.g., hourglass shape), they show a stronger desire to purchase the product. While prior research has shown that easy-to-visualize goals increase motivation to pursue goal-facilitating behavior, the findings reveal that goal visualization can increase the value of products that are no more effective in achieving the goal than products that do not symbolize the goal are.

***Cultural Differences in Goal Type Preference and Commitment***

Haiyang Yang, INSEAD, Singapore

Antonios Stamatogiannakis, IE University, Spain\*

Consumer behavior is fundamentally driven by two types of goals: attaining a new state or maintaining the current state. This research offers a cross-cultural perspective on how and why consumers' self-construal significantly impacts their pursuit of the two types of goals. We show in field and lab studies that attainment (maintenance) goals are more motivating for people with an independent (interdependent) self-construal. This effect is found when self-construal is operationalized within a culture (USA) or between cultures (USA vs. China), or when it is experimentally manipulated. We conclude with a discussion of the theoretical contributions and implications for international marketing.

### ***1.3 Symposium: What's Outside the Box Helps to Think Out of the Box: Interplay between Incidental Environmental Contexts and Creativity***

**Room:** Desert Willow

**Chair:** Darren Dahl, University of British Columbia, Canada

#### ***Are People of Plenty Less Creative: Abundance Psychology and Creativity***

Ravi Mehta, University of Illinois, USA\*

Meng Zhu, John Hopkins Carey Business School, USA

This research proposes that people in abundance mindset demonstrate lower creativity as compared to when scarcity mindset is activated. We argue that while abundance mindset induces functional fixedness, scarcity mindset makes people traverse beyond predefined functionalities inducing broader exploration and hence higher creativity.

#### ***Dim or Bright? The Influence of Illuminance on Creativity***

Chen Wang, University of British Columbia, Canada\*

Rui (Juliet) Zhu, University of British Columbia, Canada

Jennifer Argo, University of Alberta, Canada

This research studies the effect of alternate levels of ambient illuminance on consumers' creative performance. Across four experiments, we demonstrate that a dim (versus bright) ambience reduces individuals' inhibition, which leads to enhanced relational processing and subsequently results in heightened creativity.

***Problem Solving In the Face of Death: The Interactive Impact of Mortality Salience and Locus of Control on Creativity***

Haiyang Yang, INSEAD, Singapore\*

Amitava Chattopadhyay, INSEAD, Singapore\*

We argue and show that mortality salience inhibits access to divergent information in memory, hampering creative problem solving ability. Contrary to the lay intuition that individuals with high internal locus of control—those who believe that event outcomes are primarily controlled by their own efforts and actions—are better problem solvers in dire situations, we find that these individuals' problem solving ability is impaired the most under mortality salience.

## ***1.4 Individual Papers: Gentlemen Prefer Blondes: Judgment and Decision-Making***

**Room: Palo Verde**

**Chair:** Gerald Häubl, University of Alberta, Canada

### ***Decision Quicksand: How Trivial Choices Suck Us In***

Aner Sela, University of Florida, USA\*

Jonah Berger, University of Pennsylvania, USA

People often get unnecessarily mired in trivial decisions. Four studies support a metacognitive account for this painful phenomenon. We propose that people use difficulty in decision-making as a cue to how much further time and effort to spend. When a decision feels unexpectedly difficult, due to even incidental reasons, people may infer that it is also important, and increase the amount of time and effort they expend. Ironically, this process is particularly likely for decisions that initially seemed unimportant because people expect them to be easier (whereas important decisions are expected to be difficult to begin with).

### ***When Two is Better than One: Polarization and Compromise Effects in Unrestricted Choice***

Andrea Bonezzi, Northwestern University, USA

Alexander Chernev, Northwestern University, USA

Aaron R. Brough, Pepperdine University, USA\*

Prior research has argued that consumers faced with decision conflict often compromise by avoiding options with extreme values in favor of options with moderate values. Most existing research, however, has examined the compromise effect in a scenario where purchase quantity is restricted to a single option. In contrast, we argue that when choice is not restricted, consumers resolve decision conflict by choosing extreme options rather than a middle option. This argument is supported by finding from three empirical studies showing reversals of the compromise effect in unrestricted choice.

***The Effect of Numerical Framing on Willingness to Help and Its Underlying Process***

Yun Lee, University of Iowa, USA\*

Nara Youn, Hongik University, Korea

William M. Hedgcock, University of Iowa, USA

This research demonstrates that numerically framed persuasive appeals influence individuals' willingness to help and it depends on message recipients' information processing modes (i.e., systematic vs. heuristic). The results of three experiments reveal that participants under a heuristic processing mode are more likely to assimilate their judgments towards numbers used to frame a persuasive message than those under a systematic processing mode.

***Searching in Choice Mode: Consumer Decision Processes in Product Search with Recommendations***

Benedict Dellaert, Erasmus University Rotterdam, The Netherlands

Gerald Häubl, University of Alberta, Canada\*

The presence of recommendations that sort alternatives in terms of their predicted attractiveness transforms consumers' decision processes during product search (relative to searching without such assistance). In unassisted search, consumers' decision orientation is forward-looking and directed at determining whether or not additional alternatives should be inspected. By contrast, when searching with recommendations, consumers focus on identifying the best alternative among those already encountered, which is common when choosing from pre-determined sets of alternatives. Evidence from three experiments provides support for a shift in consumers' decision orientation towards such a "choice mode" when searching in the presence of product recommendations.

## ***1.5 Symposium: Taken back into Context: How Brand Evaluations are Affected by the Competitive Context and Affect Subsequent Consumer Behavior***

**Room:** Cottonwood

**Chair:** Nadav Klein, University of Chicago, USA

### ***Framing the Game: How Positioning Brands in Competition Motivates Political Consumption***

Neeru Paharia, Harvard Business School, USA\*

Jill Avery, Simmons School of Management, USA

Anat Keinan, Harvard Business School, USA

We explore how the perceived competitive context affects consumers' responses to brands and find that positioning brands in competition motivates politicized consumption. Six studies demonstrate that small brands can paradoxically benefit from having a large competitor. We show that the competitive context in which a brand operates can affect consumers' evaluation of the brand, purchase interest and frequency, price sensitivity, and real choice and explore the roles of competitive balance, competitive salience, and competitive aggression.

### ***The "Attribute-Trifling" Effect: Motivated Maintenance of Brand Loyalty by Underweighting Attractive Competing-Brand Attributes***

Nadav Klein, University of Chicago, USA\*

Aparna Labroo, University of Toronto, Canada

Brand preferences remain remarkably stable despite billions spent in marketing efforts to coax consumers into switching. This paper examines how consumers maintain brand loyalty when a competing brand is perceived to have an advantage over consumers' core brand. In three experiments, we find that loyal consumers resist temporary advantages (i.e. price, new feature) of a competing brand by selectively reducing the importance of the advantaged

attribute in the purchase decision. In an analysis of panel data, we further find that loyal consumers might even buy more of the core brand when the competing brand is on sale.

***Putting Brands in their Place: How the Need for Control Keeps Brands Contained***

Keisha Cutright, University of Pennsylvania, USA\*

James Bettman, Duke University, USA

Gavan Fitzsimons, Duke University, USA

How do consumers cope when life's events seem to stretch beyond their personal control? We argue that consumers seek a greater sense of order and structure in consumption. As a result of this desire for order and structure, consumers maintain stricter mental boundaries around brands that dictate where they "belong." In three studies, we demonstrate that individuals are less willing to allow brands to extend beyond their traditional boundaries (e.g., with brand extensions or product bundles) when feelings of control are low than when they are high.

***The Cognitive Consequences of Considering Low-Fit Brand Extensions***

Kelly Goldsmith, Northwestern University, USA\*

Ryan Hamilton, Emory University, USA

In today's uncertain economy, many firms seek to maximize leverage from successful brands by broadening the scope of their product lines and introducing lower-fitting extensions into the marketplace. This paper explores the cognitive consequences of evaluating these low-fit extensions. Across four studies, we find that evaluating low-fit extensions depletes consumers' cognitive resources, and show the implications that this effect has for consumer choice. In support of our process, we find broadening one's definition of "fit" lessens the cognitive costs of evaluating low-fit extensions. We conclude with a discussion of the theoretical and practical implications for these findings.

## ***1.6 Individual Papers: Save a Horse, Ride a Cowboy: Persuasion***

**Room: Mesquite 2**

**Chair:** Paula C. Peter, San Diego State University, USA

### ***Transportation Model of Movie Advertising: The Moderating Role of Type of Elaboration and Consistency***

Iñigo Gallo, UCLA, USA\*

Sanjay Sood, UCLA, USA

Kathryn Mercurio, UCLA, USA

This research builds on transportation theory to understand how consumers experience and are persuaded by movie advertising. Narrative transportation is immersion into a story. We show that consumers that are transported by the ad report a higher evaluation of the movie and a greater intention to watch it. For transportation to be a positive experience the ad should depict narrative elements and these elements need to be consistent, pointing at a similar narrative

### ***Enhancing Memory and Product Preference During Fast-Forwarded Commercials***

Jeffrey Lin, University of Washington, USA\*

Ione Fine, University of Washington, USA\*

Geoffrey Boynton, University of Washington, USA

Scott Murray, University of Washington, USA

Generally, multiple items presented simultaneously compete for attention and memory. However, it has been recently been discovered that during brief but behaviorally important moments in time, attention and memory is enhanced across all items in a scene – a ‘screen-capture’. Here we show how this phenomenon can be used to carry out effective advertising while viewers fast-forward through commercials. Participants searched for behaviorally

important ‘resume-show’ cues inserted into fast-forwarded commercials. With just four cue exposures over one hour, a cued product received enhanced brand recognition, brand attractiveness ratings, and was physically chosen more than 50% of the time relative to an uncued product.

***Not So Personal: The Impact of Social Identity Ad Appeal as a Function of Activation in Advertising***

Dikla Perez, Haifa University, Israel\*

Yael Steinhart, Haifa University, Israel

This research examines the differential influence of ad appeal types (by name, social identity and general ad appeal) and activation technique; defined as engaging in motor activity required to reveal the ad message; on ad and product evaluations. Our results reveal a favorable effect of the social identity ad appeal type, especially in the presence of an activation technique; not only on ad and product evaluations, but also on consumer choices. These findings have important practical implications on personalized marketing strategy.

***When is Commitment not Enough? Exploring Limitations of Consumers' Resistance to Negative Brand Information***

Rebecca K. Trump, Loyola University Maryland, USA\*

It is well documented that committed consumers resist negative information about the brand to which they are committed. This research explores boundary conditions to this effect, finding that even committed consumers respond negatively, as indicated by decreased brand evaluations, to unfavorable brand information when that information is self-relevant. In addition, consumers', including committed consumers', brand evaluations are more negatively affected by a transgression in the ethical domain compared to a product failure. In all, this research indicates that brands may not be as shielded against negative information by their consumers' commitment as prior research might suggest.

## ***1.7 Conversations: Sensations***

### **Room: Mesquite 1**

Aradhna Krishna, University of Michigan, USA

Tom Meyvis, New York University, USA

Maureen Morrin, Rutgers University, USA



**BREAK**

**9:15 am - 9:30 am**

**Four Seasons Pre-Function**

**INSERT TAB**

**SESSION 2**  
**Friday, 2/17**  
**9:30am - 10:45am**



## **2.1 Symposium: Balancing Multiple Goals in Social Consumption**

**Room: Four Seasons Ballroom 1**

**Chair:** Linyun Yang, University of North Carolina Charlotte, USA

### ***My Treat! Choosing What to Consume when Someone Else is Paying***

Christian Schmid, University of Alberta, Canada

Jennifer Argo, University of Alberta, Canada

Gerald Haubl, University of Alberta, Canada\*

This research examines how people choose what to consume when someone else has offered to pay. We propose that consumers must choose between two conflicting goals – pleasure-seeking or favorable self-presentation – is more strongly activated, and that this is governed by consumers’ self-construal. We find that, when driven by the goal to maximize pleasure, consumers with an independent self-construal choose a more expensive option than they would have purchased if they had to pay themselves. By contrast, consumers with an interdependent self-construal are motivated to convey a favorable self-presentation and choose a less expensive option when invited (vs. not invited).

### ***You’ve Got a (Bad) Friend in Me: Self-Construal and Strategic Selfishness***

Sarah Moore, University of Alberta, Canada\*

Eugenia Wu, Cornell University, USA

Gavan Fitzsimons, Duke University, USA

How do consumers choose when they have to choose not just for themselves, but collectively, on behalf of themselves and others? Across four studies, we find that compared to interdependents, independents sacrifice others’ interests for their own, but only when they can do so without the risk of social censure.

***Strategic Self-Presentation in Joint Consumption: Self-Monitoring and the Use of Stereotypes as Social Tools***

Linyun Yang, University of North Carolina Charlotte, USA\*

Tanya Chartrand, Duke University, USA

Gavan Fitzsimons, Duke University, USA

When choosing products for joint consumption, consumers must balance the need to select items preferred by others with their need for products to reflect their desired public image. We find that when consumers have little personal knowledge regarding others, they rely on stereotypes to infer the preferences of and anticipate the evaluations of others. We demonstrate that high self-monitors relative to low self-monitors are more adept at determining when it may or may not be appropriate to select items consistent with their stereotypical assumptions.

## **2.2 Individual Papers: Look at Me, I'm Sandra Dee: Visual Psychology**

**Room: Four Seasons Ballroom 2**

**Chair:** Yael Steinhart, University of Haifa, Israel

### ***Looking Down is the Way Up: The Influence of Looking Down versus Up on the Scope of the Evoked Processing Style***

Anneleen Van Kerckhove, Ghent University, Belgium\*

Maggie Geuens, Ghent University, Belgium

Iris Vermeir, Ghent University, Belgium

People generally look down (up) to attend to nearby (distant) objects. In addition, spatially near (distant) objects are generally processed in a narrower (broader) sense. Embracing an embodied view on cognition this paper posits that the association between looking down or up and the scope of the evoked processing style is overgeneralized, leading to objects being processed narrowly when looking down and broadly when looking up. Four experiments support this contention by demonstrating that the vertical direction of attention affects product category-identification latencies, breadth of product categorizations and levels of preference-decision correspondence.

### ***Moving Eyes Move Minds***

En Li, Central Queensland University, Australia

Donnel A. Briley, University of Sydney, Australia\*

Consumers frequently encounter alphanumeric stimuli that move across their fields of vision horizontally. This research examines whether the direction of motion—leftward or rightward—affects processing and evaluations of such stimuli. The findings demonstrate that when stimulus movement direction (i.e., situational eye movement direction) coincided rather than conflicted with the viewer's habitual reading direction (i.e., habitual eye movement direction), evaluations of the stimulus were more positive (study 1). Further, this

directional effect was driven by motor fluency rather than conceptual fluency (study 2); its processes involved activation of reading knowledge (study 3); and it disappeared when the fluency sensations associated with eye movements can be misattributed to other motor activities (study 4).

***Consumers' Use of 'Time Flies Left to Right' Metaphor: The Impact of Spatial Position of Visual Cues on Product Judgment in Advertisement***

Boyoun (Grace) Chae, University of British Columbia, Canada\*

JoAndrea Hoegg, University of British Columbia, Canada

Across five studies, we investigate the impact of the physical position of visual components in advertisements on consumers' product judgments. We propose that consumers are more favorable to products when visual components are displayed congruently with a 'Time flies left to right' metaphor. The underlying mechanism of consumers' use of this metaphor is illuminated.

***I Like Where I See: The Crossmodal Effect of Attention on Preferences***

Hao Shen, The Chinese University of Hong Kong, Hong Kong\*

Jaideep Sengupta, HKUST, Hong Kong

Merging the literature on crossmodal attention effects with insights on processing fluency, this research builds and tests a conceptualization of the crossmodal effect of attention on preferences. Our conceptualization predicts that directing attention in a particular direction in one sensory mode will increase the ease with which objects placed in that direction are processed even in other sensory modes, thereby enhancing preferences for such objects. Thus, a noise from one's left will enhance preferences for visually-processed packaged products placed on one's left (vs. right). Results from four experiments support these predictions and illuminate the underlying process. Theoretical and applied implications are discussed.

## **2.3 Symposium: Online Social Networks: Why do People Use them and What are their Consequences?**

**Room: Desert Willow**

**Chair:** Eva Buechel, University of Miami, USA

### ***Why People Use Social Media: How Online Social Identity and Motivations Influence the Experience of Being Connected***

Donna Hoffman, UC Riverside, USA\*

Thomas Novak, UC Riverside, USA

We develop and test a motivational framework to evaluate how online social identity, the tendency to derive self-concept from online social graphs, along with intrinsic and introjected motivations, moderate the relationship between the type of social media goals pursued and the experience of feeling connected. A large-sample study evaluated in a multilevel modeling framework provided support for key hypotheses and generated a number of new insights regarding how motivations and online social identity impact relatedness.

### ***Facebook Therapy? Why People Share Self-Relevant Content Online***

Eva Buechel, University of Miami, USA\*

Jonah Berger, University of Pennsylvania, USA

The current research investigates a motivator for, and benefit of, online social networking. Emotionally unstable individuals are characterized by intense emotions, impaired cognitive emotion regulation abilities and social apprehension. As a result, we suggest that they may rely on their less threatening online social network to help regulate their emotions. We find that emotional unstable individuals are more likely to post self-relevant information online and write about their emotions when doing so – a tendency that is not observed offline. Further, such emotional writing, paired with the potential to receive social support helps them repair well-being after negative experiences.

***Are Close Friends the Enemy? The Effect of Online Social Networks on Self-Control***

Keith Wilcox, Babson College, USA\*

Andrew Stephen, University of Pittsburgh, USA

This research demonstrates that social network use lowers self-control. Specifically, we show that greater social network use is associated with a higher body-mass index, more binge eating, a lower credit score and higher levels of credit card debt. Additionally, we demonstrate that having people browse a social network (Facebook) makes them more likely to subsequently make unhealthier food choices, spend more on products and give up faster at tasks requiring persistence compared to not having them browse a social network. This effect is strongest among those with strong ties to their friends on the social network.

***Beyond the "Like" Button: Exploring the Effects of Mere Virtual Presence on Brand Evaluations and Purchase Intentions***

Rebecca Walker Naylor, Ohio State University, USA\*

Cait Poynor Lamberton, University of Pittsburgh, USA

Patricia West, Ohio State University, USA

When consumers “like” a brand on a social networking site, they are incidentally exposed to limited information about the identity of other brand supporters. Our work contributes the first systematic exploration of the effects of the various types of “mere virtual presence” (MVP) that brand supporters might present in social media forums. Across four studies, we explore the effects of leaving a brand’s online supporters ambiguous versus revealing their identities in different evaluation contexts. Importantly, we note that the effects of ambiguity on brand evaluations depend on whether a given brand is viewed separately or along with other competing brands.

## **2.4 Individual Papers: Don't Cry for Me: Sadness and other Emotions**

**Room: Palo Verde**

**Chair:** Matthew Thomson, University of Western Ontario, Canada

### ***Awe Expands People's Perception of Time, Alters Decision Making, and Enhances Well-Being***

Melanie Rudd, Stanford University, USA\*

Kathleen D. Vohs, University of Minnesota, USA

Jennifer Aaker, Stanford University, USA

When do consumers feel rich in time? Not often, research and daily experience suggest. However, three experiments showed that feeling awe expands time perceptions: Participants who experienced awe, relative to other states, felt they had more time available (Experiment 1) and were less impatient (Experiments 2-3). Participants who experienced awe were also more willing to volunteer time to help others (Experiment 2), more strongly preferred experiences over material goods (Experiment 3), and felt more satisfied with life (Experiment 3). Mediation analyses revealed these changes in decision-making and well-being were driven by awe's ability to expand the subjective experience of time.

### ***Sadder, but Not Wiser: The Myopia of Misery***

Jennifer Lerner, Harvard University, USA

Ye Li, Columbia University, USA\*

Elke Weber, Columbia University, USA

Many studies have examined the “sadder-but-wiser” hypothesis (i.e., that sad people make wiser decisions), and most find support for it. But there is reason to believe that intertemporal choices (consuming now versus later) will not benefit from sadness. Three incentivized experiments tested whether sadness increases desire to acquire rewards now even if it means foregoing greater financial rewards in the future. Results reveal that sadness, but not other

negative emotions, increases impatience in intertemporal decisions even when the emotion is irrelevant to the choice, but only when one of the options provides immediate rewards. Thus, sadness makes people more “present biased”, but not generally more impatient.

***When More Leads to Less: Greater Automatic Emotional Reactivity is Associated with Less Intense Emotional Self-report***

Daniel Fernandes, Erasmus University Rotterdam, The Netherlands\*

Bart de Langhe, University of Colorado, USA

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

In this research, we show that individuals scoring higher on a measure of automatic emotional reactivity report experiencing weaker emotions (Studies 1A and 1B) even though they are affected more by a target emotional stimulus (Study 4). This effect is based on a stronger automatic emotional reaction to the scale anchors. The reaction is automatic because when people are explicitly instructed to elaborate on the scale anchors the effect is reduced (Study 2). The reaction is emotional because when emotionality of scale anchors is decreased the effect is reduced (Study 3) or even reversed (Study 4).

***How Sadness Signals Danger in Indulgent Goal-Pursuit***

Anthony Salerno, University of Miami, USA\*

Juliano Laran, University of Miami, USA

Chris Janiszewski, University of Florida, USA

Our research examines how a willingness to indulge, activated by environmental cues, can interact with feelings of sadness and encourage virtuous consumption. We find that this effect is driven by an unconscious sense of danger towards overindulgence, leading to the seeking of protection in the form of virtuous consumption. Three studies show that this effect is specific to sadness, not other negative emotions, and that the effect becomes stronger as the threat to overindulge increases. We provide insight into how certain goal-emotion combinations can push consumers toward virtuous consumption.

