Grundriss im Maritim Hotel Berlin - Erdgeschoss/Ground Floor
Program Overview

Thursday, 27 October 2016
08:00am - 05:00pm  The ACR Doctoral Symposium (Berlin B)
10:00am – 12:00am  SCP Publications Committee (Salon 6: Oslo)
12:00pm - 05:00pm  SCP Executive Committee (Salon 17: Riga)
12:00pm - 05:00pm  ACR Board Meeting (Salon 16: Riga)
03:00pm – 05:00pm  SCP Executive Committee (Salon 6: Oslo)
04:00pm - 06:00pm  Pre-Tenure Workshop (Berlin C)
05:00pm - 05:45pm  A Leisurely 5K Jogging Tour of Berlin (Hosted by Steven Dallas, NYU, and Shalena Srna, (Wharton) (meet in the lobby of the Maritim Hotel)
06:30pm - 08:30pm  Opening Reception (Grand Hallway & Gallery)

Friday, 28 October 2016
08:00am - 05.45pm  Film Festival (Salon 11: Madrid)
08:00am - 09:15am  SESSION I
09:15am - 09:30am  Break
09:30am - 10:45am  SESSION II
10:45am – 11:00am  Break
11:00am - 12:15pm  SESSION III
12:15pm - 01:30pm  LUNCH
01:30pm - 02:15pm  Presidential Address (Berlin A)
02:15pm - 02:30pm  Break
02:30pm - 03:45pm  SESSION IV
03:45pm - 04:00pm  Break
04:00pm - 05:15pm  SESSION V
03:00pm - 04:30pm  JCR Associate Editors Meeting (Salon 6: Oslo)
04:30pm - 06:30pm  JCR Editorial Review Board Reception and Meeting (Berlin D)
06:00pm - 08:00pm  Working Paper Session, Reception (Maritim Hall) and German beer tasting by Strassenbraeu Brewery

Saturday, 29 October 2016
07:00am - 07:45am  A Leisurely 5K Jogging Tour of Berlin (Hosted by Steven Dallas, NYU, and Shalena Srna, (Wharton) (meet in the lobby of the Maritim Hotel)
08.00am - 05.45pm  Film Festival II (Salon 11: Madrid)
08:00am - 09:15am  SESSION VI
09:15am - 10:00am  Break
09:30am - 10:45am  SESSION VII
10:45am - 11:00am  Break
11:00am - 12:15pm  SESSION VIII
12:15pm - 01:30pm  LUNCH
01:30pm - 02:45pm  SESSION IX
02:45pm - 03:00pm  Break
03:00pm - 04:15pm  SESSION X
03:00pm - 04:00pm  JCP AE Meeting (Salon 6: Oslo)
04:15pm - 04:30pm  Break
04:30pm - 05:45pm  SESSION XI
06:00pm - 07:30pm  JCP Editorial Review Board Meeting (Invitation Only) (Salon 7: Wien)
08:30pm - 12:00am  Joachim and Ana's Excellent Dance Party (Maritim Hall)

Sunday, 30 October 2016
Sunday October 30, 09:00am – 09:45am  ACR Berlin Mini Marathon (Meeting point: Maritim Hotel lobby)
Sunday October 30, 09:30am – 11:30am  Valkyrie: The Movie (Room: Madrid)
### Thursday, 27 October 2016

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**SESSION I**

8:00am - 9:15am

1.1 Contemporary Issues in Healthier Food Choice (Salon 1: Moskau)
1.2 Anthropomorphism and Consumer Behaviors: Exploring the New Processes and Implications (Salon 2: Rom)
1.3 Bridging Brand and Interpersonal Relationship Research: How and When Is Our Connection to Brands Like Our Connection to People? (Salon 3: Rom)
1.4 Choices, Change, and Novelty (Salon 4: London)
1.5 To Share or Not to Share, That is the Question (Salon 5: London)
1.6 Brand Battles: Rivalries, Competition, and Brand Meaning in a Crowded Landscape (Salon 7: Wien)
1.7 Consumption and Identity (Salon 12: Paris)
1.8 Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers’ Mental Lives (Salon 16: Riga)
1.9 Empty Wallets and Sparse Portfolios: Causes and Consequences of Poor Financial Decisions (Salon 17: Riga)
1.10 Charitable Giving (Dublin)