## **2.5 Individual Papers: What a Wonderful World: Knowledge, Attitudes, and Beliefs**

**Room: Cottonwood**

**Chair:** Meng-Hua Hsieh, University of Washington, USA

### ***Subjective Knowledge and Consumer Financial Education***

Liat Hadar, IDC Herzliya, Israel\*

Sanjay Sood, UCLA, USA

Craig Fox, UCLA, USA

We propose that attempts to increase consumers' objective knowledge concerning financial opportunities can deter willingness to participate when they diminish consumers' subjective knowledge (SK). We find that holding objective knowledge constant, increased SK about financial products increases willingness to choose a risky investment option and likelihood of joining retirement saving plans. Furthermore, elaborative product information provided in a technical format reduces choice of a retirement-date fund due to its negative impact on SK, regardless of the fund's level of risk. We propose that methods that enhance SK may be used to aid financial education programs to promote wiser financial decisions.

### ***Do You Believe in Love at First Sight? I Do: The Role of Implicit Self-Theories in Forming and Accessing Attitudes***

JaeHwan Kwon, University of Iowa, USA\*

Dhananjay Nayakankuppam, University of Iowa, USA\*

A consistent finding in the attitude literature is that strong attitudes are products of effortful cognitive elaboration (Petty and Wegener 1999). We argue that the link between elaboration and attitude strength could be more complicated: depending on implicit self-theories, individuals may form strong attitudes without elaboration. Through five studies, we found that entity theorists form attitudes toward products or brands more quickly (i.e., with less elaboration), but the strengths associated with the attitudes are stronger than

incremental theorists. Entity theorists focus on only a first few pieces of information when forming attitudes, while incremental theorists process all information available.

***Psychological Closure, Abstraction, and Subjective Knowledge***

Jae-Eun Namkoong, University of Texas at Austin, USA\*

Andrew Gershoff, University of Texas at Austin, USA

Psychological closure, a sense that a life experience is complete and in the past, was manipulated to test our prediction that it will positively influence subjective knowledge. We propose that psychological closure leads to greater abstraction of how the learning experience is represented in memory. Four studies applying a series of closure and construal level manipulations support our theory. As predicted, psychological closure led to heightened subjective knowledge, but only when people adopted an abstract (vs. concrete) mindset. These findings are not explained by what people actually remember from the learning material (objective knowledge) indicating miscalibration in knowledge estimation.

***"When Being Sure that You Are Unsure Predicts Behavior" Some Ambivalent Attitudes are More Predictive of Behavior than Others***

Nico Heuvinck, Ghent University, Belgium\*

Iris Vermeir, Ghent University, Belgium

Maggie Geuens, Ghent University, Belgium

Distinguishing between manifest ambivalence (knowing conflicting information) and anticipated ambivalence (expecting conflicting information), we show that manifest ambivalence yields greater attitude certainty compared to anticipated ambivalence, which is driven by a higher attitude clarity (rather than a higher attitude correctness) (Study 1). Study 2 & 3 replicate and further extend this finding by showing that, although experiencing the same subjective ambivalence level, manifest ambivalent attitudes are more predictive of behavioral intention (Study 2) and 'real' behavior (Study 3) compared to anticipated ambivalent attitudes.

## **2.6 Individual Papers: Sunrise, Sunset: Services and Wait Management**

**Room: Mesquite 2**

**Chair:** Meryl Gardner, University of Delaware, USA

### ***En Route to Subtle and Effective Service Remedy: Strategy and Timing and Emotion Expression***

Fang Wan, University of Manitoba, Canada\*

Pingping Qiu, Monash University, Australia

Amitava Chattopadhyay, INSEAD, Singapore

L. J. Shrum, University of Texas at San Antonio, USA

Whereas prior research tends to focus on blatant service failure and on the role of strong and outward emotions such as anger in service failure and recovery (Bonifield and Cole 2007; O'Donohoe and Turley 2007), our research explores an understudied area—how to remedy subtle service failure when passive negative emotions such as embarrassment are involved.

### ***Hate the Wait? Why Customers Who Wait Longer Buy More***

Alan D. Cooke, University of Florida, USA

Nira Munichor, Hebrew University of Jerusalem, Israel\*

Waiting is a mundane yet inevitable customer experience. Surprisingly, however, few studies have analyzed the effects of queues and waiting on subsequent consumer behavior. We explore a counterintuitive effect of waiting time on behavior during a shopping trip; we show that longer waits can lead to an increased number of purchases and enhanced consumption. We further find that the effect of waiting time on consumption and purchase amount is greatest when wait time is thought to depend on others' preferences, consistent with a social signaling account.

***Delay and Gratification: How Waiting for Service Can Spur Compensatory Consumption***

Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong\*  
Anirban Mukhopadhyay, HKUST, Hong Kong

This research investigates the effect of waiting for service on subsequent consumption and spending. We find, in contradiction to consumers' lay beliefs, that the longer consumers had to wait before their consumption, the more they consumed and the more money they spent. This effect was observed only for products that the consumer was intrinsically motivated towards, and was not caused by signaling, inferences about quality, or value from queuing. The effect was mediated by the level of psychological cost, and could be eliminated if consumers were compensated from other sources before consumption.

***Effects of Depleting Regulatory Resources on Consumer Choices***

Sieyeon Song, Korea Consumer Agency, Korea\*  
Jongwon Park, Korea University, Korea

Five experiments demonstrate that depleting the regulatory resource increases individuals' choice of an alternative with low desirability and high feasibility (vs. an alternative with high desirability and low feasibility). This effect is evident regardless of the manipulation of feasibility as physical ease, cognitive ease, material ease, or probability and regardless of the positive vs. negative framing of the feasibility attribute. We further show that the effect is due to the influence of resource depletion on the weights attached to the feasibility dimension and to this extent, it can either increase or decrease the attraction effect, depending on the attribute configurations.

## ***2.7 Conversations: Time and Money***

### **Room: Mesquite 1**

Cassie Mogilner, University of Pennsylvania, USA

Ashwani Monga, University of South Carolina, USA

Manoj Thomas, Cornell University, USA



**BREAK**

**10:45 am - 11:15 am**

**Four Seasons Pre-Function**

**PLENARY SESSION 1 –**

**Eldar Shafir, Princeton University:**

**"On the Psychology of Scarcity"**

**11:15 am - 12:15 pm**

**Four Seasons Ballrooms 1 & 2**

**AWARDS AND BUSINESS LUNCHEON**

**12:30 pm - 2:00 pm**

**Four Seasons Ballrooms 3 & 4**

**INSERT TAB**

**SESSION 3**  
**Friday, 2/17**  
**2:15pm - 3:30pm**



### **3.1 Symposium: Of Time, Temperature, Taste, and Touch: Integrating Perspectives on Grounded Cognition**

**Room: Four Seasons Ballroom 1**

**Chair:** Y. Charles Zhang, University of Michigan, USA

#### ***Past to the Left, Future to the Right: How does Thinking about Time Affect Choice***

Y. Charles Zhang, University of Michigan, USA\*

Norbert Schwarz, University of Michigan, USA

Thinking about time is metaphorically grounded in knowledge about space, where past is to the left, and the future to the right. When choosing an object with the past (vs. future) in mind, a given object is more likely to be chosen when displayed on left rather than right.

#### ***Warm Or Cool Color? Exploring the Effects of Color on Donation Behavior***

Ravi Mehta, University of Illinois, USA\*

Boyoun (Grace) Chae, University of British Columbia, Canada

Rui (Juliet) Zhu, University of British Columbia, Canada

Dilip Soman, University of Toronto, Canada

We investigate the effects of warm versus cool colors on prosocial behavior. Based on embodied cognition, we demonstrate that warm (cool) colors make people feel warmer (cooler), activate warmth (competence) perceptions, and consequently prompt people to donate more of their time (money).

***Eat Sweet, See Deceit: Does Gustatory Sweetness Underlie Affective Experience from Smile Perception.***

Haotian Zhou, University of Chicago, USA\*

Aparna Labroo, University of Toronto, Canada

Gustatory sweetness might constitute at least part of the affective experience in response to others' smile. Two studies showed that people who ingested sweet foods (versus not) were more likely to judge others genuine (but not fake) smiles as fake. Consuming sweet foods satiated a person of sweetness, and consequently raised the threshold for what was considered sweet.

***Psychological Consequences of Conceptual Metaphors can be Bidirectional and Generalized: The Case of Physical Cleansing***

Spike W. S. Lee, University of Michigan, USA\*

Norbert Schwarz, University of Michigan, USA

Conceptual metaphor theory assumes unidirectional influence of bodily experience on thought about psychological constructs. Contrary to this assumption, we find that metaphoric effects of the “moral cleanliness” conceptual metaphor are bidirectional. Furthermore, recent evidence shows cleansing effects on other non-moral past residues, supporting a broader notion of “wiping the slate clean”. For example, cleansing removes doubt about recent decisions, bad and good luck, and the affective impact of past bad relationships and other bad and good events. Bidirectional and generalized “clean-slate” effects challenge conceptual metaphor theory and have implications for consumer behavior motivated by contagion, fetish, and other magical beliefs.

### **3.2 Individual Papers: You're a Mean One, Mr. Grinch: Prosociality**

**Room: Four Seasons Ballroom 2**

**Chair:** Sekar Raju, Iowa State University, USA

#### ***It Just Isn't Fair: How Feelings of Empathy and Assessments of Justice Contribute to Prosocial Actions***

Robert Madrigal, University of Oregon, USA\*

Johnny Chen, University of Southern Maine, USA\*

Advertising advocating for prosocial actions often integrates empathic distress with perceived injustice. Whereas empathy is concerned with an emotional connection to another, justice elicits a motivation to uphold a moral principle. Three studies are reported in which competing hypothetical sequences using structural equation modeling are compared. The model found to be superior was the one in which the effect of empathy on helping intentions was mediated by anger and perceived injustice. The model also revealed that anger's effect on helping was fully mediated by perceived injustice. Specifically, greater levels of empathic distress were positively related to anger, which in turn, positively predicted perceived injustice. As perceptions of injustice increased, so too did helping intentions.

#### ***Corporate Donations to Victims of Disasters: When Contributions Make Sense***

Diogo Hildebrand, City University of New York, USA\*

Yoshiko DeMotta, City University of New York, USA

Sankar Sen, City University of New York, USA

Ana Valenzuela, City University of New York, USA

This paper proposes that corporate contributions of money to a human-made disaster receive more positive evaluations than the contribution of service, whereas corporate contributions of service to a natural disaster receive more positive evaluations. In five studies we test our basic hypothesis and show that this effect occurs because consumers believe money to be a more adequate

contribution to more controllable disasters (i.e., man-made disasters) and service contributions to less controllable disasters (i.e., nature-made disasters). Implications of our findings for both theory and practice on Corporate Social Responsibility are discussed.

### ***Gratitude, Guilt, and Gift-Giving***

Cindy Chan, University of Pennsylvania, USA\*

Cassie Mogilner, University of Pennsylvania, USA

Leaf Van Boven, University of Colorado Boulder, USA

Gift-giving has been shown to be highly effective at fostering interpersonal relationships, but does the emotion—gratitude or guilt—that drives the giving of a gift matter? A Father’s Day study revealed that gifts given out of guilt elicited no positive effects, whereas gifts given out of gratitude improved father-child relationships. These results extended to individuals who recalled the most recent gift they had received and were moderated by the gift-giver’s appraisal of the relationship or gift occasion. Together, these findings suggest that the opportunity for gift-giving occasions to foster interpersonal relationships depends on the giver’s emotional motivation.

### ***Can Social Responsibility Backfire? The Role of Intentions in Times of Corporate Crisis***

Katie Kelting, University of Arkansas, USA\*

Adam Duhachek, Indiana University, USA

Durairaj Maheswaran, New York University, USA

In this research, we examine how a firm’s intention for decisions made prior to a public relations crisis affects consumer perceptions of the firm. We find that when a firm states a socially-motivated (versus profit-driven) intention for decisions that precede a crisis, consumer perceptions are driven by thoughts about what the firm did wrong and what the firm could have done differently to prevent the crisis. Thus, this research examines the role of counterfactual thinking in times of corporate crisis and finds a surprising boomerang effect for a firm stating a socially-motivated intention.

### **3.3 Symposium: The Ghosts of One's Past, Present, and Future: Examining Indulgent Choice Based on Thoughts from Different Temporal Perspectives**

**Room:** Desert Willow

**Chair:** Hristina Dzhogleva, University of Pittsburgh, USA

#### ***Haunts or Helps from the Past: How Does Reflecting on Past Self-Control Acts Affect Current Self-Control?***

Hristina Dzhogleva, University of Pittsburgh, USA\*

Cait Lambertson, University of Pittsburgh, USA

Kelly Haws, Texas A&M University, USA

We examine how consumers' reflections on their past self-regulation behaviors affect their current self-control ability. Across three studies, we explore how two dimensions of consumers' recall of past self-regulation behaviors influence their long-term goal pursuit behaviors: (1) the nature of the recalled acts (past successes or failures at self-regulation) and (2) the subjective ease of retrieval. Our work reveals that reflections on past self-control successes may be an effective tactic for motivating long-term goal pursuit but only when the retrieval of those acts is subjectively easy since the strategy is likely to backfire when the recall is difficult.

#### ***Not All Health Claims Are Created Equal: Dissociating the Dynamics of Guilt and Desire Invoked by Healthy Indulgences***

Nina Belei, Maastricht University, The Netherlands

Kelly Geyskens, Maastricht University, The Netherlands

Caroline Goukens, Maastricht University, The Netherlands

Suresh Ramanathan, Texas A&M University, USA\*

Jos Lemmink, Maastricht University, The Netherlands

While it is commonly assumed that unhealthy foods carrying health claims such as low-fat or extra calcium/anti-oxidants reduce feelings of guilt because

their consumption is easier to justify, we show that the complex dynamics of desire and guilt felt every moment in the present are very different for claims featuring hedonic attributes (e.g., low-fat) versus functional attributes (e.g., anti-oxidants), leading to different consumption patterns.

### ***Survival Mindset and Food Choices***

Juliano Laran, University of Miami, USA

Anthony Salerno, University of Miami, USA\*

Four studies explore how the unconscious activation of a survival mindset creates a sense of resource scarcity, biasing consumers' preferences towards more filling and higher-calorie foods. This mindset, generally focused on the present, can be shifted towards the future, leading consumers towards healthier, less-indulgent foods above what can be accounted for from construal theory. While most research in the area of self-control assumes that the selection of high-calorie and unhealthy foods represents a lapse in self-control, our results suggest that such eating behavior is not always predicated on immediate indulgence, but rather an attempt to aid long-term sustainability.

### **3.4 Individual Papers: SCP Dissertation Proposal Competition Award Winners**

**Room: Palo Verde**

**Chair:** Maria L. Cronley, Miami University, USA  
Peggy Sue Loroz, Gonzaga University, USA

#### ***Social Comparison in Decisions for Others: Considering Multiple Gift Recipients Leads to Over-Individuated and Less Liked Gifts***

Mary Steffel, University of Florida, USA\*

Robyn A. LeBoeuf, University of Florida, USA

When people select gifts for multiple recipients, they tend to pass up gifts that would be better liked in favor of gifts that are uniquely suited to each recipient. This over-individuation arises because givers try to be thoughtful and not simply because givers perceive recipients differently when they are considered together versus separately. Consistent with this, givers are more likely to pick unique but less-preferred gifts when they put more time and thought into their gift choices and when they shop for close friends versus casual acquaintances. Focusing attention on recipient liking can help givers to select better liked gifts.

#### ***When Safety Matters: Depletion Heightens Vigilance Against Danger***

Monika Lisjak, Northwestern University, U.S.A.\*

Ample research suggests that engaging in a depleting self-regulatory task undermines subsequent self-regulation. This research shows that engaging in a depleting task can actually heighten self-regulation. I propose that when people are depleted they feel more vulnerable, and hence heighten their vigilance against danger. Across four studies I show that depleted (vs. non-depleted) participants are faster at responding to vigilance-related vs. -unrelated cues, are more likely to act in ways that reduce danger, and prefer and choose products that emphasize safety features. These findings provide

novel insights into the psychology of depletion and its effects on consumer behavior.

***The Motivational Effects of Product Beauty***

Gratiana Pol, University of Southern California, USA\*

C. W. Park, University of Southern California, USA

Consumers are willing to go to great lengths to acquire and possess visually attractive products. Yet where do these powerful consequences of product beauty come from? My dissertation shows that beauty induces a combination of Instantaneous Desire and Ownership Pride, which motivates consumers to engage in difficult-to-enact behaviors (such as paying a price premium for or taking particularly good care of an attractive product) and is more strongly associated with visual aesthetics than with other hedonic product attributes (such as a having humorous-looking appearance). Several moderators of these effects are explored.

### **3.5 Symposium: The Effect of Individual and Contextual Factors on Food Consumption**

**Room: Cottonwood**

**Chair:** Nitika Garg, University of New South Wales, Australia

#### ***Does Liking or Wanting Determine Inter-stimulus Intervals in Food Intake?***

Carey Morewedge, Carnegie Mellon University, USA

Baba Shiv, Stanford University, USA

Emily Garbinsky, Stanford University, USA\*

Many factors influence repeated food consumption. We show that the decrease in liking that accompanies increased consumption of food is an important predictor for length of time until repeated consumption (Study 1) when the consumer has adequate attentional resources available while consuming (Study 2). Not only do the results highlight the important role that satiation plays in future consumption choices, but they also suggest that offering smaller portion sizes may result in more frequent consumption. Ongoing work and conclusions are outlined.

#### ***Attenuating Sadness' Effect on Consumption: Helplessness, Choice, and Self-Awareness***

Nitika Garg, University of New South Wales, Australia\*

Jeff Inman, University of Pittsburgh, USA

Sadness' appraisal themes of loss and helplessness evoke an implicit goal of reward replacement. This leads sad (vs. neutral or happy) individuals to consume more of a hedonic food product (e.g., M&Ms). We find that presenting a choice relevant for self (vs. others) attenuates sadness' influence on consumption. We also examine the moderating effect of self-awareness in this context to test whether awareness amplifies or attenuates sadness' effect on consumption.

### ***Bite-size and Quantity of Food Consumed***

Arul Mishra, University of Utah, USA

Himanshu Mishra, University of Utah, USA

Tamara Masters, University of Utah, USA\*

In this research we examine the influence of bite-size on quantity of food consumed. We operationalized bite size through fork size. Specifically, we find that in a restaurant setting, when individuals have a well-defined hunger goal and invest resources to satiate their goal they consume more with a small fork than a large fork. Moreover, in a controlled lab study we demonstrate that when these factors are absent the pattern of results is reversed.

### **3.6 Individual Papers: Money, Money, Money**

**Room: Mesquite 2**

**Chair:** Tatiana Fajardo, University of Miami, USA

#### ***Periodic Pricing Revisited: Beyond Pennies-a-Day***

Stephen Atlas, Columbia University, USA\*

Daniel Bartels, Columbia University, USA

We present evidence that periodic pricing (e.g. reframing a single payment as a series of payments over time) increases willingness to purchase. The concreteness principle suggests that narrowly-framed costs evoke narrowly-construed benefits. We propose that periodic pricing amplifies how consumers represent the transaction's benefits. We present evidence that this contributes to the pennies-a-day effect but also find that periodic pricing can be effective in cases where each payment is not trivial. We report the results from four studies which test this model and explore the important role of scope insensitivity in formulating its predictions.

#### ***The Exception is the Rule: Underestimating and Overspending on Exceptional Purchases***

Abigail B. Sussman, Princeton University, USA\*

Adam L. Alter, New York University, USA

Purchases fall along a continuum from ordinary (common or frequent) to exceptional (unusual or infrequent). Based on the principles of mental accounting and choice bracketing, we provide evidence that consumers both underestimate their spending on exceptional purchases overall and overspend on each individual purchase, whereas they budget more accurately for ordinary expenses. This discrepancy arises in part because consumers categorize exceptional expenses too narrowly, construing each as a unique occurrence, and consequently overspending across a series of discretely exceptional expenses. We conclude by situating the effect within existing

literature, suggest potential mechanisms, and proposing an intervention that diminishes this tendency.

***Price Discounting for Emotional Impact***

Aylin Aydinli, London Business School, UK\*

Marco Bertini, London Business School, UK

We propose that price promotions temporarily reduce the consequences of bad decisions, therefore also reducing the importance of thinking. In a dual process view of decision-making, price promotions influence the motivation to deliberate, allowing the affective processes to exert dominance and, therefore, shifting preferences toward goods with a higher emotional content. We report evidence of this effect and its underlying mechanism across three controlled experiments and one natural experiment.

***When Desire is Stronger than Debt Aversion: Enticing Consumers with Interest-Free Financing Deals***

Johannes C. Bauer, University of St. Gallen, Switzerland\*

Vicki G. Morwitz, New York University, USA

Thomas Rudolph, University of St. Gallen, Switzerland

Slogans such as "Buy Now, Pay Later" or "Same as Cash Financing" are found at many retailers and for a wide variety of products (cars, furniture, toys, jewelry, consumer electronics etc.). Despite the popularity of interest-free promotional tools, academic research on them is lacking. Therefore, this research investigates consumers' reactions to interest-free financing deals and shows that evaluative judgments, emotions, behavioral intentions (e.g. purchase intentions), and product choices depend on (1) consumers' personal financial situation, (2) how the interest-free deal is framed, and (3) consumers' impulsivity.

### **3.7 Conversations: Feelings**

#### **Room: Mesquite 1**

Aparna Labroo, University of Toronto, Canada

Michel Tuan Pham, Columbia University, USA

Patti Williams, University of Pennsylvania, USA



**BREAK**

**3:30 pm - 3:45 pm**

**Four Seasons Pre-Function**

**INSERT TAB**

**SESSION 4**  
**Friday, 2/17**  
**3:45pm - 5:00pm**



## **4.1 Symposium: Social Environment and Happiness**

**Room: Four Seasons Ballroom 1**

**Chair:** Merrie Brucks, University of Arizona, USA

### ***All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products***

Sunaina Chugani, University of Texas at Austin, USA\*

Julie Irwin, University of Texas at Austin, USA

Consumption of products in the presence (vs. absence) of others slows down hedonic adaptation for consumers cognizant of being in public. We posit that the knowledge of being observed causes consumers to examine their circumstances through others' eyes, keeping the initial affective intensity of the product fresh in consumers' minds.

### ***Can Purchases Make Us Happier? Perhaps, If We Tell Others About Them***

Wilson Bastos, University of Arizona, USA\*

Merrie Brucks, University of Arizona, USA

Experiential purchases create more happiness than do material purchases (Van Boven & Gilovich, 2003). To examine the processes underlying this effect we advance and test a mediated-mediation model. Specifically, we hypothesize (and find support) that, first, people are more inclined to share (i.e., tell others about) their experiential (vs. material) purchases. That, in turn, mediates the effect of purchase type (material vs. experiential) on happiness. Second, people expect to be regarded more favorably as a result of sharing their experiential (vs. material) purchases, which explains their stronger inclination to share the details of their experiential (vs. material) purchases.

***I Am What I Do, Not What I Have: The Role of Experiential and Material Purchases in Defining the Self***

Thomas Gilovich, Cornell University, USA

Travis J. Carter, University of Chicago, USA\*

We show that people tend to be more satisfied with their experiential purchases than their material purchases partly because they feel their experiences are more a part of their “social self.” For relatively materialistic participants, there may be a disconnect between what is believed will be meaningful, and what actually is.

***It's the Company that Counts: Enhancing the Value of Experiential and Material Possessions through Social Consumption***

Peter A. Caprariello, University of Rochester, USA\*

Harry T. Reis, University of Rochester, USA

Recent evidence suggests that spending money on experiences makes people happier than spending money on material goods. We propose that prior research may have overlooked another important distinction – the extent to which purchases can be consumed with other people versus consumed alone. Across two studies, we found support for a model in which happiness was better predicted by the social or solitary functions of a purchase than by its experiential or material qualities. Spending money to encourage socially interacting appears to be central to predicting consumer happiness.

## **4.2 Individual Papers: My Way: The Consumer's Self**

**Room: Four Seasons Ballroom 2**

**Chair:** Jesse Itzkowitz, Yeshiva University, USA

### ***Of the Bold and the Beautiful: Feeling Beautiful Leads to Bolder Choices***

Zixi Jiang, Peking University, China\*

Margarita Gorlin, Yale University, USA

Jing Xu, Peking University, China

Ravi Dhar, Yale University, USA

People who are made to feel more physically attractive prefer more self-assertive alternatives: they are more likely to choose extreme over compromise options, enriched over all-average options, and to move away from default options. We enhance participants' perception of their own attractiveness in two ways: by 1) asking them to think about things that make them feel attractive and 2) showing them images of unattractive people. Temporarily boosting participants' perceptions of their physical attractiveness increases their general self-confidence, which in turn leads to more self-assertive choices. In line with the proposed mechanism, self-confidence fully mediates the effect of boosting beauty on choice.

### ***Choosing Differently But in the Same Way: How Self Impacts Beliefs About Others***

Yesim Orhun, University of Michigan, USA

Oleg Urminsky, University of Chicago, USA\*

Across six studies, we investigate how people's ratings of their choice options impact their beliefs about others' ratings, both for others making the same as well as the opposite choice. Contrary to existing theories of false consensus, we find conditional preference projection: beliefs about others are based on the assumption that their choices arose from corresponding preferences to

one's own. Thus, the higher a voter rated her own preferred candidate, the more she believed that supporters of the opposing candidate would rate that opposing candidate highly. The findings replicate for consumer products, shifting and manipulated preferences and we identify moderators.

***"What Doesn't Kill You, Makes You Stronger": Positive Effects of Self-Discrepancy on Consumer Decision Making***

Kamila Sobol, York University, Canada\*

Peter Darke, York University, Canada

For decades, marketing practices have been criticized for propagating idealized images that deflate people's self-esteem. The self-discrepancy literature supports the idea that when consumers are aware of a discrepancy between their actual self-concept and a desired self-concept, they experience psychological distress. Consistent with past findings, the present study shows that self-discrepancy decreases self-esteem; however, we also find that it improves decision making by motivating consumers to better resist temptation and make better, more rational decisions in various consumption contexts.

***The Impact of Incidental Ownership of Objects on Subsequent Behavior***

Liad Weiss, Columbia University, USA\*

Gita V. Johar, Columbia University, USA

Every day we acquire new objects, either because we choose them or through some other incidental route: "hand-me downs," gifts we never asked for. While it is true that who we are affects our product choices, could incidentally acquired objects cause us to act in ways consistent with those objects? Three experiments demonstrate that they can. For example, headphones described as being high (vs. being low) on fidelity led to less cheating (i.e., higher fidelity) on a subsequent task among people who were assigned to own them but to more cheating (i.e., lower fidelity) among people who were assigned not to own them.

### **4.3 Symposium: Directed by The "Outer Brain": Haptic Experience in Consumer Judgment and Decision Making**

**Room:** Desert Willow

**Chair:** Chen Wang, University of British Columbia, Canada

#### ***Haptic Roughness Promotes Empathy and Helping Behaviors***

Chen Wang, University of British Columbia, Canada\*

Rui (Juliet) Zhu, University of British Columbia, Canada

Todd Handy, University of British Columbia, Canada

This research examines how a smooth versus rough haptic input affects people's prosocial behaviors. In a series of laboratory and field studies, we show that incidental exposure to haptic sensation of roughness (vs. smoothness) promotes empathy and consequently enhances helping towards unfamiliar targets. In addition, using direct measures of brain activity, we provide important insight to the process by suggesting that haptic roughness primes individuals' past hardship, and therefore leads to enhanced empathetic responses at later, evaluative (vs. earlier, automatic response) stages.

#### ***I'm There, Therefore I am – Self Touch and Self Tangibility in Consumption***

Ann Kronrod, MIT, USA\*

Joshua Ackerman, MIT, USA

Sensual experience with the surrounding physical world was shown to affect consumer experience with products and services, as well as social behavior. The focus of this work is on sensual experience with one's own body. In two experiments, self-touch (manipulated through placing the participants' hands in their lap vs. on the table) elevated self-tangibility (the salience of one's existence in this world), which made the evaluation of innovative products more criticizing (Study 1), increased perception of threat while watching

pictures of natural disasters, and also increased alertness and determination to survive those situations (Study 2).

***Protection from Disease Attenuates Contamination-Related Biases***

Julie Huang, University of Toronto, Canada\*

Joshua Ackerman, MIT, USA

Alexandra Sedlovskaya, Harvard Business School, USA

We test how experiences with disease protection (vaccinations, washing hands) affect outgroup attitudes and product value. In Study 1, disease-primed participants who are also vaccinated exhibit fewer negative attitudes than those who are unvaccinated. Non-primed participants did not show this effect. In Study 2, disease sensitivity predicts prejudice for people who did not wash their hands, but disappears for those who washed their hands. Hand washing interacts with perceived hand-wipe effectiveness in Study 3 to alter willingness to pay for previously-owned products. In Study 4, hand washing interacts with contamination concerns to influence people's willingness to sell their own possessions.

## **4.4 Individual Papers: Can't Buy Me Love: Pricing**

**Room:** Palo Verde

**Chair:** Atul Kulkarni, University of Missouri-KC, USA

### ***Secrets and Lies: Gender Differences in Concealing Consumption Information***

Christine Kang, University of Michigan, USA\*

Grant Packard, University of Michigan, USA\*

David Wooten, University of Michigan, USA

We extend research on self-presentation and deception by examining evasion as an alternative to deception in response to identity-threatening information, gender differences in efforts to conceal such information, and the mediating role of situational discomfort. In an experiment involving the exchange of price information, we found that women (not men) were evasive to protect themselves, but deceptive to protect another from the embarrassment of being “taken.” The perceived size of the price disparity moderated their preferences for evasion over deception. Situational discomfort mediated the effects of price disparities on efforts to conceal this information through evasion or deception.

### ***When Small Differences Loom Large: The Effects of Small Price Differences on Choice Difficulty and Deferral***

Jongmin Kim, Yale University, USA\*

Nathan Novemsky, Yale University, USA

Ravi Dhar, Yale University, USA

While more variables in choice are often believed to complicate decision making, we show that adding an attribute that has small differences can simplify choices. Our main proposition is that compared to identical prices across different alternatives, varying price can reduce choice difficulty and choice deferral. We explain these results by showing that small price differences draw more attention than identical prices, and increase the

perceived similarity of the choice alternatives. When alternatives are seen as similar to each other, choices become easier because choosing from similar options elicits less anticipated regret than choosing from dissimilar options.

***The Effect of Payment Method on Object Perception***

Bernadette Kamleitner, Queen Mary, University of London, UK\*

Berna Erki, Queen Mary, University of London, UK

How consumers pay matters. Notably all well-established effects of payment method focus on payment's influence on the perceived cost. In two studies (an exit survey and a laboratory experiment) we show that (a) payment method may also influence object perception, in particular cash payers experience a stronger sense of psychological ownership, (b) the effect depends on the cultural meanings associated with payment methods, and (c) actual object experience is able to eliminate the initial advantage in terms of psychological ownership.

***The Devil You (Don't) Know: Bidder Ambiguity and Consumer Aggressiveness in Auction Contexts***

David Norton, University of South Carolina, USA\*

Cait Lamberton, University of Pittsburgh, USA

Rebecca Naylor, Ohio State University, USA

In contrast to past research that focuses on seller reputation as the driver of auction outcomes, we argue that the identity of competing bidders plays a crucial role in determining bidding aggressiveness and final sales prices. Obscuring the identity of other bidders prompts an inference of dissimilarity, promoting higher price levels. Three studies show: 1) a competitive mindset is necessary to create this effect 2) managers can moderate ambiguity-related aggressiveness by providing contextual information about the bidding population and 3) multiple-item (vs. single-item) auctions also mitigate the tendency to infer dissimilarity in competing bidders, lowering price levels.

## **4.5 Individual Papers: All That Meat and No Potatoes: Self-Regulation**

**Room: Cottonwood**

**Chair:** Hee-Kyung Ahn, Hanyang University, Korea

### ***Environmental Disorder Leads to Self-Regulatory Failure***

Boyoun (Grace) Chae, University of British Columbia, Canada\*

Rui (Juliet) Zhu, University of British Columbia, Canada

This paper examines the impact of environmental orderliness on consumers' self-regulation. We propose that a disorganized (vs. organized) environment threatens individuals' sense of personal control. Because coping with this threat depletes cognitive resources, individuals exposed to a disorganized (vs. organized) environment are more likely to exhibit self-regulatory failures in subsequent tasks. Results from four studies provide support to the basic hypothesis and to the proposed process explanation.

### ***What's the Point of Temptation if You Don't Give in to it? The Positive Impact of Indulgence on Vitality and Creativity***

Fangyuan Chen, HKUST, Hong Kong\*

Jaideep Sengupta, HKUST, Hong Kong

Engaging in indulgent behaviors – i.e., giving in to temptations which carry negative delayed consequences – has typically been viewed negatively from a normative standpoint. In contrast, the current research documents the positive effects of succumbing to temptation. Drawing on self-determination theory, we propose that indulgence enhances subjective vitality, and consequently, creativity. The vitalizing effect of indulgence is greater when such indulgence can be justified - whether the justifications are internally generated or externally provided. Four experiments provide convergent support for these arguments, and contribute to our understanding both of indulgent behaviors and the concept of vitality.

***For whom is there a Debt Snowball? How the Order of Debt Repayment Affects Low Self-Control Individuals***

Keri Kettle, University of Miami, USA\*

Remi Trudel, Boston University, USA

Gerald Haubl, University of Alberta, Canada

Although a consumer with multiple debts should (rationally) first repay the debt with the highest interest rate, most people choose to repay their smallest debt first. We show that the motivation of individuals with low self-control (but not those with high self-control) is affected by the order in which their debts are scheduled to be repaid, such that they exhibit greater motivation when they repay their debts sequentially as compared to simultaneously. This effect is moderated by how achievable it is for individuals to repay all of their debts, and by which repayment scheme is recommended to them.

***Hot and Impulsive: A Metaphor Gone Literal***

Hee-Kyung Ahn, Hanyang University, Korea\*

Nina Mazar, University of Toronto, Canada

In our daily lives we use “hot” as a metaphor to describe impulsive as opposed to calculated behaviors (e.g., hot-headed). Such a metaphoric connotation of a thermal concept raises the question as to whether temperature, psychological states, and decision making are related to each other, and if so, how. Across one pilot study and three laboratory experiments, we demonstrate that both actual hot temperature and conceptual hot temperature-primers (i.e. pictures and words) trigger impulsive judgments and decision-making. We suggest that the theory of embodiment provides an explanation for these findings.

## **4.6 Individual Papers: Any Dream Will Do: Judgment and Decision Making**

**Room: Mesquite 2**

**Chair:** Elanor Williams, University of Florida, USA

### ***The Influence of Rankings on Attribute Weights in Multi-Attribute Decision Tasks***

Simon Quaschnig, University College Ghent - Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Iris Vermeir, University College Ghent - Ghent University, Belgium

This paper investigates two alternative mechanisms through which rankings may influence attribute weights. While the choice of sorting attribute may serve as a sign of relevance (conversational norms mechanism), consumers could also deduce attribute importance from the ease of processing (fluency mechanism). It is shown that rankings only influence the weight of less familiar attributes. Using eye-movement data, we found the sorting attribute to correspond with a decrease in attention, which is not compatible with the conversational norms mechanism. We provide evidence for the “ease of comparison” as an explaining factor with a cognitive load manipulation.

### ***Are All Units Created Equal? The Effect Of Default Units On Product Evaluations***

Christophe Lembregts, Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Previous research on numerosity effects has shown that people often infer higher quantity from larger numbers (i.e. specified in smaller units). We argue that consumers have default units for many attribute levels. In three studies, we demonstrate that products described in default units generate more positive product evaluations, irrespective of the nominal value of the attribute (Study 1). This default unit effect is eliminated by a misattribution paradigm in which participants attribute the metacognitive feelings generated by default units to

an irrelevant source (Study 2). Further, the default unit effect is eliminated for participants with an abstract mindset (Study 3).

### ***Power, Regret, and Choice Deferral***

Mehdi Mourali, University of Calgary, Canada\*

Frank Pons, University Laval, Canada

Derek Hassay, University of Calgary, Canada

This research examines the influence of power on consumers' decision to defer choice. Based on the notion that elevated power reduces regret anticipation, it is proposed that power could either decrease or increase choice deferral, depending on the nature of the regret/deferral relationship. Three studies using different manipulations of power and regret provide consistent support for the proposed mechanism. The findings indicate that the effect of power on choice deferral is mediated by anticipated regret; is not due to differences in perceived decision difficulty; and disappears when anticipated regret is made salient.

### ***Forceful Phantom Firsts: Framing Experiences as Firsts Amplifies their Influence on Judgment***

Robyn LeBoeuf, University of Florida, USA

Elanor Williams, University of Florida, USA\*

Lyle Brenner, University of Florida, USA

First experiences are highly influential. This paper shows that experiences merely framed as firsts can also disproportionately influence judgment. In five experiments, one piece of a series of information was framed to appear to have "first" status: for example, the final review in a sequence of hotel reviews happened to be the year's first review. Such information had greater influence on subsequent judgments (e.g., of the hotel's quality) than it did when it was not framed as a first. This effect seems to arise largely because "phantom first" information receives greater weighting (and not merely more attention) than other information.

## **4.7 Conversations: Helping Consumers**

### **Room: Mesquite 1**

Lisa E. Bolton, Pennsylvania State University, USA

Alexander Chernev, Northwestern University, USA

Deborah Small, University of Pennsylvania, USA



**Research Report AE Meeting**

**4:00 pm - 5:00 pm**

**Fellow's Special Session**

**5:00 pm - 6:00 pm**

**Four Seasons Ballrooms 3 & 4**

**Reception**

**6:00 pm - 8:00 pm**

**Acacia Ballrooms 1 & 2**

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**Working Paper Session 2  
Friday, 2/17  
6:00pm - 7:30pm**



## ***Working Papers: Working Paper Session 2***

### **1. *Sharing Stupidity: The Effect of Gift-Cards on the Willingness to Share Negative Word-of-Mouth***

Matthew Philp, Queens University, Canada\*

Laurence Ashworth, Queens University, Canada

Results of previous research would predict that a dissatisfying consumer experience would result in a high motivation to share negative word-of-mouth (NWOM). However, this current research shows that these effects are reduced when the sharing of NWOM portrays an image as an incompetent consumer but drastically increases when these concerns are not present. By manipulating perceived consumer competence by controlling for the responsibility of store selection (with the use of gift-card or cash) and by driving negative post-purchase feelings by altering the consumer performance of a relevant social target, the amount of NWOM subsequently shared is measured.

### **2. *When Brands Flatter, Personality Matters***

Amelie Guevremont, Concordia University, Canada\*

Bianca Grohmann, Concordia University, Canada

The current research focuses on the impact of flattery from a brand in the context of an ongoing relationship with that brand. In addition to looking at different effects of flattery depending on the personality of the brand—and revealing that a sincere brand is hurt by a flattery whereas an exciting one is helped by this action—it explores in a second study the potential explanations for these effects, for example the role of brand trust. This research is built on personality literature, as consumers interact with brands in a similar way than they do with humans, attributing them distinct personalities (Aaker, 1997), developing strong and long-lasting relationships (Fournier, 1998), and reacting differently depending on the partner's personality (Aaker, Fournier & Brasel, 2004). The results of two studies extend prior knowledge on brand personality and flattery, two topics studied together for the first time, and opens the door for future researches.

3. ***The Impact of Phonetic Symbolism on Stock Performance***

L. J. Shrum, University of Texas at San Antonio, USA

Tina M. Lowrey, University of Texas at San Antonio, USA

Mark Nespoli, University of Texas at San Antonio, USA\*

Victor J. Cook, Jr., Tulane University, USA

The processing fluency of stock ticker symbols (reflected by their pronounceability) has been shown to be positively related to stock price movements (Alter & Oppenheimer, 2006). This study investigated another factor that may predict stock prices, phonetic symbolism (the notion that the mere sound of the name conveys meaning). Using Alter and Oppenheimer's set of pronounceable ticker symbols, we coded the extent to which the ticker symbol name exhibited front vs. back vowel sounds. Results indicated the back vowel sound names performed better than front vowel sound names after one day, after six months, and after one year of trading.

4. ***No Fever for Bieber: Fear of Rejection from One's Ingroup as a Consequence of the Stereotype Threat Created by Dissociative Groups***

Mohammed El Hazzouri, University of Manitoba, Canada\*

Sergio Carvalho, University of Manitoba, Canada

Kelley Main, University of Manitoba, Canada

Across two experiments, we show that demonstrating competence in a domain related to dissociative groups impairs performance and creates fears of being rejected by one's own group. Specifically, consumers exhibited poor performance in assembling a puzzle of Justin Bieber when they believed that high performance would suggest they were associated with his fan base. More interesting, our results also show that priming money reduces those threatening effects of stereotypes linked to dissociative groups.

5. ***I Take Therefore I Choose? Antecedents & Consequences of Embodied Choice***

Rhonda Hadi, City University of New York, USA\*

Lauren Block, City University of New York, USA

This research investigates the consequences of either physically taking an item (active embodiment) vs. being given an item (passive embodiment). We suggest that physically performing such active vs. passive activities can alter an individual's perception of choice, and thus have consequences on an individual's evaluation and purchase intention of a product (Study 1), as well as impact an individual's evaluation of a task (Study 2). We further suggest that these relationships are moderated by an individual's trait reactance.

6. ***Does Practice Make Perfect? An Analysis of Experiential Learning Performance in Seniors vs. Young Adults***

Ashley Goerke, Temple University, USA\*

Dr. Eric Eisenstein, Temple University

Dr. Ayalla Ruvio, Temple University

Consumers are constantly expected to make inferences (about fair market price, product quality etc.) and develop product knowledge based on repeatedly observed, but relatively undefined constructs. This research examines the differences in developing price referent knowledge, based on the repeat exposure to multi-attribute product profiles, between senior citizens and traditionally studied undergraduate students. It is hypothesized, and subsequently corroborated through empirical research, that a lifetime full of experiential learning may lend itself to the honing of certain cognitive skills, and therefore results in an expertise which enhances elderly respondents' abilities to learn in an experiential context.