**Break**

9:15am - 9:30am

**SESSION II**

9:30am - 10:45am

2.1 What’s in a Label? How Food Labels Shape Perceptions and Consumption (Salon 1: Moskau)
2.2 The Medium is the Message?: Source, Channel, and Temporal Effects of Online Communication (Salon 2: Rom)
2.3 Ethics and Engagement in Social Media (Salon 3: Rom)
2.4 Thinking and Persuasion: When It's Good to Be Wrong and Bad to Be Good (Salon 4: London)
2.5 I think I like it! Processing Mode and Product Evaluations (Salon 5: London)
2.6 Heuristic Decision Making (Salon 7: Wien)
2.7 Understanding and Mitigating the Impact of Informational and Intentional Asymmetries in the Consumer Setting (Salon 12: Paris)
2.8 Power, Control and Self-Control (Salon 16: Riga)
2.9 Advancing Symbolic Consumption (Salon 17: Riga)
2.10 Fifty Shades of Sharing - Exploring the Darker Shades of Sharing (Dublin)
2.11 Meet the Editors (Berlin D)
3.1 “Because it's 2016": Documenting the Persistence of and Challenge to Gender Stereotyping in the Marketplace (Salon 1: Moskau)
3.2 Fancy and Sexy: Methodological Innovations and Insights (Salon 2: Rom)
3.3 From the Other to the Self (Salon 3: Rom)
3.4 Goals, Motivation, and Consumer Decision Making (Salon 4: London)
3.5 Seeking Certainty and Self in an Uncertain World (Salon 5: London)
3.6 How Consumer Research Informs Consumer Policy: The Case of Germany (Salon 7: Wien)
3.7 Religion and Consumption Decisions: Acquisition, Disposition, and Susceptibility to Advertising and Social Influence (Salon 12: Paris)
3.8 Embodiment and Virtual Reality (Salon 16: Riga)
3.9 The Role of Perception and Emotion in Persuasion (Salon 17: Riga)
3.10 Narrative Consumption in a Digital World (Dublin)

LUNCH
12:15pm - 1:30pm

Presidential Address
1:30pm - 2:15pm
Berlin A

Break
2:15pm - 2:30pm

SESSION IV
2:30pm - 3:45pm
4.1 Engaging the Marketplace in Destigmatization (Salon 1: Moskau)
4.2 Learning, Memory and Language (Salon 2: Rom)
4.3 Moral Aspects of Consumption (Salon 3: Rom)
4.4 One Among Many: The Interplay of Individual, Social, and Group Identity (Salon 4: London)
4.5 Cognitive Bias and Bias Reduction (Salon 5: London)
4.6 Consumption Topologies: Mobile and IOT (Salon 7: Wien)
4.7 Defend or Destroy: Consumers' Responses to Brand Actions (Salon 12: Paris)
4.8 Assortment and the Choice Process (Salon 16: Riga)
4.9 Experiential vs. Material Pursuits (Salon 17: Riga)
4.10 It’s still all About Consumption (Dublin)

Break
3:45pm - 4:00pm
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<tr>
<th>SESSION V</th>
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<tr>
<td>5.1 Activism, Consumerism, and Politics and their Effects on Consumer Behavior (Salon 1: Moskau)</td>
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<td>5.2 The Path to Self-Control: Power, Sweat, Strength or A Trick Up the Sleeve? (Salon 2: Rom)</td>
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<td>5.3 The Complexities of Scarcity (Salon 3: Rom)</td>
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<td>5.4 Time, Memory, Emotion and Flow (Salon 4: London)</td>
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<td>5.5 Easier Said than Done: Online Choice under Stress, Dissonance, and Uncertainty (Salon 5: London)</td>
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<td>5.6 Pay Up! The Magic of Price and Money Perceptions (Salon 7: Wien)</td>
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<td>5.7 The Body (Salon 12: Paris)</td>
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<td>5.8 Pricing and Willingness to Pay (Salon 16: Riga)</td>
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<td>5.9 Choosing Healthy: Recent Findings on Environmental Factors that Shape Choice and Consumption (Salon 17: Riga)</td>
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<td>5.10 Affective and Contextual Influences on Charitable Behavior (Dublin)</td>
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**JCR Associate Editors Meeting**  
3:00pm - 4:30pm  
Salon 6: Oslo