7. ***The Effect of Sleep Deprivation on Imagery Appeals***

Ashley Rae Arsena, University of Texas at San Antonio, USA\*

Tim Böttger, University of St. Gallen, Switzerland

Sleep Deprivation (SD) is a widespread phenomenon. This research investigates the effect of SD on imagery appeals. Imagery appeals urge consumers to imagine additional information to support the target advertisement message and are an influential part of persuasion. Study 1 found that low SD individuals have increased brand attitudes after exposure to an imagery appeal relative to a non-imagery appeal. However, the opposite result was found for high SD individuals. High SD individuals showed increased brand evaluations after exposure to a non-imagery appeal relative to an imagery appeal. Potential underlying mechanisms are discussed.

8. ***Why do We Like What We Like? How Choice Shapes Preferences***

Chenyang Tang, Emory University, USA\*

Modern economic theories have long asserted that choice simply reflects an individual's preferences, whereas a psychological phenomenon called 'cognitive dissonance' suggests that choice may also shape preferences. Cognitive dissonance theory states that making a choice between two equally preferred items creates a psychological discomfort called 'cognitive dissonance', which is then reduced by decreasing preference for the rejected item. There is, however, a serious methodological problem with the measurement of preferences in previous studies, which casts a doubt on the very existence of this choice-induced preference change. Here, we propose an experimental approach that distinguishes choice from the measurement of preferences, thus eliminating the possibility that choice merely yields information about any measurement error of preferences. Further, we will investigate how this choice-induced preference change is modulated by the exercise of control over choice. We hypothesize that only self-generated choices will increase preferences, as evidenced by the overvaluation of the chosen items and the devaluation of the non-chosen ones.

9. ***Exploring the Influences of Self-Construal and Shopping Values on Behaviors and Emotions of Self-Gift Giving***

Chih-Ping Wang, National Chengchi University, Taiwan\*

Increasing evidence suggests that it is more common for consumers to buy products/services as gifts for themselves to celebrate personal achievements or cheer themselves up to eliminate minor depression. However, different self-construal tendencies (i.e., interdependence/independence) and shopping values (i.e., hedonic/utilitarian) may cause distinct shopping behaviors and emotions at different purchase stages while consumers are engaged in self-gift-giving. The results of 17 in-depth interviews conducted in Taiwan show that people of these 2 different self-construal and shopping values have distinct information-seeking behaviors, product types, and emotions. Relevant advertising strategies and marketing inferences are developed.

10. ***The Dark Side of Brand Identification: Schadenfreude Toward Rival Brands***

Joanna Phillips Melancon, Western Kentucky University, USA

Vassilis Dalakas, California State University San Marcos, USA\*

Few studies have explored the negative effects of company and brand identification on consumers. A survey of 160 users of Apple products suggests that high brand identification leads to schadenfreude (taking pleasure at another's misfortune) towards entities associated with a rival brand (Microsoft). Additionally, this study revealed that individuals were more apt to have higher levels of schadenfreude towards nonpersonal targets (the rival company in general) than when the target was named (i.e. the CEO). Findings also suggest that schadenfraude is more pronounced in users of some of a company's products than others.

11. ***The Impact of Mortality Salience on Emotional Persuasion***

Priyamvadhya Rangan, University of Kansas, USA\*

Surendra N. Singh, University of Kansas, USA

Mark J. Landau, University of Kansas, USA

Socioemotional selectivity theory suggests that older adults prioritize emotional goals over rational goals, due to their awareness that they have little time left to live. Research based on terror management theory, suggests that conscious rumination on death serves as a reminder that life is a limited and valuable commodity. We propose that quotidian death-related television programming will differentially influence the evaluation of ensuing commercials that are relatively more emotional or rational in nature. Further, this effect will be mediated by the cognitive accessibility of death-related thoughts. The findings suggest that preference for emotional information is not unique just to older adult populations.

12. ***Ironic Effects of Food Commercials on Cognitions and Intentions***

Carolina O.C. Werle, Grenoble Ecole de Management CERAG,  
France\*

Jennifer S. Coelho, University of Savoie, France

Food advertisements are designed to induce cravings and increase consumption; however, it is possible that in food advertisement, imagining eating high-caloric foods may increase feelings of fatness, and induce perceptions of weight gain; a phenomenon known as thought-shape fusion (TSF). The current study investigated if TSF is induced by exposure to food advertisement. Results indicated that female participants reported higher levels of TSF after viewing a food advertisement than did those who viewed a control advertisement, and these women had corresponding intentions to monitor their food intake. Possible implications of these results in advertising are discussed.

13. ***Unmasking Path Model Fit in Consumer and Marketing Research***

William Jones, Wayne State University, USA\*

Andrea Tangari, Wayne State University, USA

Larry Williams, Wayne State University, USA

In this paper we examine fit statistics used in structural equation modeling (SEM) analyses. We reassessed SEM models for articles in premiere consumer and marketing journals for a recent ten-year period (2000-2010). Some authors state a preference for the use of the SRMR statistic over RMSEA. We argue that it would be advantageous for researchers to use the RMSEA-P value as a part of their tools to measure model fit. Results indicate that researchers may want to examine using other measures to assess model fit that take into account the path model fit.

14. ***The Determinants of Online Social Identity***

Donna Hoffman, UC Riverside, USA

Thomas Novak, UC Riverside, USA

Randy Stein, UC Riverside, USA\*

We evaluate the determinants of online social identity (OSI), the extent to which one's online social graph is seen as critical to one's self-concept. A moderated mediation analysis based on data collected from 193 participants revealed that, consistent with our predictions, OSI increases with greater levels of interdependence, but the effect is moderated by overall life satisfaction. Lower levels of life satisfaction lead to a stronger relationship between interdependence and OSI. Further, this moderated effect is mediated by the tendency to engage in connection-seeking behaviors online. These results further understanding of when online interactions may result in positive outcomes.

15. ***When Consumers' Revenge Proves to be Beneficial***

Inés López, Miguel Hernández University, Spain\*

Salvador Ruiz, University of Murcia, Spain

Luk Warlop, K.U. Leuven, Belgium

When a severe service failure takes place, many consumers feel revengeful towards the company. A common way to take revenge is to tell many other customers about the episode. In this paper we do not adopt the usual focus on the detrimental effects of revenge on the company. Instead we focus on the possible beneficial effects of revenge on the consumer. Telling others may serve as a catharsis, reduce dissatisfaction, and thereby reduce the negative effect of the service failure. We conduct an experiment where we analyze the effectiveness of two recovery strategies depending on the possibility of catharsis and consumers' regulatory focus. Results show that catharsis is beneficial for promotion-focused individuals but detrimental for prevention-focused individuals. A follow-up study analyses whether rumination about the compensation qualifies the findings.

16. ***The Impact of Culture on Price Cognition***

Lingjiang Tu, University of Texas at San Antonio, USA\*

Previous research assumes a universal left-digit effect on price cognition, that is, people tend to perceive nine-ending prices smaller than a price one cent higher. Recent discovery in cultural neuroscience revealed that the assumed universal neural processes involving quantity comparison are actually culture specific. English speakers perceive numbers as words whereas Chinese speakers conceive them with symbolic and spatial freight. Results of the present research argue against the universality of the nine-ending price effect and suggest an impact of culture on consumers' processing of price information. More specifically, the results suggest that thinking styles (i.e. analytic vs. holistic) and information processing sequence (i.e. from-left-to-right vs. from-right-to-left) affect consumers' perception of price magnitude.

17. ***Affect or Fact: The Role of Factuality and Similarity in Online Reviews***

Martin K. J. Waiguny, Alpen-Adria-University at Klagenfurt, Austria\*

Sonja Grabner-Kräuter, Alpen-Adria-University at Klagenfurt, Austria

The paper examines the influence of message style on the evaluation of online reviews for holiday decision-making. We assume that factual reviews are perceived as more trustworthy, useful, and also increase the intention to follow the reviewer's advice. However, as our research demonstrates this is more likely to be the case for consumers who are demographically dissimilar to the review's source. On the other hand more emotionally written reviews are more appealing to consumers who are similar to the writer of the review.

18. ***The Art of Influencing: How a Trip to the Museum Can Make You Eat Less***

Thomas A. Brunner, ETH Zurich, Switzerland\*

Michael Siegrist, ETH Zurich, Switzerland

In the present research, participants were invited for a chocolate tasting. Unobtrusively, a screensaver, depicting three of Giacometti's famous, skinny human-like sculptures, appeared on a computer screen in the room. It was found that participants in this condition consumed less chocolate than when they were exposed to a more neutral work of art by Rothko. After the tasting, participants stated that they did not believe they were influenced by the artwork. Therefore, it is concluded that participants are not aware of the extent to which they are influenced by external cues.

19. ***Should Firms Apologize After a Crisis? The Moderating Role of Negative Publicity***

Zack Mendenhall, McGill University, Canada\*

Ashesh Mukherjee, McGill University, Canada

Firms often apologize to consumers after product crises. Prior work suggests that such apologies generally improve the firm's image in customer's eyes. Our research qualifies this finding, by showing that apologies work only when negative publicity is low; when negative publicity surrounding the crisis is high, firm apologies are no longer effective as a crisis management tool. We also show that the moderating role of negative publicity is driven by consumer inferences about the firm's sincerity.

20. ***The "Oprah Effect": Examining Antecedents and Consequences of Consumers' Attachment to a Human Brand***

Peggy Sue Loro, Gonzaga University, USA\*

Bridgette M. Braig, Braig Consulting, USA

Although "Brand Oprah" has received considerable attention in the business press, the underlying dimensions of the brand's market power have remained relatively unexplored by academic researchers to date. This research expands the existing model of human brand attachment to include antecedents (i.e., autonomy, relatedness, and competence), consequences (i.e., brand loyalty and purchase intentions), and an important moderating factor, namely brand personality appeal (comprised of favorability, originality, and clarity). This model is tested in relation to Oprah Winfrey as a powerful human brand noted for her clarity and consistency and for her focus on fostering consumer competence. Qualitative and quantitative data are presented.

21. ***Visceral Vigor: The Effects of Disgust on Self-control***

Sachin Banker, MIT, USA\*

Joshua Ackerman, MIT, USA

These studies aim to understand how visceral states can actually improve self-control. While commonly considered visceral states like hunger, thirst, and sexual arousal have been shown to induce impulsive behaviors, there is reason to believe, based on shared underlying neural structures involved in both the representation of disgust and in behavioral inhibition, that certain other visceral states can actually improve the ability to control impulses. It is shown that the induction of visceral states such as mild forms of disgust allows consumers to make more controlled choices, better in line with their long term goals.

22. ***"It Tasted Great, but also Gross": Consumption Memory Alteration With Persistence (But De Facto Contradiction) of Conflicting Consolidated Memories***

Troy Campbell, Duke University, USA\*

Ab Litt, Stanford University, USA

Consumers often receive post-consumption valenced information about products, which can alter experience memories (Braun, 1999). In two studies we find that when consumers have explicitly consolidated memories regarding specific experiential aspects, these memories may persist even when non-consolidated memories are prone to alteration by post-consumption information inducing motivated memory distortion. In particular, consumers' memories of non-consolidated attributes can be altered to differ highly in valence from persisting consolidated memories. Thus, altered non-consolidated memories may de facto contradict persistent consolidated memories, without actually changing those consolidated memories. We show that this can lead to surprising counterposed states of valence-conflicting consumer memories.

23. ***Hyperreality, the Sign Economy, and the Place for Authenticity in a Post-Modern World***

G. David Shows, Louisiana Tech University, USA\*

The age of Post-Modernism is highlighted by two important conditions; the sign economy, where words and mental images associated with a referent are exchanged between individuals and consumption is semiotic, and hyperreality, where consumers engage in realities they create, where the environments are both real and imaginary, and are constantly being constructed and consumed. In such a world, where do consumers determine the value of an experience? This paper explores authenticity, its importance as a psychological marker of value, and a definition of authenticity based on post-modern concepts.

24. ***Individual Differences in the Effect of Evaluative Conditioning: The Influence of Self-Regulatory Focus***

Katrien Meert, Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Previous research has widely investigated the effects of and processes underlying evaluative conditioning (EC), but has ignored the potential existence of interpersonal differences. In this paper, we investigate whether people's self-regulatory focus moderates a robust learning effect, like EC. Two studies demonstrate that evaluative conditioning of positive valence is moderated by self-regulatory focus. In particular, promotion-oriented individuals exhibit an increased attention for positive stimuli and an improved learning of positive valence. Evaluative conditioning of negative valence, however, was not moderated by self-regulatory focus.

25. ***Embodied Regulation of Purchase Quantity Decisions: Can a Cart's Handlebar Make the Difference?***

Mathias C. Streicher, University of Innsbruck, Austria\*

The psychology of consumers' purchase quantity decisions has become a thriving field of consumer research not least owing to its economic importance to managers. Research thus far has focuses largely on product or promotion-related variables. Embodiment studies show that sensorimotor stimulation can influence quantity decisions in consumption settings. We address the question if sensorimotor stimulation can influence quantity decisions in a shopping situation that precedes consumption. Three experiments show how sensorimotor primes from a shopping cart's handlebar influence quantity decisions in a shopping situation, suggesting an embodied regulatory focus to be the causal mechanisms.

26. ***Is the Preference for Improving Sequence Universal? – Exploring the Effect of Option Valence***

Min Liu, University of Texas at San Antonio, USA\*

L. J. Shrum, University of Texas at San Antonio, USA

Previous research has demonstrated that people have a preference for improving sequence when they are presented with multiple choices and the frame of sequence is salient. Most of these experiments have used a mixture of positive and negative choices as the stimuli. Two experiments tested the proposition that sequence preferences depend on the valence of the choices. When only negative or both negative and positive choices are considered, people choose an improving sequence, consistent with prior research. However, when all the choices are positive, people tend to choose a declining sequence, and choose their more preferred option first.

27. ***Red Cola or Blue Cola: The Effect of Package Color on Food Calorie Judgment***

Ping Dong, The Chinese University of Hong Kong, Hong Kong\*

Robert S. Wyer, Jr., The Chinese University of Hong Kong, Hong Kong

Jinghui Qian, The Chinese University of Hong Kong, Hong Kong

Both a field study and a laboratory experiment examined the effects of a package's color (red vs. blue) on estimates of caloric content and purchase behavior. Participants are less inclined to purchase a product in a red package when they are hot (e.g., after exercising) than when they are not. On the other hand they are more inclined to estimate that a product contains more calories when it is in a red package than when it is in a blue package, particularly if they are high in health-consciousness.

28. ***Basking in Reflected Glory (BIRG): An Investigation of Sports Consumers' Attitude Formation Process***

Rajdeep Chakraborti, IBS, Hyderabad, India\*

Pratyush Banerjee, IUD, India

This paper tries to identify the reasons behind the sports fan's basking in reflected glory (BIRG) and cutting off reflected failure (CORF) behaviors. This paper also tries to develop a deeper understanding of the various contextual factors which influence supporters to get involved into BIRG or CORF behaviors by conducting a longitudinal exploration using grounded theory with Indian cricket fans and to investigate how these factors influence such attitude formation. An attempt is also made to understand the impact of such associations on the overall psychological health of the fans by measuring psychological factors such as stress, depression, life satisfaction and happiness of the fans.

29. ***Goodwill or Greed? The Role of Signals and Reciprocity in Corporate Societal Marketing Initiatives***

Ryan Langan, University of South Florida, USA\*

This research explores the role of consumer skepticism in the formation of motive attributions for corporate societal marketing initiatives. A model is proposed to account for the signals consumers use to ascribe motives towards CSM initiatives. To test the model we propose two experiments. In the first experiment, we incorporate signaling theory and PKM to investigate the influence of signals common to most CSM advertisements; namely brand reputation, donation type and perceived fit on consumer skepticism and motive attributions. In the second longitudinal study, we draw on Indirect Reciprocity theory to test the influence of motive attributions in time period one on consumer skepticism in time period two.

30. ***Effects of Spatial Construal on Retail Price Perception***

Tarique Hossain, California State Polytechnic University, USA\*

Jae Min Jung, California State Polytechnic University, USA\*

Using construal level theory (CLT), we posit that the level of construal affects how consumers evaluate a pricing format (odd-ending or rounded figures). Results from two experiments conducted show that when low level of construal is activated with a spatially near stimulus, subjects more often used precise, non-round numbers to represent perceived selling price. Conversely, under a high level construal triggered by a spatially far stimulus, subjects evaluated price using round numbers more often than precise numbers. We also propose an additional hypothesis to test the effect of construal level on perceived price fairness in a forthcoming study.

31. ***In the Aftermath of an Earthquake: The Interactive Role of Self-construal and Victim Group-Status in Charitable Behavior***

Alixandra Barasch, University of Pennsylvania, USA\*

Rod Duclos, HKUST, Hong Kong\*

Building on self-construal theory, this research examines the conditions under which interdependent individuals are more or less charitable than independent individuals. Doing so, we identify the moderating influence of victim group-status (in-group vs. out-group) on likelihood to donate time or money to earthquake victims from different parts of the world. Furthermore, we investigate the role of lay beliefs versus affect, and find that donation decisions are mediated by the extent to which individuals believe helping others promotes happiness.

32. ***My Pick is Better than Yours: Exploring the Overestimation Phenomena in Skill-based Gaming Situations***

Dae Hee Kwak, University of Michigan, USA\*

This study examines the effects of skill-relevant factors (i.e., knowledge perception, task enjoyment) and individual factor (i.e. identification) on inflated winning expectancy in a sports gambling context (NCAA men's basketball championship tournament). Participants (N = 193) made their predictions for the 2011 March Madness tournament and actual scores were calculated based on the number of correct predictions. The results showed that fan identification, perceived basketball knowledge, and task enjoyment were all significant in predicting winning confidence. Interestingly, however, none of the variables were significant in predicting participants' actual performance, suggesting that winning confidence is biased and erroneous beliefs leading to greater risk-taking.

33. ***Moral Budgeting: Domain-Specific Self-Regulation through Compensatory Consumption***

Daniele Mathras, Arizona State University, USA\*

Naomi Mandel, Arizona State University, USA

Andrea Morales, Arizona State University, USA

In this research, we conceptualize and test a theory of moral budgeting, in which people act as if they are maintaining mental moral accounts and tracking debits and credits to those accounts. We hypothesize that after a threat to one's moral identity, one will take steps to restore homeostasis by making a moral consumption choice. More specifically, we examine whether choosing a compensation option in the threatened domain restores more moral credits than choosing a non-domain-specific, indirect compensation option.

34. ***The Influence of Materialism, Overall Life Goals and Intrinsic Play Motivation on Children's Reason for Playing***

Dieneke Van de Sompel, Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Iris Vermeir, Ghent University, Belgium

Play behavior can be seen as a goal-directed consumer behavior children put forth. The current paper finds that materialism, overall life goals and intrinsic play motivation influence children's reasons to play. Study 1 and 2 show that materialism accounts for differences in reasons to play (process or outcome orientation). Materialism also influences how children perceive several play characteristics (such as the intention to play in the future). Study 3 shows that outcome and process orientation are shaped by different life goals (extrinsic versus intrinsic) and are each formed by intrinsic play motivation.

35. ***"To Imagine is to Feel!": The Role of Mental Simulation on the Effectiveness of Charity Appeals***

Diogo Hildebrand, City University of New York, USA\*

Sankar Sen, City University of New York, USA

This paper proposes that the effectiveness of positive and negative emotional appeals on charity advertisements is dependent on the perspective people are taking when simulating the feelings and sensations of those portrayed in the advertisement. In two studies we demonstrate that positive emotional appeals are more effective when people are imagining themselves in the situation, but negative emotional appeal is more effective when people are imagining how the victims are feeling. Our findings challenge prior beliefs that negative emotional appeals are necessarily more compelling than positive emotional appeals and discuss contributions for both theory and practice in social advertisements.

36. ***The Influence of Information Sidedness on the Anticipation of Negative Reactions: The Role of Attitudinal Ambivalence***

Ineke Uyttersprot, Ghent University, Belgium\*

Iris Vermeir, Ghent University, Belgium

Maggie Geuens, Ghent University, Belgium

One- and two-sided messages are claimed to be equally effective in enhancing attitude favorability, when receivers have a positive prior attitude and are already aware of the negative features conveyed in the two-sided message. We argue that one- and two-sided messages generate diverging effects on another important attitudinal characteristic, the anticipation of negative reactions, depending on the ambivalence level of the initial attitude. When ambivalence is low/high, two-sided information increases/decreases the number of anticipated negative reactions compared to one-sided information. Results also show that, regardless of attitude favorability, more anticipated negative reactions decrease the attitude-intention correspondence.

37. ***Seen from the Mind's Eye: A Competitive Approach to Consumer Based Brand Equity***

James Mead, University of Kentucky, USA\*

Josh Blagg, University of Kentucky, USA\*

Jonathan Hasford, University of Kentucky, USA

Consumer-based brand equity is traditionally measured with Likert scale attitude measures toward various brand attributes. In this research, a competitive methodology for measuring brand equity is proposed. This approach is supported conceptually by research in memory and information processing. Furthermore, one field study empirically supports the predictive ability of the competitive measure of consumer-based brand equity beyond traditional metrics. These findings demonstrate the importance of measuring consumer-based brand equity with a competitive metric that more closely mirrors actual consumer decision making.

38. ***When Do (and Don't) Normative Appeals: Best Influence Consumer Conservation Behaviors?***

Bonnie Simpson, University of Calgary, Canada\*

Katherine White, University of British Columbia, Canada

This research explores how to encourage consumers to engage in a relatively unfamiliar conservation behavior, grasscycling. The effectiveness of different types of appeals, including self-benefit, descriptive norm, and injunctive norm, depends on the level of self activated. Across one laboratory study and one field study examining real conservation activities the effectiveness of the appeal depended on the activation of either an individual or group level mindset. In particular, when the individual level of self was activated injunctive appeals were least effective, whereas when a collective level of self was activated, benefit appeals were least effective.