**JCR Editorial Review Board Reception and Meeting**  
4:30pm - 6:30pm  
Berlin D

**Working Paper Session, Reception and German beer tasting by Strassenbraeu Brewery**  
6:00pm - 8:00pm  
Maritim Hall
Saturday, 29 October 2016

A Leisurely 5K Jogging Tour of Berlin
7:00am - 7:45am
Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton
Meet in the lobby of the Maritim Hotel

Film Festival II
8.00-5.45pm
Salon 11: Madrid

Saturday 08.00-09.15am
Saturday 09.30-10.45am
Saturday 11.00-12.15pm
Saturday 01.30-02.45pm
Saturday 03.00-04.15pm
Saturday 04.30-05.45pm

SESSION VI
8:00am - 9:15am
6.1 Brands in a Connected World (Salon 1: Moskau)
6.2 Quantity Judgments and Evaluation Biases (Salon 2: Rom)
6.3 A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions (Salon 3: Rom)
6.4 It's All Around You: The Pervasive Effects of Technology on Consumers' Lives (Salon 4: London)
6.5 Connecting and Disconnecting: Contemporary Consumption Topics (Salon 5: London)
6.6 Consumer well-being (Salon 7: Wien)
6.7 Money on our Minds: Unraveling Consumers' Complex Relationship with Money (Salon 12: Paris)
6.8 Luxury Brands, Conspicuous Consumption and Social Signaling (Salon 16: Riga)
6.9 The Effects of Visual Cues on Consumption (Salon 17: Riga)
6.10 When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior (Dublin)

Break
9:15am - 09:30am

SESSION VII
9:30am - 10:45am
7.1 Money Orients People Away from Small-Group Sociality and toward Large-Group Sociality: Evidence from Big Data, Experiments, and Field Studies (Salon 1: Moskau)
7.2 The Effects of Sensory Cues on Judgment and Creativity (Salon 2: Rom)
7.3 Emotion Generation and Emotional Consumption (Salon 3: Rom)
7.4 Never Out of Touch: New Insights from the World of Haptic Engagement (Salon 4: London)
7.5 The Influence of Tracking Time on Judgments of Experiences, Time, and the Self (Salon 5: London)
7.6 Threats to Food Well-being for At-Risk Consumers in the Marketplace (Salon 7: Wien)
7.7 What Can Brains And Bodies Tell Us That Consumers Won’t? Neurophysiological Processes Underlying Consumer Judgment and Choice (Salon 12: Paris)
7.8 Question-Behavior Effect Roundtable (Salon 16: Riga)
7.9 Not Your Mother's Celebrity Endorsement: Novel Pathways of Celebrity Influence (Salon 17: Riga)
7.10 Turkshop: How to Experiment with the Crowd (Berlin D)
SESSION VIII
11:00am - 12:15pm

8.1 Beyond the Present Experience: Enhancing Past and Future Utility from Experiences (Salon 1: Moskau)
8.2 No Pain, No Gain: How Pain and Constraint Influence Consumer Financial Decision-Making (Salon 2: Rom)
8.3 From Sound to Text, the Wide Dependence of Consumer Decision Making on Language (Salon 3: Rom)
8.4 Gender, Sex and Romance (Salon 4: London)
8.5 Advances in Mental Accounting (Salon 5: London)
8.6 When Dumb Objects Become Smart, Do Smart Consumers Become Dumb? Implications for Consumer Research on the Internet of Things (Salon 7: Wien)
8.7 The Politicization of Markets: Exploring the Interplay Between Politics and Markets (Salon 12: Paris)
8.8 Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging (Salon 16: Riga)
8.9 Food Consumption and Healthy Eating (Salon 17: Riga)
8.10 The Surprising Effects of Affect (Dublin)
8.11 Workshop on Quantitative Methods for Consumer Research (Berlin D)

LUNCH
12:15pm - 1:30pm

SESSION IX
1:30pm - 2:45pm

9.1 Thought You Had It All Figured Out? Look at Children’s Consumer Behavior and Think Again (Salon 1: Moskau)
9.2 Motivating Prosocial Behavior (Salon 2: Rom)
9.3 Framing, Time and Intertemporal Choice (Salon 3: Rom)
9.4 Contemporary Perspectives on Consumption and Belonging (Salon 4: London)
9.5 Nonconsumption (Salon 5: London)
9.6 My Heart on my Sleeve: Emotion as Information in a Social World (Salon 7: Wien)
9.7 Biases in Consumer Financial Decision Making (Salon 12: Paris)
9.8 Liquid Consumption: How Can We Use It in Consumer Research? (Salon 16: Riga)
9.9 Reinvestigating fundamental concepts of marketing and consumer research - How consumer neuroscience adds additional value to our discipline (Salon 17: Riga)
9.10 Massive online testing and multisensory experiential events: New methods for data collection (Dublin)

Break
2:45pm - 3:00pm
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<tr>
<th>SESSION X</th>
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<tr>
<td>10.1 Self-Presentation in Online Word of Mouth (Salon 1: Moskau)</td>
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<td>10.2 Heuristics and Context Effects (Salon 2: Rom)</td>
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<td>10.3 Context, Construal Level, and Framing Effects (Salon 3: Rom)</td>
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<td>10.4 Consumer Beliefs, Values and Stereotypes (Salon 4: London)</td>
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<td>10.5 Feeling and Feeling: Emotions and Physical Perception (Salon 5: London)</td>
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<td>10.6 Customized Nudges: Choice Architecture for a Heterogeneous World (Salon 7: Wien)</td>
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<td>10.7 The Heart and/or the Mind 2.0: How Affective Inputs Can Improve Our Understanding of Cognitive Processing (Salon 12: Paris)</td>
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<td>10.8 Boundary Research: Tools and Rules to Impact Emerging Fields (Salon 16: Riga)</td>
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<td>10.9 Resource Accumulation and Exchange: How Consumers Perceive, Monitor and Manage Scarce Resources (Salon 17: Riga)</td>
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<td>10.10 Human-like Robots and Robot-like Humans: Anthropomorphism and Dehumanization in Consumption (Dublin)</td>
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<td>11.1 Healthy or Unhealthy? Large or Small? How Context and Language Shape Consumption Preferences (Salon 1: Moskau)</td>
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ACR Berlin Mini Marathon
Sunday October 30, 9:00 am – 9:45 am
Meeting point: Maritim Hotel lobby
ACR has got its own (Mini) Marathon! Join us for a fun run: we will run together the final 5 km stretch of the Berlin Marathon, passing through iconic Potsdamer Platz, the Brandenburger Tor and Tiergarten. To join, just show up at 9:00 am in the hotel lobby. For more info, contact Manissa Gunadi (gunadi@rsm.nl) or Elisa Maira (maira@rsm.nl).

Valkyrie: The Movie
Sunday October 30, 9:30 am – 11:30 am
Room: Madrid
The conference hotel is situated next to the site of Stauffenberg’s failed plot to kill Hitler (https://en.wikipedia.org/wiki/20_July_plot). To commemorate these events and all victims of Nazism, join us for an informal movie viewing with friends. We’ll watch the 2008 movie Valkyrie about the failed plot. Those interested can follow the viewing with a visit to the German resistance memorial center across the street (http://www.gdw-berlin.de/en/home/).
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5:00pm - 5:45pm  
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Meet in the lobby of the Maritim Hotel

### Opening Reception
6:30pm - 8:30pm  
Grand Hallway & Gallery
Friday, 28 October 2016

**Film Festival**
8.00-5.45pm
Salon 11: Madrid

**Friday 8.00- 9.15am**

**1. Dedicated Followers of Fashion: The Role of Cultural Mythologies in Product Adoption**  
Skye-Maree Dixon, University of Bath, UK*