39. ***The Effects of Perceived Product-Association Incongruity on Consumption Experiences***

Sarah Clemente, Brock University, Canada\*

Eric Dolansky, Brock University, Canada

Antonia Mantonakis, Brock University, Canada\*

Katherine White, University of British Columbia, Canada

The level of congruity between an object and its associated attribute is determined by the degree of match or mismatch. Product evaluations are positively influenced when there is moderate incongruity between a product and its association; this finding has been termed the moderate schema incongruity effect (MSIE; Mandler 1982). We investigate the influence of extrinsic cue-focal product incongruity on consumers' product evaluations. For example, will participants perceive a product to taste better when its sponsor or co-brand (e.g., wine paired with an athlete or a consumer product good) is a good, moderate, or bad match?

40. ***For Unsuspicious Eyes Only! The Detrimental Effects of a General Suspicious Mindset on Persuasion Knowledge Activation***

Tina Tessitore, Ghent University, Belgium\*

Maggie Geuens, Ghent University, Belgium

This study investigates the effect of three levels of general suspicion (no vs. high vs. resolved suspicion) on persuasion knowledge activation. Persuasion knowledge activation is measured in the context of product placement. Results show that high suspicion leads to lower persuasion knowledge activation than no suspicion. This effect is explained by the fact that highly suspicious people narrow down their attention on aspects which made them suspicious, having no attention left to notice unrelated manipulative intent and to activate persuasion knowledge. Further, persuasion knowledge mediates the effect of suspicion on product placement recognition and brand recall.

41. ***When Analogical Ad Backfires: The Effect of Expertise on the Persuasiveness of an Analogy***

Xingbo Li, University of Washington, USA\*

Research has shown that experts are better persuaded by analogical ads (Roehm and Sternthal 2001). I argue that analogy is a continuum that varies in the degree of abstractness and expertise may not always have an advantage. The current research shows that expertise has a disadvantage when it comes to understanding highly abstract analogy. It is because experts' accentuated accessibility of subordinate level of knowledge hinders the analogical reasoning that takes place in a basic level (vs. subordinate level). Reducing the accessibility of subordinate level of knowledge eliminates the disadvantage of expertise. The effects are demonstrated across two studies.

42. ***Power and Patience: Feeling of Powerfulness as a Moderator of Intertemporal Preferences***

Christine Kang, University of Michigan, USA\*

Carolyn Yoon, University of Michigan, USA

This research extends literature on power and information processing to delineate the effect of power on intertemporal preferences of consumer choices. Across two studies, we find that powerful individuals convey a greater degree of impatience through increased action-oriented behaviors. When primed with power, individuals show greater desire to receive the product early and more reluctant to delay the shipment of the product. Moreover, we investigate the interplay between power and the mindset abstraction to suggest that it is the fit between the state of power and the mindset that motivates individuals to become more patient.

43. ***The Side Effects of Recession: Exploring the Impact of Negative Economic News on Consumers' Responses to Advertising***

Cuauhtemoc Luna-Nevarez, New Mexico State University, USA\*

Jennifer Zarzosa, New Mexico State University, USA\*

The economic recession has radically affected the lifestyle and purchasing patterns of consumers. The negative sentiment generated by the recession and the exacerbated coverage of its effects on media news, is affecting the attitudes of consumers toward firms' advertising efforts. Drawing upon the negativity effect and self-regulatory focus theory, we developed an experiment to test the impact of economic news and self-regulatory focus on consumer attitudes toward advertisements. Two variables were measured: ad likeability and ad persuasion. Preliminary evidence revealed a significant two-way interaction between economic news and self-regulatory focus but no main effects of economic news on ad evaluations.

44. ***Menstrual Cycle Effects on Gift-Giving Proclivities***

Eric Stenstrom, Concordia University, Canada\*

Gad Saad, Concordia University, Canada

Using a 35-day panel study, we investigate if women's gift-giving propensity is influenced by the menstrual cycle in a sample of 35 normally-cycling women. In a shopping scenario, we asked women to choose between spending their money on buying a gift for a loved one versus spending money on themselves. Our results indicate that women allocated significantly more money towards gift-giving during the luteal phase than during the fertile phase. Given that gift-giving is often used to build and maintain social ties, our results suggest that women's affiliative goals fluctuate across the menstrual cycle.

45. ***"Yes I Take Rejection Personally": The Impact of Brand and Consumer Rejection on Brand Evaluations***

Fang Wan, University of Manitoba, Canada\*

Namita Bhatnagar, University of Manitoba, Canada

Daniel Sun, University of Manitoba, Canada

Niche branding is about targeting a particular consumer segment whose identity and values are tied to the offerings of a focal brand. However, the ultimate challenge of niche brands such as Apple, Harley, or Abercrombie and Fitch is the growth beyond core consumer segments. Yet, little research has been done to address whether consumers who fall outside the target segment of niche brands may aspire to these brands and whether the exclusive brand positioning creates a sense of rejection. This research sets out to study two types of brand rejection to address this focal issue: rejection by the executive management of the brand and rejection by peer consumers.

46. ***Conspicuous Consumption Through the Eyes of a Low Materialist***

Karolien Driesmans, K.U. Leuven, Belgium\*

Inge Lens, K.U. Leuven, Belgium

Luk Warlop, K.U. Leuven, Belgium

Our research adds to existing literature on the use of luxury products as a means to signal status. Our results indicate that low materialists react negatively to an interaction partner who engages in conspicuous consumption. We propose that this is caused by low materialists' assumption that people often use products as an easy way to attain status instead of being truly knowledgeable and successful. We expected and find a decrease in attention to luxury products for low materialists who feel successful, presumably because they do not want to be perceived (incorrectly) as deceptive and less competent/successful than they really are.

47. ***The Impact of Feedback from Acquaintances, Friends & Experts on the Repurchase Intentions of Sustainable Products***

Mark Mulder, Washington State University, USA\*

Jeff Radighieri, University of Houston-Victoria, USA

Jeff Joireman, Washington State University, USA

Given their increasing presence in the marketplace, understanding factors that influence consumers' willingness to purchase (and repurchase) sustainable products is important. The present research addresses how consumers' willingness to repurchase sustainable products is affected by the valence of others' feedback about the product (positive, negative) and the source of that feedback (friend, acquaintance, expert). Our results show that source effects exist, though contrary to previous research, experts have a much stronger effect than friends/acquaintances, but only when the feedback is negative; when feedback was positive, the three sources did not differ in their impact on repurchase intentions.

48. ***Product Rating: How Rating Certainty Affects Post-Rating WOM Likelihood***

Yu-Jen Chen, University of Maryland, USA\*

David Godes, University of Maryland, USA

We propose a new marketing construct- rating certainty which describes consumers' certainty belief about the rating score they assign in a product rating task. We make conceptual, measurement, and managerial contributions to this rating certainty construct. Conceptually, we define rating certainty and differentiate it from attitude certainty. From a measurement perspective, we develop and validate the measure of rating certainty. Managerially speaking, we first show how rating certainty could be affected by rating scale design. Next, we demonstrate how rating certainty may increase or decrease post-rating WOM behavior.

(\*The first author is a PhD student.)

49. ***Behavior Change: Why Action Advertising Works Harder Than Passive Advertising***

Adam Ferrier, Naked Communications, Australia\*

Brooke Ward, Naked Communications, Australia\*

Josephine Palermo, Deakin University, Australia

Advertising that involves the consumer by requiring them to perform an action, rather than constructing them as passive recipients of a message, represents a new approach to communications. Based on the theory of experiential learning (Kolb, 1984), a field experiment to investigate the hypothesised effectiveness of consumer involvement in brand communications on behavior change was conducted. Participants (N = 181) were exposed to one of four conditions: passive (low-involvement) /rational messaging (Condition 1); passive (low-involvement) / emotional messaging (Condition 2); active (high-involvement) / neutral messaging (Condition 3); and active (low-involvement) / neutral messaging (Condition 4). Results were in the predicted direction, providing support for further research.

50. ***Don't Put All Your Green Eggs in One Basket: Examining Self-monitoring and Environmentally Friendly Sub-branding Strategy***

Jayoung Koo, University of Minnesota, USA\*

Barbara Loken, University of Minnesota, USA

Although marketers are increasingly developing strategies to promote environmentally-friendly images for their brands, surprisingly little is known about green sub-branding strategies. In two studies, we examine two sub-branding strategies, and find that when green products are concentrated within one sub-brand (versus dispersed across several sub-brands), people who are low in self-monitoring are more cautious than people who are high self-monitors about making inferences that the overall parent brand is environmentally friendly. Results also vary by the degree to which the sub-brands are similar or dissimilar from one another.

51. ***A Sociability Model in Spectator Sports***

Li-Shiue Gau, Asia University, Taiwan\*

Jong-Chae Kim, University of Tennessee at Martin, USA

The current study attempted to develop a sociability model explaining that fans with positive attitudes toward spectator sports might cultivate team identification, form social capital in a fans community, and enjoy a sense of belonging. A survey questionnaire was used, including four measures of spectator sport attitudes, team identification, social capital and a sense of belonging. With 99 respondents, analyses of SEM showed that the model fit was acceptable, all path coefficients were significant and the model accounted 92% of the variability in sense of belonging, indicating that the model explained well the phenomenon of sociability fulfillment in spectator sports.

52. ***Preventing Unintended Unhealthiness: The Mediating Role of Regulatory Focus on Goal Progress and Intention to Indulge***

Anjala Krishen, University of Nevada, Las Vegas, USA\*

Myla Bui, Loyola Marymount University, USA

The purpose of this research is to examine the effects of ideal weight goal progress and regulatory focus on subsequent health-related decisions in hopes of alleviating obesity escalations. Between-subjects experiments were conducted to test the effects of perceived goal progress, regulatory focus and food type on health-related decisions across two studies. Key findings indicate that individuals exhibiting prevention focused orientations are more likely to make healthier subsequent choices when placed in a non-indulgent food scenario than an indulgent food choice scenario initially. Regulatory focus also plays a role in mediating the effect of perceived goal progress on health behavior.

53. ***The Advertising Impact of Video Embedded E-Mail-Advertising: An Experimental Study***

Stefan Hampel, University of Bayreuth, Germany\*

While e-mail is the fastest growing form of communication in history, due to information overload a decreasing amount of e-mails is noticed by consumers. As a general problem, advertisers look for techniques how to reach and impress their customers. As solution for this research gap we show in an experimental design a significant increase for key constructs of consumer behavior by a fetching e-mail design in terms of embedding a video in the e-mail-body.

54. ***The Effect of Background Music Elements on Recall: A Working Memory Perspective***

Esther Kang, University at Buffalo - SUNY, USA\*

Arun Lakshmanan, University at Buffalo - SUNY, USA\*

Prior research on the impact of music upon verbal learning has been mixed with some findings indicating that music leads to better learning while others suggest that music reduces learning. This research aims to clarify the effect of music on ad recall by explicating the role of different elements of music in affecting learning and memory. To this end we recruit working memory theory from cognitive psychology to make our predictions. Preliminary findings suggest that the use of vocal music in advertisements may lead to reduced recall but only under specific conditions. Our findings are discussed in light of working memory structure and its role in short-term learning.

55. ***Brand Name-Logo Congruence: Phonetic Symbolism and Children's Preference***

Stacey Baxter, University of Newcastle, Australia

Tina M. Lowrey, University of Texas at San Antonio, USA

Kristin Trask, University of Texas at San Antonio, USA\*

Phonetic symbolism can provide marketers with a means to create meaningful brand elements. This working paper presents the initial results of an experiment designed to investigate children's preference for phonetically manipulated words and images. Despite children's awareness of phonemes being less developed than adults, consistent sound-stimuli relationships were identified—children prefer words as brand names, and images as brand logos, when the attributes connoted by the vowel sound, or image shape, are congruent with product attributes. Results are of interest to those who are looking to select a new brand name and provide a unique contribution to existing marketing literature.

56. ***Does Feeling Happy Make Colors Look Brighter?***

Heeryung Kim, Indiana University, USA\*

Shanker Krishnan, Indiana University, USA

In many contexts consumers perceive stimuli (e.g., products, ads) while under a specific affect state. This research investigates the influence of affect on color perceptions and in turn product evaluation. We manipulate affect state and subsequently ask participants to evaluate advertisements. The results of two studies show that people in a happy affect state perceive advertising stimuli to be brighter. For product categories where brightness is an important cue, product evaluations are in turn positively influenced by the brightness perceptions.

57. ***Implicit Theories of Personality and Perceptions of Corporate Behavior***

Alexis Green, Skidmore College, USA

Mark Staton, Skidmore College, USA\*

Christine Page, Skidmore College, USA

According to implicit theories of personality, traits and behavior are believed to be either fixed across time and situation (entity theorists), or malleable and circumstantial (incremental theorists). The present and future studies seek to elaborate upon the extensive research by moving implicit theory application into the realm of reactions to and perceptions of corporate behavior. In this first study, we found that, consistent with former findings, the opinions of entity theorists were more extreme than those of incremental theorists.

58. ***How do Consumer Make their Purchase Decisions between Genuine and Counterfeit Products?***

Tatiana Astray, University of Guelph, Canada\*

Towhidul Islam, University of Guelph, Canada

Tanya Mark, University of Guelph, Canada

Vinay Kanetkar, University of Guelph, Canada

This study sought to provide a theory driven model to explain how consumers make purchasing decisions between genuine products and products they know are counterfeit. Goal-driven theory, morality, and prospect theory were included as purchase decision considerations. To measure their influence while accounting for product attributes, purchasing decisions were assessed in choice sets as provided by a discrete choice experiment. Results found support for using goal-driven theory and prospect theory to explain consumer purchasing decisions between genuine and counterfeit products. Morality was not a significant factor in the findings. Theoretical contributions and managerial implications are discussed.

59. ***Squares are Rugged, Circles are Sophisticated and Sincerity is Lighter than Competence: The Effects of Visual Design Elements on Brand Personality Perceptions***

Michael McCarthy, Miami University, USA\*

This study examined how the characteristics of basic visual design elements (e.g. shapes and shading) affected the selection of personality traits associated with those elements. This line of inquiry is analogous to research in phonetic symbolism that considers how the characteristics of basic elements of sounds made in speaking brand names influences perceptions of the brand. The findings indicate that basic visual design elements are strongly and consistently associated with certain brand personality traits and dimensions. The implications for these findings for branding in general and logo development in particular are discussed.

60. ***Accuracy versus Feelings: The Influence Motivated Reasoning on the Valuation of Multiple Gains and Losses***

Dorothea Schaffner, Lucerne University of Applied Sciences and Arts, Switzerland\*

Pragya Mathur, City University of New York, USA

This research systematically investigated the impact of two types of motivations (the motivation to value by accuracy and the motivation to value by feelings) on preferences for segregated versus integrated gains and losses. In a study in which we examine the effects of integrated or segregated losses and gains in a stock market context, we observe that valuation with feelings led to a preference for segregated gains and integrated losses, while a valuation with accuracy goals left respondents indifferent. Implications of our findings are discussed.



# **Saturday, 18 February 2012**

**SCP 2012 Registration**

**7:30 am - 3:45 pm**

**Four Seasons Ballroom Foyer**

**BREAKFAST**

**7:30 am - 8:00 am**

**Four Seasons Pre-Function**



**INSERT TAB**

**SESSION 5**  
**Saturday, 2/18**  
**8:00am - 9:15am**



## **5.1 Symposium: Back to the Future: New Directions in Temporal Framing for Consumer Judgments**

**Room: Four Seasons Ballroom 1**

**Chair:** Steven Chan, New York University, USA  
Sam Maglio, New York University, USA

### ***The Impact of Price on Preference Consistency Over Time***

Kelly (Kiyoon) Lee, University of Toronto, Canada\*  
Min Zhao, University of Toronto, Canada

Consumers have inconsistent preferences over time, which often leads to regret and low satisfaction. We propose and show in four experiments that introducing common price information enhances consumer preference toward the higher-quality option for the near future and corrects preference inconsistency over time. As the underlying mechanism, we demonstrate that due to people's lay belief in a price/quality association, price information increases perceived quality importance for near-future decisions. Once this lay belief is weakened, price no longer impacts preference consistency over time. Furthermore, we show that this effect cannot simply be replicated with random common features across product options.

### ***A Future Fly on a Future Wall: Temporal Framing Moderates Embodiment Effects***

Sam Maglio, New York University, USA\*  
Yaacov Trope, New York University, USA

Can the mind be divorced from the body? We propose that temporal framing may moderate the role of physical states in consumer judgment (e.g. physical weight activating conceptual weight/importance). Specifically, we predict that judgments for the future – versus the present – will be more resilient against grounded cognition effects because these judgments do not readily incorporate situation-specific information (like bodily context). The first study establishes the predicted effect, and the second provides evidence for the proposed mechanism of abstract construal. These results suggest that

high-level thought allows for consistency by buffering against the effects of transitory environmental factors.

***Feels Far or Near? How Subjective Perception of When One Last Consumed Influences Satiation***

Jeff Galak, Carnegie Mellon University, USA

Joseph P. Redden, University of Minnesota, USA

Yang Yang, Carnegie Mellon University, USA\*

Ellie J. Kyung, Dartmouth College, USA

Previous research shows that satiation can be constructed based on whether people recall their past consumption, the ease of retrieval of past consumption, and the feeling of how much they have consumed. We demonstrate in the current research that the subjective perception of when one last consumed also has a significant impact on satiation. Specifically, the subjective sense of having consumed more recently makes people want to eat significantly less and feel less hungry (Experiment 1), feel more satiated and enjoy their favorite song substantially less (Experiment 2), and purchase food with lower caloric value (Experiment 3).

***That was Then, This is Now: Focalism in Temporal Comparisons***

Steven Chan, New York University, USA\*

Justin Kruger, New York University, USA

Were things better in the past, “back in the good ‘ole days?” Despite falling crime rates, Gallup shows people think crime is getting worse. Marketing and research surveys often ask consumers to compare the present to the past, whether the topic is crime or purchasing habits. We show a temporal focalism bias, where differential weight is placed on the present (past) when the present (past) is the focus of a temporal comparison. By reversing the typical present-focused framing to a past-focused framing, we find that not only does crime seemingly appear better now, but so too does the current economy.

## **5.2 Individual Papers: Wouldn't it be Lovely: Materialism**

**Room: Four Seasons Ballroom 2**

**Chair:** Cara de Boer, K.U. Leuven, Belgium

### ***Owning More can Feel Worse than Owning Less***

Haiyang Yang, INSEAD, Singapore\*

Ziv Carmon, INSEAD, Singapore

Ravi Dhar, Yale University, USA

Consumerism partly rests on the widespread belief that owning more is better than owning less. We argue and illustrate in the lab and in the field that for sets of goods with contrasting attributes--each good being better and worse than the others on one or more dimensions--consumers can be less satisfied when owning more goods. This is because contrasting attributes induce an upward shift of the standard of comparison used to assess satisfaction, making each good in the consumption set appear deficient and hence less gratifying. Ironically, however, most consumers prefer to own more when given a choice.

### ***Exposure to Unattainable Luxury: Effects on Materialistic Goal Pursuit***

Katrien Meert, Ghent University, Belgium\*

Inge Lens, K.U. Leuven, Belgium

Mario Pandelaere, Ghent University, Belgium

This paper investigates the influence of exposure to (unattainable) luxury on consumers' materialistic and extrinsic goal pursuit. We show that exposure to luxury may produce very different effects depending on whether a person feels that (s)he is able or unable to attain the depicted luxuries. Specifically, in three studies, we demonstrate that being able to attain the exposed luxuries increases levels of materialism. In contrast, viewing unattainable luxury may trigger self-protection mechanisms. In particular, after being exposed to unattainable luxuries, participants tended to devalue the importance they attached to materialistic (extrinsic) goals, due to decreased levels of self-esteem.

### ***Buying Destigmatization through CSR-Associated Products***

Sukhyun Kim, Seoul National University, Korea\*

Kiwan Park, Seoul National University, Korea

Jin Youn, Northwestern University, USA

Although we live in a materialistic world, materialism is still regarded as a stigma in modern society. Current research explores whether materialists try to destigmatize themselves by buying CSR-associated products. According to prior research, lower self-esteem is related to higher levels of materialism. These people tend to engage more in conspicuous consumption even when this behavior stigmatizes them. Since reputation is critical, they attempt to destigmatize themselves when buying luxury products. Facilitating prosocial behavior, however, collides with their materialistic worldview. Thus, materialists prefer buying CSR-associated products to fulfill their materialistic needs as well as their desire to destigmatize materialism.

### ***When Diamonds are not the Poor's Best Friend: How the Poor Deal with Unaffordables***

Cara de Boer, K.U. Leuven, Belgium\*

Siegfried Dewitte, K.U. Leuven, Belgium

Wouter Vanhouche, K.U. Leuven, Belgium

The issue of poverty may be as important as it is understudied. Some evidence suggests that consumers living in poverty may be better off without access to vice products but with external parties taking control over their purchase decisions. We question these assumptions across three studies. Upon confrontation with unaffordable goods in a consumer context poor consumers seem to devalue otherwise attractive items. They do so only after autonomously refraining from purchasing them. The devaluation generalizes to other items that share important dimensions. The suggestion is that, under some circumstances, exposure to vice products may help, rather than hurt, the poor's resistance to purchasing them.