Fashion is undergoing a shift in narrative. The rise of bloggers and the proliferation of social media have shifted power relations, democratising a previously elitist industry. This film presents the initial pilot study into how marketplace-myths develop within a fashion context and their impact on product adoption. (24.21 min)

**2. Living the Stream: A Study of Voyeuristic Consumption in Video Game Live Streaming**  
Jacob Hiler, Ohio University, USA*  
Andrew Kuo, Louisiana State University, USA  
William Northington, Idaho State University, USA

Video game live streaming has seen explosive growth in the past few years and has become a multi-billion dollar industry. This film explores the phenomenon through the eyes of the consumers of live streams and furthers the theory of voyeuristic consumption. (26.21 min)

**Friday 9.30-10.45am**

**1. Further away = higher willingness to pay?**  
Karina Isaak, ESCP Europe, Berlin, Germany*  
Elena Dinkevych, ESCP Europe, Berlin, Germany  
Robert Wilken, ESCP Europe, Berlin, Germany

Consumers’ willingness-to-pay is influenced in many ways - psychological distance is one of them. Advertisements, for instance, can present products from a high distance or in a close-up. We empirically show that this spatial distance to a product does not only affect consumers’ mean willingness-to-pay... (12.08 min)

**2. Dodo Lé Là - From Beer Consumption to Heritage Edification**  
Julie Leroy, University La Réunion, France*  
Baptiste Cléret, University of Rouen, France*  
Michel Boyer, University La Réunion, France

This research studies the role of consumers in the edification of a convenience good as a patrimonial object of consumption. Through the practices, representations and values they insert in the good and its context, they transformed a regional product into an iconic brand; the beer "La Dodo". (40.43 min).
Friday 11.00-12.15pm

1. Meaningful Things: Exploring the symbolic meaning of the material environment and its impact on happiness
   Mafalda Casais, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands*
   Ruth Mugge, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands
   Pieter M. A. Desmet, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

   Symbolically meaningful possessions have the ability to make intentions tangible, to remind of aspirations and to keep successes fresh. This videography is a compilation of stories about objects with symbolic meaning, reflecting on the contribution of the material environment to the subjective well-being of individuals. (14.37 min)

2. Vegetarianism: a video-ethnography of conflicts within and outside the movement that affects the market dynamics
   Renata Andreoni Barboza, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil*
   Tania Modesto Veludo de Oliveira, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil

   This film approaches several types of conflicts in the consumer social movement of vegan and vegetarians. The realistic conflict theory serves as the basis to understand how hostility within and outside the movement arise as a result of conflicting goals and competition, and how it affects the market. (19.34 min)

3. Walking with Zombies – Insights into the Subculture of the Undead
   Sascha Steinmann, University of Siegen, Germany*
   Frederic Nimmermann, University of Siegen, Germany
   Hanna Schramm-Klein, University of Siegen, Germany
   Andreas Rauscher, University of Siegen, Germany
   Judith Ackermann, University of Siegen, Germany
   Gunnar Mau, University of Siegen, Germany

   This movie provides insights into the “zombie community” and by showing how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the zombie archetypes have influenced the way community members dress and perform during the Cologne Zombie Walk in 2015. (21.18 min)
Friday 1.30-2.45pm

1. Empowerment Through Social Entrepreneurship
   Thayse Schneider, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Denise Telli, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Tatiana Bolzoni, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Guilherme Mattos, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*

   Our goal with this videography is to connect Social Entrepreneurship and Consumer Behavior. We intend to show how Social Entrepreneurship can be used as a weapon to fight social exclusion, empowering the less fortunate. (15.08 min)

2. Shopping: A Study on Motivations
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   José Afonso Mazzon, FEA - USP, Brazil
   Giuliana Isabella, FEA - USP and Insper - Institute of Research and Education, Brazil*

   This videography aims at understanding what motivates people to shop nowadays. Our interviewees lead us to find four main influencers on shopping behavior: shopping malls, store design and shopping environment; Atmospherics of Stores and Store Employees. (14.29 min)

3. Shopping: A Retail Experience
   João Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   José Afonso Mazzon, FEA - USP, Brazil
   Giuliana Isabella, Insper - Institute of Research and Education and FEA-USP, Brazil*

   Shopping: A Retail Experience is a videography made with the goal of analyzing purchasing motivations. The consumers reflected upon their purchase choices by participating in a shopping experience, using an HD Camera Glasses and later on, they were interviewed while viewing their on-store videos. (20.26 min)
Friday 3.00-4.15pm

1. Evil Eye: The Business of Anticipated Malicious Envy in India
   Tanvi Gupta, Indian Institute of Management Bangalore, India
   Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India*
   The evil eye belief (anticipated malicious envy), which fuels the $40 billion Indian ritual market, is studied from the academic lens using the 'theory of magic', 'compensatory control', 'information cascades', and more. This visual journey engages with sellers and buyers of cultural symbols used to cope with anticipated malicious envy. (35.32 min)

2. Darth Vader, May I Take a Picture with You?
   Rafael Mello, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Rafael Bronzatti, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Renan Sahity, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   João Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Stefânia Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)

Friday 4.30-5.45pm

1. Wonders of Waste. The Ideological Diffusion of the Upcycling Consumer Movement
   Grace O'Rourke, University College Cork, Ireland
   Stephen R. O'Sullivan, University College Cork, Ireland*

2. Skoros: Anti-Consumption in Crisis
   Andreas Chatzidakis, Royal Holloway University of London, UK*
   Pauline MacLaran, Royal Holloway University of London, UK*
   Skoros is an anti-consumerist collective in Athens, Greece that runs a space where people give, take, or give and take goods and services for free. Soon after came the "Crisis", and with it a need to cater for people that are increasingly below the poverty line… (19.24 min)

3. E-book. Just a small gadget?
   Cecilia Lobo-de-Araujo, Fundaçao Getulio Vargas, Brazil*
   Patrícia SM Boaventura, Fundaçao Getulio Vargas, Brazil
   Suzana Battistella-Lima, Fundaçao Getulio Vargas, Brazil
   Renata Andreoni-Barboza, Fundaçao Getulio Vargas, Brazil
   Adriana Arcuri, Fundaçao Getulio Vargas, Brazil
   E-books. How a new way of consumption – e-book reader opposed to physical book – is changing our understanding and relation with extended-self, cultural capital transference, reference of knowledge (treasure), sacredness of things and also the consumption of books itself. Interviews and questions to think about this apparent small technological change. (14.09 min)
1.1 Contemporary Issues in Healthier Food Choice

Room: Salon 1: Moskau

Co-chairs: Martin Reimann, University of Arizona, USA
Ossama Elshiewy, University of Goettingen, Germany

1. The Mental Budgeting of Calories: How Nutrition Information Influences Food Consumption Day by Day, Not Meal by Meal
Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology, China*
Young Eun Huh, Hong Kong University of Science and Technology, China
Anirban Mukhopadhyay, Hong Kong University of Science and Technology, China

Based on a six-nation survey (N=3,150), we find that, in line with dietary guidelines, many consumers set daily mental budgets for calories. A field experiment manipulating availability of nutrition information demonstrates such day-level mental budgeting. Consumers who set budgets adjust dinnertime consumption in response to information about past caloric consumption.

2. Healthy-Shopping Dynamics: The Relative Healthiness of Food Purchases Throughout Shopping Trips
Martine van der Heide, University of Groningen, Netherlands*
Koert van Ittersum, University of Groningen, Netherlands
Jenny van Doorn, University of Groningen, Netherlands

The obesity epidemic is largely driven by the overconsumption of unhealthy foods. Whereas existing research predominantly studies the healthiness of single food purchases, we investigate how the relative healthiness of a series of sequential purchases evolves throughout a single shopping trip. Our research demonstrates healthy-shopping dynamics, especially among overweight shoppers.

3. ‘Low Fat’ but High in Sugar: Consumer Response to Misleading Nutrition Claims
Ossama Elshiewy, University of Goettingen, Germany
Steffen Jahn, University of Goettingen, Germany*
Tim Doering, University of Goettingen, Germany
Yasemin Boztug, University of Goettingen, Germany

Our research combines results from purchase and survey data to investigate consumer response to voluntary nutrition labels. Results show that brand trust increases, while product attitude increases (decreases) for healthy (unhealthy) products. Interestingly, labels only affect sales and purchase intention for products with ‘low fat’ claims but high sugar content.