### **5.3 Symposium: Powerfulness and Powerlessness: Situational and Cultural Moderators of the Consequences for Branding and Consumer Satisfaction**

**Room:** Desert Willow

**Chair:** Carlos Torelli, University of Minnesota, USA

#### ***Super Size Me: Product Size as A Signal of Status***

David Dubois, HEC Paris, France\*

Derek D. Rucker, Northwestern University, USA

Adam D. Galinsky, Northwestern University, USA

This research proposes that consumers' preference for supersized food and drinks may, in part, have roots in the status of larger options. Because a low-power state is known to foster a desire for status, we manipulated power and examined consumers' product size preferences. A first experiment found that low-power individuals chose larger food options from an assortment of differentially sized options, relative to powerful and power-neutral individuals. Consistent with size signaling status, subsequent experiments found that this effect is reduced when consumption is private, is mediated by status, and reverses when smaller is associated with greater status.

#### ***How does Power State Affect the Extendibility of Luxury Status Brands?***

Youngseon Kim, University of Texas at San Antonio, USA\*

Yinlong Zhang, University of Texas at San Antonio, USA

Narrow status brand extensions are associated with exclusivity; therefore, powerful (vs. powerless) consumers were shown to prefer luxury status brands with narrow (vs. broad) brand extensions. These effects were stronger when consumers were in a competitive (vs. non-competitive) mindset and when the consumption situation was public (vs. private).

***Culture, Concepts of Power and Attitudes toward Powerholders:  
Consequences for Consumer Satisfaction in Ongoing Service Interactions***

Carlos Torelli, University of Minnesota, USA\*

Sharon Shavitt, University of Illinois, USA

Timothy Johnson, University of Illinois at Chicago, USA

Allyson Holbrook, University of Illinois at Chicago, USA

Young Cho, University of Illinois at Chicago, USA

Noel Chavez, University of Illinois at Chicago, USA

A field study with 342 patients at two medical clinics shows that when power is primed (versus control), the importance of physician's level of caring in predicting overall health care satisfaction goes up for Hispanics and down for Whites. For Whites, perceiving that their physician gave them a fair share of time and attention was a stronger predictor of overall satisfaction than for Hispanics, regardless of power prime condition. These results not only have consequences for understanding how power salience impacts service satisfaction, but can also help to uncover the cultural antecedents of willingness to follow a leader.

## **5.4 Individual Papers: A Little Less Conversation: Embodied Cognition**

**Room: Palo Verde**

**Chair:** Pamela Rutledge, Fielding Graduate University, USA

### ***Using "Miracle Fruit" to Explore How Product Information Affects Experienced Utility***

Ab Litt, Stanford University, USA

Baba Shiv, Stanford University, USA\*

We introduce a novel psychophysiological methodology: using the glycoprotein miraculin to manipulate consumers' ability to perceive specific taste elements. With this we explore how extrinsic pre-consumption information about a product influences experienced-utility evaluations. Results suggest that such extrinsic cues affect the basic sensory/perceptual character of consumption experiences, beyond simply biasing self-reports or serving as independently evaluated inputs to overall utility judgments. Wine evaluations assimilated to critic-sourced information about expected taste only when consumers' ability to actually perceive the wine consistently with that information was not surreptitiously disrupted by miraculin. Other possible applications of the miraculin taste-manipulation methodology are also discussed.

### ***Tasting Beauty: Effects of Physical Attractiveness on Taste Perception***

Lily Lin, University of British Columbia, Canada\*

JoAndrea Hoegg, University of British Columbia, Canada

Karl Aquino, University of British Columbia, Canada

In three studies, we test whether and how being in the presence of attractive individuals alters consumers' evaluations of the products consumed. We show that attractiveness does indeed impact taste perception; however, its influence varies as a function of the valence of the food consumed. While the presence of an attractive individual enhances ratings for a pleasant tasting food, this effect reverses when the food item is relatively unpleasant. We also show a

boundary condition whereby the timing in which the attractive individual is introduced can alter whether people's taste perceptions would still be influenced by the contrast-assimilation effect.

### ***How Warm and Cool Colors Reverberate and Shift Psychological Power***

David Dubois, HEC Paris, France

Ravi Mehta, University of Illinois, USA\*

This research investigates the dynamic interplay between colors and power. First, we propose that cool (vs. warm) colored stimuli signal greater power to observers. Consistent with this idea, stimuli featuring pictures of individuals (e.g., a politician) or companies (e.g., a brand logo) were perceived by observers as having greater power when presented on a cool versus a warm color. Second, we suggest cool (vs. warm) colors also increase actors' own sense of power. In support, actors displayed greater high-power tendencies (e.g. action-orientation) when performing tasks in cool-colored environments than when performing tasks in warm-colored environments.

### ***Ovulatory Cycle Effects on Women's Conspicuous Consumption***

Inge Lens, K.U. Leuven, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Luk Warlop, K.U. Leuven, Belgium; Norwegian Business School,  
Norway

In two studies, this paper examines the relationship between women's mating motives (which are most strongly activated around ovulation) and their engagement in conspicuous consumption behavior. Contrary to our expectations, study 1 showed that ovulating women engage less in status-signaling consumption compared to women in other phases of their menstrual cycle. Study 2 aimed to explain this unexpected finding by showing that women's consumption of status-signaling products may reduce men's confidence in their mating efforts.

## **5.5 Symposium: Visual Psychology: Consumer Attention, Perception, and Action Within Marketing Media**

**Room:** Cottonwood

**Chair:** S. Adam Brasel, Boston College, USA

### ***Switch Triggers: Media Multitasking and Capturing Consumer Attention***

S. Adam Brasel, Boston College, USA\*

As simultaneous media consumption (TV + Internet) becomes the modal form of television viewing, there grows a strong need for research exploring consumer media multitasking strategies. This work employs eyetracker technology and custom stimuli to discover the rate of media switching, and what visual triggers encourage or discourage attention between simultaneously presented media. Results show that switching occurs at a rate far greater than predicted, with participants switching visual attention between television and internet content 10 times more often than they recall. The median length of gaze on either media remains very short, but rapid switching creates greater incidental perception of peripheral advertising. Frame-by-frame analysis of visual stimuli reveal certain visual signals encourage attentional switching, but these switch-triggers do not necessarily hold attention once it is switched.

### ***Video Ads Virality***

Thales Teixeira, Harvard Business School, USA\*

For video advertising, what works on TV is not the same as online, even when the audience is similar. While TV involves only viewing, sharing plays a role in online advertising. To understand viral ad success, we disentangle consumers' viewing decisions from sharing, to assess the role of content and individual traits at each stage. We collect facial reactions to gauge humor in the lab, calibrating a Dynamic Sequential Probit model, and find that what

people choose to view is not the same content that they share. Location and type of humor plays different roles for viewing versus sharing, and personality traits (extroversion and self-direction) are strongly related to sharing behavior. In a subsequent field study, we provide video ads to participants and track derived views from sharing, showing that extraverts share non-surprising humor ads four times more often than the average viewer shares pure humor ads.

***Affect Transfer Between Television Show and Brand Placement: A Two Way Street?***

Martin Petroll, Universidade Federal do Paraná , Brazil\*

Paulo Henrique Müller Prado, Universidade Federal do Paraná , Brazil

Product placement is a growing area of study within consumer psychology, and while early work has focused on how show-generated affect flows into the placed brands, no research has yet explored whether affective reactions to placed brands can alter reactions to overall show content. This work explores the bi-directionality of affect transfer between show and brand placement and the implications for traditional marketing outcomes such as brand recall and brand affect. Eyetracker-based and traditional analysis further explore the role of brand placement attentional capture in the establishing of the direction of affect transfer.

## **5.6 Individual Papers: Me and My Monkey: All Things Social**

**Room: Mesquite 2**

**Chair:** Ernest Baskin, Yale University, USA

### ***I'll Sell That for a Dollar: How Social Threats Devalue One's Possessions***

Esta Denton, Northwestern University, USA\*

David Dubois, HEC Paris, France

Derek D. Rucker, Northwestern University, USA

This research investigates how threats related to consumers' social worth (i.e., their value relative to others) spillover and affect the value of their possessions. We propose that when threats devalue one's social worth this can lead to a decrease in the value of one's possessions when pricing them for sale. An initial experiment finds that a threat to consumers' social worth decreases their selling price for owned possessions, relative to non-threatened consumers. Subsequent experiments show this devaluation effect does not occur for threats unrelated to one's social worth, and reverses when the owned possession helps alleviate the threat.

### ***Will "Facebooking" Make Us Seek Risks? The Moderating Effects of Types of Social Networking on Risk Attitudes***

Kyoungmi Lee, Yonsei University, Korea\*

Kiwan Park, Seoul National University, Korea

Hakkyun Kim, Concordia University, Canada

Can the mere fact that individuals use social networking services alter their everyday decisions associated with some level of risk? Drawing on social capital theory (Putnam, 2000), this research proposes that bonding-oriented experiences on social networking services will induce more risk-seeking behavioral patterns. The results from two experiments suggest that people whose social networking orientation tended toward bonding (versus bridging) exhibited higher tendencies to consume potentially harmful food items, to engage in socially risky behaviors, and to prefer unstable securities (e.g., stocks) versus stable securities (e.g., Treasury bonds) as their investment alternatives.

### ***Visual Self-Representation in Avatar-Mediated Environments***

Paul Messinger, University of Alberta, USA

Xin Ge, University of Northern British Columbia, Canada

Kristen Smirnov, University of Alberta, USA\*

Eleni Stroulia, University of Alberta, USA

Kelly Lyons, University of Toronto, Canada

In a world of digital interconnectivity, people increasingly assume temporary virtual identities known as avatars. Despite this, the psychological motivations behind choosing avatar appearance have remained underexplored. In this paper, the motives and methods for choosing certain avatars, the extent to which they differ from users' physical appearances, and the possible influence on behaviors and beliefs in both the digital and physical world is examined. Optimal levels of self-enhancement and degrees of discrepancies between the self and avatar are examined as drivers of avatar creation.

### ***Why a Frying Pan is Better Than Flowers: A Construal Level Approach to Gift Exchange***

Ernest Baskin, Yale University, USA\*

Cheryl Wakslak, University of Southern California, USA

Yaacov Trope, New York University, USA

Nathan Novemsky, Yale University, USA

How does one decide on the perfect gift? We look at differences in giver/receiver gift evaluation using construal level theory as a framework. We propose that givers conceptualize their choices abstractly, and therefore choose gifts higher on desirability attributes to the detriment of attributes higher on feasibility. Gift recipients, in contrast, conceptualize received gifts more concretely, and care more about feasibility. Support emerges in studies examining giver/receiver mindsets, and their evaluations of gifts varying on desirability and feasibility dimensions. Furthermore, we find givers spend more money than receivers than on desirable gifts and think they will be reciprocated more than they actually are.

## **5.7 Conversations: Motivation**

### **Room: Mesquite 1**

Amar Cheema, University of Virginia, USA

Siegfried Dewitte, K.U. Leuven, Belgium

Juliano Laran, University of Miami, USA

Ying Zhang, University of Texas at Austin, USA



**BREAK**

**9:15 am - 9:30 am**

**Four Seasons Pre-function**

**INSERT TAB**

**SESSION 6**  
**Saturday, 2/18**  
**9:30am - 10:45am**



## **6.1 Symposium: On the Psychology of Mindsets in Consumer Behavior: Antecedents and Consequences for Choices and Switching**

**Room: Four Seasons Ballroom 1**

**Chair:** Eva Buechel, University of Miami, USA

### ***Why We Buy More: Understanding the Relationship between Consumer's Mindset and the Choice Context***

Kelly Goldsmith, Northwestern University, USA\*

Jing Xu, Peking University, China

Ravi Dhar, Yale University, USA

Consumer choice often involves making a series of whether or not to buy decisions among complementary products that belong to adjacent categories, and relate to the same higher order goal (e.g., choosing if one should buy toothpaste and mouthwash, floss, and/or whitening strips in the oral care aisle). We develop a goal theoretic framework to predict that an abstract mindset increases the number of products purchased from adjacent categories and reduces the number of products purchased from within a single product category, as compared to a concrete mindset.

### ***The Role of Mental Representation in Choice Difficulty***

Eunice Kim, University of Toronto, Canada\*

Uzma Khan, Stanford University, USA

Ravi Dhar, Yale University, USA

Contrary to the view that difficulty is an inherent property of the choice-set, we propose that choice difficulty can depend on how the choice options are mentally represented. Building on prior findings that the same stimuli can be construed at different levels of abstraction, we propose that differences in the mental representation can impact the difficulty of choosing among the same options. By comparing the difficulty in comparable and non-comparable

choices we demonstrate that the same choice can become more (or less) difficult following shifts in cognitive mindsets.

***Mental Energy and Preference for Hedonic and Utilitarian Experiences Following an Initial Experience***

Juliano Laran, University of Miami, USA

Eva Buechel, University of Miami, USA\*

This research investigates how an initial hedonic experiences influence a consumer's likelihood of subsequently seeking a utilitarian experience, and vice versa. We propose that the cognitive processes involved in switching to an experience that differs on the hedonic/utilitarian mindset dimension are effortful and require mental energy. As a result, consumers prefer a dissimilar second experience when they do have the necessary amount of mental energy to switch to a different experience type but prefer similar second experience when they do not have the necessary amount of mental energy to switch.

***Being of Two Minds: Switching Mindsets and Self-Regulation***

Ryan Hamilton, Emory University, USA

Kathleen D. Vohs, University of Minnesota, USA

Anne-Laure Sellier, New York University, USA

Tom Meyvis, New York University, USA\*

Mindsets consist of sets of mental processes that result in a general disposition or readiness to respond in a certain manner. Activating one mindset instead of another can change the preferences people have, the judgments they form, the decisions they make, and their satisfaction with the outcomes of these decisions. People can and do switch mindsets, but this switching is not without costs. We propose that mindset switching is an executive function that relies on the same psychological resource that governs other acts of executive functioning. As a result, switching mindsets makes people more likely to fail at subsequent self-regulation.

## **6.2 Individual Papers: Can't Touch This: Self-Control**

**Room: Four Seasons Ballroom 2**

**Chair:** Antonia Mantonakis, Brock University, Canada

### ***Exposure to Food Temptation Improves Children's Resistance to Similar Food Temptations***

Aiste Grubliauskiene, University of Leuven, Belgium\*

Siegfried Dewitte, University of Leuven, Belgium

Luk Warlop, University of Leuven, Belgium

This research explores the effect of pre-exposure to temptation on subsequent self-control for children. Two studies show that pre-exposure to physically or symbolically presented temptation enhances self-regulation. Children who had candy or had a chocolate photo during the first phase consumed less candy during the second phase as compared to children who did not have any candy or photo. Eye-tracking measures show that pre-exposure to a temptation increases the attractiveness of healthy options whereas it does not affect the attractiveness of unhealthy options.

### ***Postponing Pleasure as a Self-Control Mechanism***

Kelly Haws, Texas A&M University, USA

Juliano Laran, University of Miami, USA

Michael Lowe, Texas A&M University, USA\*

Though often mentioned as a strategy for self-control success, little is known about the efficacy of delaying consumption of an immediately desirable good. We propose that although delaying consumption generally has a positive effect on self-control behaviors, that it can be even more effective in some cases (e.g., when it is specific and/or involves hedonic goods) while backfiring in others (e.g., when mindsets and construal levels are oppositional). A series of four studies advance our understanding of the

impact of using delay strategies in enhancing effective decision making.

***Understanding the "Self" in Self-Control: The Effects of Connectedness to Future Self on Far-Sightedness***

Oleg Urminsky, University of Chicago, USA

Daniel Bartels, Columbia University, USA\*

Kerry Milch, Columbia University, USA

Self-control involves overcoming immediate temptations for the sake of delayed benefits. When the future self is seen as more continuous with one's current self-defining properties, people are more motivated to plan and choose in ways that benefit the future self. Accordingly, we show that for people higher in connectedness (measured or manipulated) make more far-sighted plans, are more successful at sticking to their far-sighted intentions, exercise more self-control in making choices, and are more willing to incur present discomfort for future (health) benefits.

***When Temptations Collide: More Temptations Are Less Desired***

Kuangjie Zhang, INSEAD, Singapore\*

Steven Sweldens, INSEAD, France

Monica Wadhwa, INSEAD, Singapore

In the present research, we propose that consumers have a limited capacity to experience desire for temptations. Specifically, we demonstrate that multiple temptations (e.g., a movie ticket plus a music CD), as compared to a single temptation (e.g., a movie ticket), can ironically reduce the strength of consumers' desire for immediate gratification. Furthermore, we show that this temptations-collide effect only occurs when consumers rely on feelings and is reversed when consumers are in a more calculative mindset. Finally, we show that this effect is greater when consumers have a greater tendency to use mental imagery in information processing.

## **6.3 Symposium: New Frontiers in Variety-Seeking Research**

**Room: Desert Willow**

**Chair:** Aner Sela, University of Florida, USA

Michal Maimaran, Northwestern University, USA

### ***Freedom for All? The Downside of Variety for Goal Pursuit***

Jordan Etkin, University of Maryland, USA\*

Juliano Laran, University of Miami, USA

Over the course of goal pursuit consumers may choose multiple means to help them pursue their goal. At times, consumers' ability to choose a variety of means may be restricted, such as when stores experience stock-outs. How might consumers' ability to choose a variety of means impact motivation? We propose that having the freedom to choose a variety of means will have a detrimental impact on motivation to pursue the associated goal. Across five studies we show that consumers who are given the freedom to choose a variety of means are subsequently less motivated to pursue their goal relative to those whose freedom of choice is restricted.

### ***Less is More: Variety-Seeking as a Preference Strength Signal***

Aner Sela, University of Florida, USA\*

Michal Maimaran, Northwestern University, USA

We propose that people choose variety to convey information about the strength of their preferences. Four studies demonstrate that people perceive choice of a small (vs. large) variety as an indicator of strong, identity-related (vs. weak and identity-unrelated) preferences for the selected options. Consequently, people perceive others selecting a smaller (vs. larger) variety of highbrow options, or a larger (vs. smaller) variety of lowbrow options, as more sophisticated. Moreover, when people expect to be evaluated by others or try to affirm their sophisticated self-view, they choose a smaller variety of highbrow and a larger variety of lowbrow options.

### ***Variety-Seeking and the Desire for Consumption Expertise***

Joshua Clarkson, University of Florida, USA\*

Chris Janiszewski, University of Florida, USA

Melissa Minor, University of Florida, USA

We explore the premise that consumers identify value in the accrual of knowledge and therefore selectively seek out consumption experiences that enhance their consumption expertise. Three experiments show that consumers identify utility in consumption expertise, a utility that is: (1) malleable to consumers' current level of expertise, (2) driven by different consumption motives that alter the type of experiences selectively preferred, and (3) pursued at a cost of hedonically greater consumption experiences. Implications for variety-seeking as a long-term, hedonic maximizing strategy are discussed.

### ***Too Much of a Good Thing? Effects of Visual vs. Verbal Choice Set Depiction on Perceived Variety, Complexity and Willingness to Choose***

Claudia Townsend, University of Miami, USA\*

Barbara Kahn, University of Pennsylvania, USA

We examine the effects of visual versus verbal option presentation on variety perception, choice confidence, and choice overload. We find a preference for options presented in a visual format regardless of choice set size and, indeed, find image depiction produces greater perceptions of variety than text. However, while in small choice sets, increased variety perception is positive, in large choice sets it is not; the increased perceived variety that results from visual representation also leads to increased perceptions of complexity and a decrease in willingness to choose. We find, therefore, that the visual preference heuristic, like many others is over-applied.

## **6.4 Individual Papers: iDon't Know How to Love Him: Brands and their Consumers**

**Room:** Palo Verde

**Chair:** Eric Greenleaf, New York University, USA

### ***Tourists or Immigrants? How New Consumers Dilute or Reinforce the Image of Symbolic Brands***

Silvia Bellezza, Harvard Business School, USA\*

Anat Keinan, Harvard Business School, USA

We examine reactions of symbolic and luxury brands' consumers to new-customers and brand extensions. We introduce a distinction between two types of new-consumers, based on how they are perceived by current-consumers: "brand immigrants" who consider themselves as part of the in-group of brand owners, and "brand tourists" who buy the brand extension but do not claim any membership rights. Six studies exploring various brands and populations demonstrate that while brand-immigrants threaten the brands' exclusivity, brand-tourists enhance and reinforce its image. Consumers' negative(positive) response to brand-immigrants(tourists) is mediated by the impact on the symbolic-value-of-the-brand, and moderated by brand-ownership and current-customers' "brand-patriotism."

### ***Brand Dilution: The Impact of the User of Counterfeits on Genuine Brand Perception and the Moderating Role of Social Class***

Nelson Amaral, University of Minnesota, USA\*

Barbara Loken, University of Minnesota, USA

The role of counterfeit use on evaluations of the original brand is an important and under-studied topic. Moreover, in the case of prestigious brands, the social implications of counterfeiting, for such symbolic brands is of particular importance. Three studies are conducted which demonstrate the role that social comparison plays in the evaluations of prestigious brands after observing counterfeit use of those brands by someone from a similar or different social group. This evidence is provided by manipulating the social class of the consumer (studies 1 and 2) as well as that of both the consumer and the observer (study 3).

***Consumer Choices between a Low-End Model of a High-Status Brand and a High-End Model of a Low-Status Brand: The Role of Temporal Distance and Priming***

Jongwon Park, Korea University, Korea\*

So Hyun Kim, Korea University, Korea

In three experiments, participants were first primed by either prestige or thrifty. Then, they were asked to choose between a low-end model of a luxury brand and a high-end model of a mediocre brand, either for immediate use or for future use. Participants primed by prestige, compared to those primed by thrifty, were more likely to choose the luxury-brand alternative for future use and to choose the mediocre-brand alternative for immediate use. This difference occurred because participants used a primed concept as a decision criterion, but selectively attended to the product's broad category vs. specific attributes depending on temporal distance.

***Losing to Coke: Player-Controlled Versus Competitive Brands in Interactive Media***

S. Adam Brasel, Boston College, USA\*

Product placement in videogames is a fast-growing marketing segment, but research into the role of brands in interactive entertainment remains limited. One key difference in highly interactive media when compared to passive media is that the consumer's behavior is both explicitly and implicitly driven by goals, which impacts how they respond to brands. A custom-designed racing game featuring strongly branded paintjobs on both player and opponent cars revealed strong locus-of-brand effects within consumer cognition and affect. Brands placed on the consumer's car receive little affect transfer, as the user feels personally responsible for race performance. In contrast, branded cars that beat the player create negative affect and anger towards the brand, while branded cars the player beats create perceptions of reduced brand competence and efficacy.

## **6.5 Individual Papers: Diamonds Are a Girl's Best Friend: Judgment and Decision-Making**

**Room: Cottonwood**

**Chair:** Keith Wilcox, Babson College, USA

### ***The Effect of Category Width on Choice Conflict***

Gülden Ülkümen, University of Southern California, USA\*

Selin Malkoc, Washington University in St. Louis, USA

Choice conflict can arise when options are perceived similar and thus difficult to distinguish. We demonstrate that the width of previously exposed categorizations moderates this effect. Consumers previously exposed to broad categorizations adopt the primed comparison orientation (i.e., focus on either similarities or differences between products). In contrast, consumers previously exposed to narrow categorizations employ both salient and non salient comparison orientations (i.e., consider both similarities and differences between products). Broad categorizers take longer to decide, feel more conflicted and less confident when primed with similarities than differences. In contrast, narrow categorizers are not influenced by comparison orientation.

### ***The Value Function for Time-Related Decisions***

Anouk Festjens, K.U. Leuven, Belgium\*

Sabrina Bruyneel, K.U. Leuven, Belgium

Siegfried Dewitte, K.U. Leuven, Belgium

Enrico Diecidue, INSEAD, France

From an economics perspective, prospect theory's value function should adequately describe and predict time-related decisions (i.e., "time is money"). However, consumer researchers have reported differences in time-related and monetary decision-making. To obtain insight in this seeming discrepancy, we elicited value functions (cf. Abdellaoui, 2008) for both time and money for 147 participants in a two-stage experiment. While the estimated value functions for time and money appear quite similar at the average level, very low correlations between the parameters of time and money value functions

indicate that individual time-related and monetary decisions are driven by different underlying processes.

***Product-Agnosia: How Increased Exposure Reduces Distinctiveness between Choices***

Jayson Jia, Stanford University, USA\*

Sanjay Rao, Stanford University, USA

Baba Shiv, Stanford University, USA

Lay intuition and extant literature suggest that difficult choices can be resolved by more information. We suggest that the opposite may occur; more information in the form of increased visual exposure can confuse perceptions. Across three experiments, we demonstrated that increased visual exposure to a consideration set decreased the objects' distinctiveness and attractiveness. This effect, which we term product-agnosia, is driven by increased local and decreased global processing that occurs from increased visual exposures. We confirm the role of perceptual focus in the effect by directly manipulating local versus global –level processing.

***Far Away or So Close: The Effect of Target Ambiguity and Processing Mindset on Judgment***

Keith Wilcox, Babson College, USA\*

Juliano Laran, University of Miami, USA

Sankar Sen, Baruch College, USA

Recent research implicates processing mindset as an important determinant of the effect of contextual information on judgment. It is assumed that global processing results in an assimilation effect, whereas local processing results in a contrast effect. In this research, we show and that both global and local processing can have assimilation and contrast effects on judgment depending on whether the target being judged is ambiguous or unambiguous. When the target is ambiguous, global processing results in assimilation, but local processing results in contrast. When the target is unambiguous, global processing results in contrast and local processing results in assimilation.

## **6.6 Individual Papers: Ain't Misbehavin': Morality, Power, and Deception**

**Room: Mesquite 2**

**Chair:** Miao Hu, Northwestern University, USA

### ***Removing Consumers' License to "Misbehave"***

Nicole Robitaille, University of Toronto, Canada\*

Nina Mazar, University of Toronto, Canada

Recent research suggests that when we engage in behaviors that bolster our moral self-image, we in turn engage in behaviors that bring us back to a moral equilibrium. It is very counterproductive for societies' welfare, however, if every moral or prosocial act is "neutralized" by a subsequent immoral or asocial action. Thus, we developed and tested manipulations aimed at counteracting the licensing effect on an individual level. Across two studies we show that providing consumers with psychological closure following an initial moral or prosocial behavior seems to remove the license for selfish behavior.

### ***Characterizing Deception by Deviation: The Moderating Role of Perspective-taking***

Guang-Xin Xie, University of Massachusetts Boston, USA\*

Hua Chang, Drexel University, USA

Namika Sagara, Duke University, USA

Deception may occur when marketers deliberately provide consumers false information that deviates from fact. The present research examines the extent to which the degree of deviation influences the perceived deception in relation to the perspectives consumers take. Results from four experiments suggest that perspective-taking can moderate the effect of deviancy, which can be ascribed to the salience of intrinsic honesty and the shift of tolerance level. This research adds to the literature by demonstrating the conditional effect of

deceivers' covert violation of the quality maxim, and the differential effect of intrinsic and extrinsic anchors in perspective-taking.

***Indulging the Self: The Impact of Luxury Consumption on Self-Esteem***

Mario Pandelaere, Ghent University, Belgium\*

Liselot Hudders, Ghent University, Belgium

Several studies suggest that people are more interested in luxury consumption when their self-esteem is low or threatened. However, it is not clear whether luxury consumption is actually able to raise self-esteem. In two studies, we find that people's self-esteem is indeed raised when they receive a luxury product in the fast-moving product category. However, this effect seems very short-lived and disappears after consumption of the luxury product. This implies that purchasing durable luxury products may effectively serve to repair low or lowered self-esteem.

***Experience versus Expectations of Power: A Recipe for Altering the Effects of Power on Consumer Behavior***

Miao Hu, Northwestern University, USA\*

Derek D. Rucker, Northwestern University, USA

Adam D. Galinsky, Northwestern University, USA

The present research proposes that effects of power on behavior can be altered by whether a power holder is focused on the experience of power (i.e., how it feels to be in a position of power) or the expectations associated with power (i.e., how one is expected to behave in a position of power). When focused on the experience of power, consistent with past findings, low-power individual displayed a greater desire for status objects and a greater depth of information processing. However, a focus on the expectations of power completely reversed these findings, consistent with consumers' associations with the role.

## **6.7 Conversations: Social Influences**

### **Room: Mesquite 1**

Jonah Berger, University of Pennsylvania, USA

Michael I. Norton, Harvard Business School, USA

Katherine White, University of Calgary, Canada



**BREAK**

**10:45 am - 11:15 am**

**Four Seasons Pre-function**

**PLENARY SESSION 2 –**

**Max Bazerman, Harvard Business School:**

**"Bounded Ethicality"**

**11:15 am - 12:15 pm**

**Four Seasons Ballrooms 1 & 2**

**LUNCHEON AND PRESIDENTIAL ADDRESS –**

**Vicki Morwitz, New York University**

**12:30 pm - 2:00 pm**

**Four Seasons Ballrooms 3 & 4**

**INSERT TAB**

**SESSION 7**  
**Saturday, 2/18**  
**2:15pm - 3:30pm**



## **7.1 Symposium: What Determines Justifiability? The Psychology of Justification**

**Room: Four Seasons Ballroom 1**

**Chair:** Manoj Thomas, Cornell University, USA

### ***When Guilt Guides Us to the Lap of Luxury***

Kelly Goldsmith, Northwestern University, USA

Margarita Gorlin, Yale University, USA\*

Ravi Dhar, Yale University, USA

While it is now well established that guilt can serve a self-regulatory function, increasing self-control relatively little is known about how the activation of guilt will affect choices in the domain of luxury goods. Our work reveals that consumers experiencing guilt become more likely to choose options that are easier to justify. This can lead to counter-intuitive results when the option that is easier to justify offers greater indulgence or maximum luxury.

### ***Frame Contingent Justification of Unhealthy Consumption Is One Cookie per Day the Same as 365 Cookies per Year?***

Manoj Thomas, Cornell University, USA\*

Evaluating the consumption rate of vice products using a shorter time frame (one cookie per day) justifies the indulgence and makes the consumption seem less unhealthy. When the same rate of consumption is framed within a longer interval (365 cookies per year), the indulgence is harder to justify and the consumer is more likely to perceive her consumption as unhealthy. This rate-framing effect was stronger for products that elicited regret and thus needed justification (study 2) and for people who had a higher need for justification (study 3).

***The Veil of Fairness: Children Learn to Appear Moral without Behaving Morally***

Michael I. Norton, Harvard Business School, USA\*

Marco Piovesan, Harvard Business School, USA

Natalia Montinari, Max Planck Institute of Economics, Germany

Francesca Gino, Harvard Business School, USA

Do children learn to be – or merely appear – fair? Children aged 5-10 (N=686) had the opportunity to choose a fair procedure (flipping a coin) to assign attractive and boring products to themselves or others, but could lie by reporting the outcome that would give them the preferable product. Younger children tended to choose the attractive product without flipping the coin; older children were more likely to justify their behavior by flipping the coin (appearing fair) – yet continued to assign themselves the attractive product (being unfair). With age, children become skilled at hiding their selfish decisions under a veil of fairness.

## **7.2 Individual Papers: If I Only Had a Heart: Emotions**

**Room: Four Seasons Ballroom 2**

**Chair:** Steven Sweldens, INSEAD, France

### ***Understanding Emotions in Advice Taking***

Ilona De Hooge, RSM, Erasmus University, The Netherlands\*

Stefanie Tzioti, RSM, Erasmus University, The Netherlands

Peeter Verlegh, University of Amsterdam, The Netherlands

Emotions play a pivotal role in advice taking. Indeed, recent research has found positive emotions to stimulate advice taking, and negative emotions to inhibit advice taking. We extend this research by suggesting that not only the valence of an emotion, but also its focus and context are of importance. Five experiments with different emotion inductions and different measures for advice taking study the effects of the positive emotions gratitude and pride and of the negative emotions anger and shame on advice taking. Together, they show that emotion influences on advice taking depend on the valence, focus, and context of emotions.

### ***Finding Meaning in Mixed Affective Experiences***

Sayantani Mukherjee, California State University Long Beach, USA\*

Thomas Kramer, University of South Carolina, USA

Loraine Lau-Gesk, UC Irvine, USA

This research examines mixed affective experiences that consumers approach rather than avoid and addresses two interrelated questions: Can mixed affective experiences be more enjoyable than pure positive affective experiences? And, what makes such mixed affective experiences enjoyable? Two studies show that mixed affective experiences lead to more enjoyment than pure positive affective experiences because consumers derive more meaning from the experience. Further, we show that consumers' thought focus moderates this effect. Thus, we identify meaningfulness as a novel process underlying consumer responses to desirable mixed affective

experiences, as compared to feelings of discomfort for aversive mixed affective experiences.

***Feeling Immoral about Money: How Moral Emotions Influence Consumer Spending Decisions***

Hyun Young Park, New York University, USA\*

Tom Meyvis, New York University, USA

This research explores how moral feelings about money influence consumer spending. Through six studies, we demonstrate that feelings of guilt and anger affect spending decisions differently depending on the source of the emotion (moral vs. non-moral), the target of the emotion (money vs. situation), and the type of emotions beyond valence (guilt vs. anger). Specifically, prosocial spending (spending on others, but not virtuous spending on oneself) increases with guilt but decreases with anger. However, these effects disappear when the emotions arise from non-moral (vs. moral) sources and when they are felt toward the situation rather than the money being spent.

***Different Emotional Mechanisms Predict Aggressive Cognition for Different Types of Violent Video Games***

Paul M. Connell, Stony Brook University, USA

Wendy Attaya Boland, American University, USA\*

Even though video games constitute a rapidly growing consumer pastime, consumer research in this domain is surprisingly sparse. In addition, the majority of studies on this topic in psychology and communication literature fail to explore psychological mechanisms that lead to aggression after game play. In an experimental study, we find that distinct affect mechanisms predict aggressive cognition for different types of violent video games. For a prevention-focused, evasive maneuvers game, anger felt during game play increased aggressive cognition. For a promotion-focused, attack style game, schadenfreude (pleasure derived from another's pain) felt during game play increased aggressive cognition.

## **7.3 Symposium: Numerical Cognition: The Interpretation of Numerical Information and Downstream Consequences for Consumer Behavior**

**Room: Desert Willow**

**Chair: Bart de Langhe, University of Colorado, USA**

### ***Almost There? The Role of Absolute vs. Relative Error in Perceived Progress Towards an Accuracy Goal***

Oleg Urminsky, University of Chicago, USA\*

How is distance from a numeric goal evaluated relative to the magnitude of the goal? When people judge the accuracy of estimates, equally-sized absolute errors are judged as less severe for larger actual values but equal percentage errors are seen as more severe. These judgments reflect a pattern of quasi-proportionality, a shifting weighting of absolute and proportional goal-discrepancies. Such shifts in assessments of accuracy can be induced with a mere reframing from small amounts over short intervals into an equivalent larger amount over a longer interval. The findings are inconsistent with psychophysics and averaging models. Implications for goal progress in weight loss are shown.

### ***The Power of Spurious Numbers***

Luxi Shen, University of Chicago, USA\*

Christopher Hsee, University of Chicago, USA

We propose and find that presenting an individual with a changing number while the individual is working on a task (e.g., working on an exercise machine) can motivate her to work harder. Specifically, the individual will work harder if the number increases rather than decreases, and accelerates rather than decelerates, and these effects arise even if the individual knows that the number is spurious, namely, that the number is predetermined and is not tied to any rewards. These findings shed light on how people respond to

apparently meaningless numbers and suggest a minimalistic way to increase people's motivation.

***Tipping the Scale: Discriminability Effects in Measurement***

Katherine Burson, University of Michigan, USA\*

Rick Larrick, Duke University, USA

The scales used to describe product attributes are open to alternative expressions. For example, a ratio scale can be multiplied by an arbitrary factor (e.g., 10) while preserving all of the information it conveys about different alternatives. This changes preference and choice: Expanded scales (e.g. 1-100) lead consumers to perceive greater differences between products more than contracted scales (e.g. 1.0-10.0). In the current work, we demonstrate that 1) expanded scales also deceptively appear to increase the relative importance of attributes inferred from conjoint analyses, and 2) because of diminishing sensitivity, greater expansions do not continue to impact inferred relative importance.

***Payoff Ratio versus Expected Value***

Bart de Langhe, University of Colorado, USA\*

Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

We demonstrate the importance of the payoff ratio (i.e., gain/loss) for understanding decision making under uncertainty: people often prefer options with a higher payoff ratio (but lower expected value) because they use the payoff ratio as a proxy for expected value. We (1) analytically derive the conditions under which payoff ratio and expected value are dissociated and (2) empirically support the prediction that reliance on the payoff ratio as a proxy for expected value leads to risk aversion (seeking) for mixed gambles with a positive (negative) expected value.

## **7.4 Individual Papers: Believe: Persuasion**

**Room: Palo Verde**

**Chair:** Matteo De Angelis, University of Wisconsin-Milwaukee, USA

### ***How Communicator Power Produces Warm versus Competent Appeals***

David Dubois, HEC Paris, France\*

Derek D. Rucker, Northwestern University, USA

Adam D. Galinsky, Northwestern University, USA

This research explores how power affects the communication of persuasive messages. First, given states of power foster confidence, action-orientation, and optimism, we hypothesize that powerful communicators will, all else equal, be more effective persuaders relative to powerless and baseline communicators. Second, we propose that changes in communicator power a) fundamentally shift a message's warmth and competence, and b) the power of the audience affects their sensitivity to warmth and competence in messages. As a consequence, when audience power is considered, we find powerful communicators are more persuasive against powerful audiences, but powerless communicators are more persuasive against powerless recipients.

### ***Unveiling the Underlying Mechanism for the Matching Effect between Construal Levels and Message Frames***

Yun Lee, University of Iowa, USA\*

Alice (Jing) Wang, University of Iowa, USA

Catherine Cole, University of Iowa, USA

The current research investigates how and why consumers' construal levels and the appeals framed either by gains or losses jointly influence persuasion. The results demonstrate that matching high-level construals with gain frames and low-level construals with loss frames encourages individuals to pay more attention to the information in the marketing communication. This increased attention enhances processing fluency and leads to a) higher intentions to engage in healthy behavior, b) more favorable brand attitudes, and c) greater willingness to donate to a non-profit organization. It appears that under matching conditions consumers devote greater attention to message processing and thus are more sensitive to argument strength than consumers in non-matching conditions.

***Does Accent Matter? The Impact of Ethnic Similarity and Product Congruence on Spokesperson Credibility and Purchase Intention***

Aarti Ivanic, University of San Diego, USA

Kenneth Bates, University of San Diego, USA\*

T. Somasundaram, University of San Diego, USA

Do accents matter? This research examines whether and when ethnically distinct accents are preferred to standardized accents. We conduct a 2 (Product Congruence: Congruent, Incongruent) x 2 (Ethnic Congruence: Congruent, Incongruent) between-subjects experiment, where ethnic congruence represents a match between respondent and spokesperson ethnicity. Product congruence is determined by a pretest of ethnically stereotypical expertise in a product category. Results suggest that spokespeople are evaluated more positively and have greater perceived expertise when there is high listener-spokesperson similarity. Purchase likelihood is highest when there is high listener-spokesperson similarity and product congruence (i.e., advertised product is stereotypical of spokesperson's ethnic group).

***On Braggarts and Gossips: Why Consumers Generate Positive but Transmit Negative Word-of-Mouth***

Matteo De Angelis, University of Wisconsin-Milwaukee, USA\*

Andrea Bonezzi, Northwestern University, USA

Alessandro Maria Peluso, Luiss University, Italy

Derek D. Rucker, Northwestern University, USA

Michele Costabile, Università della Calabria, Italy

Past research has presented conflicting evidence as to whether consumers are more likely to share positive or negative word-of-mouth. We offer a novel theoretical perspective to reconcile this conflict by comparing the generation of word-of-mouth (i.e., consumers sharing information about their own experiences) to the transmission of word-of-mouth (i.e., consumers passing-on information about experiences they heard occurred to others). We suggest that the self-enhancement motive leads consumers to generate positive word-of-mouth, but also to transmit negative word-of-mouth. Evidence for self-enhancement motives playing out in a unique fashion at word-of-mouth generation and transmission is presented across a series of four experiments.

## **7.5 Symposium: On Shaky Ground: Exploring Materialism and Insecurity**

**Room:** Cottonwood

**Chair:** Ayalla Ruvio, Temple University, USA

**Discussion Leader:** Jim Burroughs, University of Virginia, USA

### ***How do Materialists React to Self-Threats? Not Always Like You Think***

Jaehoon Lee, University of Houston-Clear Lak, USA\*

L. J. Shrum, University of Texas at San Antonio, USA

Materialism is associated with a number of negative psychological traits and outcomes, including diminished psychological needs such as self-esteem, belonging, control, and a meaningful existence. Three experiments investigated how high vs. low materialists react when these needs are threatened. We found that high materialists react differently to self-threats than low materialists, and sometimes counterintuitively. When ignored, high materialists increased their preferences for conspicuous consumption (but low materialists did not), but when rejected, high materialists also donated more money to charity (but low materialists did not).

### ***Real Life Existential Stress and Materialism: Materialism under Terrorist Attacks***

Ayalla Ruvio, Temple University, USA\*

Eli Somer, University of Haifa, Israel

Aric Rindfleisch, University of Wisconsin-Madison, USA

This research focuses on the relationship between traumatic stress and materialism under conditions of actual (rather than experimental) existential insecurity that resulted from terrorist attacks. A field study showed that highly materialistic individuals display higher levels of traumatic stress than individuals who are less materialistic, and this was due to their subjective perception of being more exposed to and threatened by the terrorist attack.

Moreover, we found that reaction to this traumatic stress resulted in a variety of maladaptive consumption behaviors.

### ***Recovery or Reset? The Role of Materialism in Stimulating Consumer Spending***

Dee Warmath, University of Wisconsin-Madison, USA\*

Nancy Wong, University of Wisconsin-Madison, USA

Despite acknowledgement of its importance, surprisingly little effort has explored factors that can generate confidence and, therefore, spending. According to Keynes, it is the combination of animal spirits with rational decision making in periods of uncertainty that leads to action through a “state of confidence” (1936, p. 148). Using the November 2010 data from the Economy Tracker (NPD), animal spirits, operationalized here as a combination of materialistic values, optimism and hope, is shown to moderate consumer confidence in influencing purchase intentions.

### ***Dealing with Insecurities through Luxury Consumption***

Liselot Hudders, Ghent University, Belgium

Mario Mario Pandelaere, Ghent University, Belgium\*

This research investigates whether luxury consumption may alleviate high materialists’ sense of insecurity by raising daily mood and satisfaction with life. The results of a large scale survey in Dutch-speaking Belgium demonstrated that highly materialistic consumers are more inclined to consume luxury goods than less materialistic consumers, and that they may reap more short-term rewards from luxury consumption, particularly with respect to life satisfaction. This indicates that high materialists may address their insecurities through luxury consumption. In spite of this, high materialist’s are consistently less satisfied with life than low materialists, suggesting that a materialistic lifestyle may stand in the way of a real solution to diverse insecurities.

## **7.6 Individual Papers: Can You Feel the Love Tonight: Sensations and Embodied Cognition**

**Room: Mesquite 2**

**Chair:** Claudiu Dimofte, San Diego State University, USA

### ***Muscling Your Way to a Positive Future***

Eunice Kim Cho, University of Toronto, Canada\*

Hee-Kyung Ahn, Hanyang University, Korea

Consumers must often choose between alternatives that differ on the degree of riskiness. Prior research has focused on external (e.g. contextual) and internal (e.g. emotions) factors that influence whether an individual chooses to be risk-seeking or risk-averse. Building on theories of embodied cognition, we examine how physical or bodily states, and in particular the exertion of physical power or strength, affect choice. We find that exerting physical strength increases the perceived controllability of ensuring a positive outcome, and increases individuals' preference for riskier options.

### ***Ambient Temperature and Conformity in Financial Decisions***

Xun (Irene) Huang, The Chinese University of Hong Kong, Hong Kong\*

Meng Zhang, The Chinese University of Hong Kong, Hong Kong

Michael K. Hui, The Chinese University of Hong Kong, Hong Kong

Robert S. Wyer, Jr., The Chinese University of Hong Kong, Hong Kong

Feelings of physical warmth can influence judgments of a person's friendliness. However, their impact on overt behavioral decisions has not been determined. Two laboratory studies showed that individuals who experienced physical warmth were more likely to conform to others' decisions in both forecasting stock prices and placing bets on the outcome of a boat race. The implication of these findings was then confirmed in an analysis of actual horse race betting data over a period of three consecutive years. That is, ambient temperature was positively correlated with bettors' disposition to conform to other's decisions.

### ***Cross-Modal Influences of Acoustic Product Cues on Taste Perceptions***

Klemens M. Knoeferle, University of St. Gallen, Switzerland\*

David E. Sprott, Washington State University, USA

Andreas Herrmann, University of St. Gallen, Switzerland

The current research examines crossmodal influences of acoustic product cues on consumer taste perceptions. In two experiments, we demonstrate that a systematic pleasantness manipulation of product sounds can bias subsequent product evaluations of taste in a perceptually related product, with the perceived taste rated higher after being exposed to a pleasant sound, and lower after being exposed to an unpleasant sound. In addition, we show that the effect of sound on taste is strongest for consumers with a high enjoyment for product sounds.

### ***Brand-Related Background Music and Consumer Choice***

Arnd Florack, University of Vienna, Austria

Susanne Leder, Zeppelin University, Germany

Claudiu Dimofte, San Diego State University, USA\*

Previous research has found that background music associated with a product category can have positive effects on related sales in a retail environment. While German music was shown to enhance in-store choice of German (over French) wines (North et al. 1999), the mechanism by which this effect occurs has not been explained, nor has the effect been shown at lower categorical levels of representation (e.g., the brand). This research assesses the role of brand-related music on consumer attitudes and choice for specific brands, under both field and laboratory experimental conditions. We find that exposure to a brand-related song strengthens the brand attitude, but that spontaneous choice is more likely to be subsequently affected by the primed attitude than deliberate choice. The effect of background music on choice is largely unconscious.

## ***7.7 Conversations: Automaticity***

### **Room: Mesquite 1**

Mark Forehand, University of Washington, USA

Jesper Nielsen, University of Arizona, USA

Hilke Plassmann, INSEAD, France

S. Christian Wheeler, Stanford University, USA



**BREAK**

**3:30 pm - 3:45 pm**

**Four Seasons Pre-Function**

**INSERT TAB**

**SESSION 8**  
**Saturday, 2/18**  
**3:45pm - 5:00pm**



## **8.1 Symposium: Price Psychology: Advances on Context Effects in Pricing Research**

**Room: Four Seasons Ballroom 1**

**Chair:** Nina Mazar, University of Toronto, Canada

### ***The Effects of Price Primacy on Perceptions of Product Value***

Uma Karmarkar, Harvard Business School, USA\*

Baba Shiv, Stanford University, USA

Brian Knutson, Stanford University, USA

Price is a key factor in any marketplace decision, but exposure to price information can occur at different stages of a transaction. We used an fMRI shopping task to investigate how early attention to price influences the appraisal process. These neural results suggested that price primacy alters the criteria by which products are evaluated. Further behavioral testing supported this framework, revealing that price primacy bolsters purchase rates for products whose attributes are a good fit with its evaluatory process.

### ***Stable Context-Dependent Preferences? The Origin of Market Price-Dependent Valuations***

Nina Mazar, University of Toronto, Canada\*

Botond Koszegi, UC Berkeley, USA

Dan Ariely, Duke University, USA

A vast amount of research has shown that individuals' valuations can be sensitive not only to the levels of other products' prices but also to the products' own price distribution. In this paper, we study whether this sensitivity is of rational or irrational origin, and whether it extends to transactions similar to those that take place in the marketplace. Our findings suggest that such shifts in valuations are neither due to rational inferences about a product's value nor due to true price-dependent preferences; leading to the conclusion that they most likely reflect a mistake individuals make in expressing their preferences.

### ***The Moderating Effect of Construal Level on Price Judgments***

Marcus Cunha, University of Washington, USA

Julian Saint Clair, University of Washington, USA\*

Jeffrey Shulman, University of Washington, USA

When considering a product set, consumer price judgments are often explained by range-frequency theory, wherein price judgments of a target product contrast away from changes in the range or frequency of prices of non-target products. We demonstrate that construal level at the time of judgment moderates this effect. When a low level construal is activated prior to price judgments, we observe the standard contrast effect. Alternatively, price judgments assimilate toward the mean price of the non-target products when a high construal level is activated. This latter finding is at odds with a large bulk of research in price perceptions.

## **8.2 Individual Papers: Over the Rainbow: Construal and its Levels**

**Room: Four Seasons Ballroom 2**

**Chair:** Yael Zemack-Rugar, Virginia Tech, USA

### ***Choosing for Here and Now vs. There and Later: The Moderating Role of Psychological Distance on Assortment Size Preferences***

Joseph Goodman, Washington University in St. Louis, USA

Selin Malkoc, Washington University in St. Louis, USA\*

In this research we examine the role of psychological distance (temporal and geographical) in consumers' assortment size decisions. In six studies, we demonstrate that while consumers prefer larger assortments when the choice takes place in the here and now, they are more likely to prefer small assortments when choices pertain to distant locations and times due to an increase in the substitutability of the products/services in the category. We show that the effect of psychological distance reverses when consumers explicitly consider desirability/feasibility tradeoff information. These findings point to important outcomes of psychological distance, resolving opposing predictions of construal level theory.

### ***Matching the Words to the Features in Persuasive Advertising: A Construal-Matching Hypothesis***

Karthikeya Easwar, Ohio State University, USA\*

Lifeng Yang, University of Mississippi, USA

Matching the construal of advertisement language to that of the focal product creates positivity. In study 1, we see that using verbs (concrete) to advertise utilitarian products (concrete) and using adjective (abstract) to advertise hedonic products (abstract) leads to the most positive attitudes. In study 2, we manipulate perception of the same product to be hedonic or functional and see identical results. In study 3, to provide more evidence of the

construal-matching hypothesis, we manipulate a different dimension of psychological distance. Over all three studies, we find that using adjectives (verbs) to advertise abstract (concrete) products is the most effective.

***Temporal Distance and the Endowment Effect***

Dongwoo Ko, University of Iowa, USA\*

William M. Hedgcock, University of Iowa, USA

Catherine Cole, University of Iowa, USA

Research has demonstrated that people often demand more money to sell a product after they own it than they would offer to buy the product before they own it. This phenomenon has been termed the endowment effect. Prior studies, however, have not investigated whether this phenomenon is affected by temporal distance. This research demonstrates how temporal distance affects buyers' willingness to pay and sellers' willingness to accept.

***The Construal Level Effect on Persuasiveness of Embedded Premium Promotion***

Yun Lee, University of Iowa, USA\*

Nara Youn, Hongik University, Korea\*

In this study, we document that the effectiveness of Embedded Premium Promotion (EPP), purchase-contingent donations to a social cause added on to a product or service, depends on the joint impact of customers' abstract vs. concrete level of construal and product type (hedonic vs. utilitarian). Through 3 experiments, we find that abstract thinkers are more persuaded by EPP (Studies 1, 2, & 3), when EPP is linked with a hedonic product than a utilitarian product (Studies 2 & 3). Further, the results indicate that this occurs because the guilt of consuming hedonic product is alleviated significantly more for abstract thinkers (Study 3) than concrete thinkers.

## **8.3 Symposium: Leaving Money on the Table: Situational Factors that Impair Financial Judgment and Decision Making**

**Room: Desert Willow**

**Chair:** Cynthia Cryder, Washington University in St. Louis, USA  
Scott Rick, University of Michigan, USA

### ***Some Consequences of Having Too Little***

Anuj Shah, Princeton University, USA\*

Eldar Shafir, Princeton University, USA

Sendhil Mullainathan, Harvard Business School, USA

We discuss several lab experiments on how resource scarcity influences the way people budget. Among other effects, we show that scarcity causes decision-makers to over-borrow and to therefore perform worse when given the flexibility to borrow. Similarly, scarcity leads decision-makers to under-save and to therefore perform worse when given inconsistent budgets. These effects, when combined, lead participants into cycles of debt strikingly similar to patterns observed in the world. We consider how these effects might stem from scarcity-induced shifts in attention, and we discuss implications for studying behavior under scarcity in general and under poverty in particular.

### ***Winning the Battle but Losing the War: The Psychology of Debt Management***

Moty Amar, ONO Academic College, Israel

Dan Ariely, Duke University, USA

Shahar Ayal, Interdisciplinary Center Herzliya, Israel

Cynthia Cryder, Washington University in St. Louis, USA

Scott Rick, University of Michigan, USA\*

Becoming debt-free is a daunting goal for many indebted consumers. We find that a common response to multiple debts is debt account aversion: Consumers tend to focus on paying off the smallest debt most quickly, rather than the debt with the highest interest rate. This can be a costly mistake.

Restricting consumers' ability to completely pay off small debts can help them to reduce overall debt more quickly, by refocusing their attention on paying off high-interest debts.

***Value Tradeoffs and the Annuity Puzzle***

Suzanne Shu, UCLA, USA\*

Robert Zeithammer, UCLA, USA

John Payne, Duke University, USA

Over the next decades, nearly 80 million baby boomers will have to decide how to decumulate their retirement assets using products like annuities, which guarantee a specified level of income as long as one lives contingent upon a one-time payment. This project examines the tradeoffs consumers make between annuity attributes. Results from conjoint studies illustrate how consumers value attributes relative to market pricing and how participant characteristics affect these valuations. Among other insights, we find 1) overvaluation of immediate payouts, consistent with temporal discounting, 2) lack of sensitivity to annual increases, and 3) responsiveness to income changes dependent on numeracy.

***How Do People Represent Money? The Case of the Influence of Irrelevant Options on the Perceived Value of Money***

Stephen Spiller, UCLA, USA\*

Dan Ariely, Duke University, USA

How do consumers represent money? Because money is fungible and people can allocate it in so many different ways, it is difficult to conceptualize. We propose consumers represent money as a set of products. As a result, they value it according to the set of purchases it allows, not just the marginal purchase it allows, implying that irrelevant alternatives may influence its perceived value. We test this hypothesis by varying the attractiveness of less attractive uses in a set (or merely making them more accessible) and showing that these less attractive options influence the perceived value of the medium.

## **8.4 Individual Papers: I'd Be Surprisingly Good for You: Recommendations**

**Room: Palo Verde**

**Chair:** Joseph Lajos, HEC Paris, France

### ***The Connectedness Heuristic: Inferring the Consensus on an Opinion from the Strength of Person-Opinion Associations***

Dilney Goncalves, IE Business School, Spain\*

Amitava Chattopadhyay, INSEAD, Singapore

We propose that people employ a Connectedness Heuristic in judgments of opinion agreement. By the Connectedness Heuristic, opinions that are strongly associated with a particular person are judged more idiosyncratic than opinions that are not strongly associated with any particular person. However, the strength of person-opinion associations can be influenced by extraneous factors, such as whether the opinion is signed or anonymous. As a result, anonymous opinions may be judged as more consensual than signed opinions. We present three studies supporting this hypothesis and its implications for consumer choice in the context of online product reviews.

### ***A Question of Taste? The Difference in Perceived Helpfulness of Online Reviews for Utilitarian versus Hedonic Products***

Simon Quaschnig, University College Ghent - Ghent University, Belgium\*

Mario Pandelaere, Ghent University, Belgium

Iris Vermeir, University College Ghent - Ghent University, Belgium

While online reviews have become an indispensable marketing tool, their impact may depend on several factors. This paper demonstrates that online reviews are perceived as more helpful for utilitarian products than for hedonic products (study 1 & 2). Applying theory about opinions and taste, we show that the quality of hedonic products is depending on personal taste, while the quality of utilitarian products is seen as a matter of general opinion (study 3). We provide evidence that this opinion versus taste attribution mediates the effect of product type on perceived helpfulness of online reviews (study 4).

***Do Others Influence What We Say? The Impact of Interpersonal Closeness on Word-of-Mouth Valence***

Matteo De Angelis, University of Wisconsin-Milwaukee, USA\*

David Dubois, HEC Paris, France

Andrea Bonezzi, Northwestern University, USA

How does interpersonal closeness affect the sharing of valenced word-of-mouth among consumers? We suggest and demonstrate across three experiments that the closer two consumers feel, the greater the likelihood that they will share negative word-of-mouth relative to positive word-of-mouth, and vice versa. We attribute this effect to low versus high interpersonal closeness activating high versus low levels of construal. Specifically, based on prior research, we theorize that low interpersonal closeness activates high-level construals, thus prompting senders to transmit positive rather than negative information, whereas high interpersonal closeness activates low-level construals, thus prompting senders to transmit negative rather than positive information.

***"Listen, I'm not in the Mood but these Words Matter...to Me at Least"***

***Coping with Ambivalence through Spreading Word-of-Mouth***

Nico Heuvinck, Ghent University, Belgium\*

Iris Vermeir, Ghent University, Belgium

Maggie Geuens, Ghent University, Belgium

This paper discerns two types of ambivalence: manifest ambivalence (knowing conflicting information) versus anticipated ambivalence (anticipating conflicting information). Study 1 shows that, although experiencing the same subjective ambivalence level, manifest (compared to anticipated) ambivalent people spread more negative and less positive WOM due to a higher ambivalence aversion. Study 2 replicates and further extends the former by indicating that this higher ambivalence aversion motivates manifest ambivalent individuals to reduce their ambivalence through spreading (negative) WOM. Study 3 looks at initial mood as a moderator to cope with manifest as well as anticipated ambivalence through spreading WOM.

## **8.5 Individual Papers: Lucy in the Sky with Diamonds: The Sensory Side**

**Room: Cottonwood**

**Chair:** Brittany Duff, University of Illinois, USA

### ***Can brands sound feminine or masculine? Three studies on sound symbolism and gendered brand personality***

Amelie Guevremont, Concordia University, Canada\*

Bianca Grohmann, Concordia University, Canada

This research explores the impact of sound symbolism of brand name phonemes (front and back vowels, fricatives and stops) on consumers' perceptions of masculine and feminine brand personality. Three experiments involving new brand names and multiple product categories empirically test the influence of single phonemes, and consistent/inconsistent phoneme combinations. Results suggest that brand names including a stop (rather than fricative) or a back vowel (rather than front vowel) enhance brand masculinity. Brand names with a front vowel (rather than a back vowel) or a fricative (rather than a stop) increased brand femininity. Sex moderated these effects. Multiple consistent cues (compared to single or multiple inconsistent cues) did not consistently influence brand femininity or masculinity. These findings extend current knowledge on sound symbolism, provide guidelines for brand name choice, and open avenues for future research.

### ***The Ups and Downs of Visual Orientation: The Effects of Diagonals on Judgments***

Ann Schlosser, University of Washington, USA\*

Ruchi Rikhi, University of Washington, USA\*

This research extends prior work on the stylistic properties of images by examining the persuasive implications of different orientations of text and images. We propose that because individuals process information from left-to-right, upward—or ascending—diagonals convey greater activity than horizontal orientations and downward—or descending—diagonals. Consequently, judgments should be more favorable with upward than

downward diagonals and horizontal orientations when activity goals are activated. The results of one field and two experimental studies support these predictions. This is the first empirical research to demonstrate that the direction of a diagonal conveys different levels of activity, thereby influencing judgments.

***Specificity in Sensitization***

Young Eun Huh, Carnegie Mellon University, USA\*

Joachim Vosgerau, Carnegie Mellon University, USA

Morewedge K. Carey, Carnegie Mellon University, USA

Eating a food engenders habituation, a decrease in one's responsiveness and motivation to obtain the food. General-process theories of motivation also posit that eating a food sensitizes one to other foods, increasing one's responsiveness and motivation to obtain the food, but the breadth and scope of sensitization effects are unclear. We show that sensitization occurs for foods frequently consumed in conjunction with a target food (i.e., complements), but does not occur for unrelated foods. In three experiments, the repeated imaginary consumption of a food increased actual consumption of its complements but did not affect consumption of unrelated foods.

***Will I Like a New Diet Coke More or Less? Reversing Ease of Retrieval Effects with Sensory Product Experience***

Kelly (Kiyoon) Lee, University of Toronto, Canada\*

Andrew Mitchell, University of Toronto, Canada

Previous research has shown that ease (vs. difficulty) of retrieval leads to more favorable judgments. We examine how ease-of-retrieval affects consumers' judgments after a gustatory or tactile product experience with a soft drink or a hand lotion. Contrary to previous ease-of-retrieval findings, we obtain the reversed ease-of-retrieval effect: Consumers evaluate a product more (less) favorably when generating many than a few reasons why they like (dislike) the product. In addition, we show that the effect is due to rich sensory information obtained from directly using the product, not due to motivation levels or reliance on the content of reasons.

## **8.6 Individual Papers: Food Glorious Food**

**Room: Mesquite 2**

**Chair:** Julio Sevilla, University of Miami, USA

### ***Using Contextual Positioning to Bias Healthier Social Behavior***

Brennan Davis, Baylor University, USA\*

Beth Vallen, Fordham University, USA\*

Brian Wansink, Cornell University, USA

Social norms influence consumption. Yet sometimes norms can be ambiguous and we demonstrate that, as a result, one's behavior becomes overly biased by cues in the external environment. The results of four studies investigating eating behaviors show that in the absence of clear norms, consumers rely on the positioning of an eating venue as a cue for behavior. When a consumption venue has a healthy (unhealthy) positioning, consumers dining with others consume fewer (more) total calories and make more (less) healthful choices compared to when they eat alone. This paper shows the context suggests consumption norms.

### ***Becoming a Mindful Eater: Improving Food Choices through Emotional Ability Training***

Blair Kidwell, University of Kentucky, USA

David Hardesty, University of Kentucky, USA

Terry Childers, Iowa State University, USA

Jonathan Hasford, University of Kentucky, USA\*

This research provides a framework for how consumers can become mindful eaters through emotional ability training. The authors develop an ability-based training program to demonstrate that emotional ability can be trained and that food choices can be significantly enhanced, even beyond nutrition knowledge training (study 1). In study 2, emotional training boosted positive arousal resulting in more emotionally calibrated consumers that process more analytically. Those who were not trained (i.e., miscalibrated) deferred to a more implicit heuristic-based decision strategy that decreased the quality of

food choices. Implications for consumers, policy officials, and health care professionals are provided.

***Eating Only little Makes You Try Everything - Restrained Eating Fosters Variety Seeking***

Anne Klesse, Maastricht University, The Netherlands\*

Caroline Goukens, Maastricht University, The Netherlands

Kelly Geyskens, Maastricht University, The Netherlands

Ko de Ruyter, Maastricht University, The Netherlands

We show that individuals who restrain their eating behavior are more likely to integrate variety in their food choices than individuals who do not restrain their consumption. More specifically, restrained eaters choose more different sandwiches or snacks and consume a greater variety of different cookies. Interestingly, the same effect holds for unrestrained eaters when they are asked to restrain their consumption by imposing a mental budget (i.e. how many snacks they can consume). These findings suggest that restraining consumption triggers heightened variety-seeking behavior for products that are inconsistent with the dieting goal.

***"The Less There is the More I Want": The Effect of Scarcity on Satiation***

Julio Sevilla, University of Miami, USA\*

Joseph P. Redden, University of Minnesota, USA

Shenghui Zhao, University of Miami, USA

It has been long shown that consumers like scarce products as they consider them more valuable. This research extends those findings by showing that people satiate slower from a product that is believed to be scarce due to an experienced urge to take advantage of a seemingly rare consumption opportunity, which prevents them from keeping track of the amount being consumed. We find that this effect is mediated by attention to quantity, that it is not explained by a higher initial liking of the scarce stimulus, and that it is present for both, virtuous and hedonic consumption.

## **8.7 Conversations: Reviewing**

### **Room: Mesquite 1**

Rashmi Adaval, HKUST, Hong Kong

Kristin Diehl, University of Southern California, USA

C. Page Moreau, University of Colorado, USA



**JCP Area Editor's Meeting**

**4:00 pm - 4:50 pm**

**Palm Room**

**JCP Editorial Board Meeting**

**5:00 pm - 6:00 pm**

**Four Seasons Ballrooms 3 & 4**



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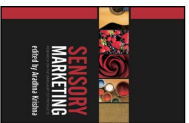
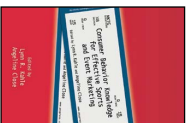
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