Martin Reimann, University of Arizona, USA*
Kristen Lane, University of Arizona, USA

This research evaluates whether including an inexpensive nonfood item (toy) with a smaller-sized meal, but not with the regular-sized version, would incentivize children to choose the smaller-sized meal, even among children with overweight and obesity.
1.2 Anthropomorphism and Consumer Behaviors: Exploring the New Processes and Implications

**Room: Salon 2: Rom**

**Co-chairs:** Feifei Huang, Chinese University of Hong Kong, China
Vincent Chi Wong, Lingnan University, China

1. **I Need My Own Substance! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Accessories**
   
   He (Michael) Jia, University of Hong Kong, China*
   B. Kyu Kim, University of Southern California, USA
   Echo Wen Wan, University of Hong Kong, China
   C. Whan Park, University of Southern California, USA

   We show that anthropomorphic presentations of a base product (e.g., making a Canon printer “talk” in a video advertisement) increase consumers’ choice share of complementary accessories from the same brand that provides the base product (e.g., Canon ink cartridges) over accessories from a different brand (e.g., Staples ink cartridges).

2. **The Influence of Product Anthropomorphism on Comparative Judgment Strategy**
   
   Feifei Huang, Chinese University of Hong Kong, China*
   Vincent Chi Wong, Lingnan University, China*
   Echo Wen Wan, University of Hong Kong, China*

   A series of five experiments show that anthropomorphism of product alternatives increases the chance that consumers use an absolute judgment strategy (vs. dimension-by-dimension strategy) in comparative judgment. This effect is mediated by consumers’ perception of each anthropomorphized alternative as an integrated entity (vs. a bundle of attributes).

3. **Money Helps When Money Feels: Money Anthropomorphism Increases Charitable Giving**
   
   Lili Wang, Zhejiang University, China*
   Xinyue Zhou, Zhejiang University, China
   Sara Kim, University of Hong Kong, China*

   What happens when people think of money as a human instead of as a mere object? The present research systematically examines the effect of money anthropomorphism on charitable giving. We find that money anthropomorphism leads people to consider money to be warmer and thus makes people more inclined to donate.

4. **Evaluating Anthropomorphized Products Less Positively: “Shame on Me!”**
   
   Ping Dong, University of Toronto, Canada
   Pankaj Aggarwal, University of Toronto, Canada*

   Four studies demonstrate that experiencing shame (vs. fear, sadness, or neutral emotion) decreases consumers’ preference for anthropomorphized products. The effect is driven by a heightened desire to avoid social contact, and is stronger for consumers with interdependent (vs. independent) self-construal and for products consumed in private (vs. public).
1.3 Bridging Brand and Interpersonal Relationship Research: How and When Is Our Connection to Brands Like Our Connection to People?

**Room:** Salon 3: Rom  
**Chair:** Zeynep Gürhan-Canli, Koç University, Turkey

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1. **Brand Communication on Social Media: Effects of Non-Persuasive Self-Disclosure on Consumer Perceptions**  
Li Huang, University of South Carolina, USA  
Wenyu Dou, City University of Hong Kong, Hong Kong*

We investigate a non-persuasive brand’s self-disclosure tactic on social media. Across one field experiment and two lab studies in three countries, we show that depending on brand anthropomorphism (realized by individual trait, brand characteristic and thinking style), this tactic can cause the priming and reverse priming effects on consumer perceptions.

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2. **Fostering and Leveraging Consumer-Brand Relationships: A Psychological Distance Perspective**  
Scott Connors, Carson College of Business, Washington State University, USA*  
Mansur Khamitov, Ivey Business School, Western University, Canada*  
Jeff D. Rotman, Ivey Business School, Western University, Canada  
Matthew Thomson, Ivey Business School, Western University, Canada  
Andrew Perkins, Carson College of Business, Washington State University, USA

We demonstrate that brand relationships affect perceptions of a brand’s closeness to the self, resulting in mindset congruency effects when matched with an appropriate construal level. Brand relationships that are closer (distal) to the self yield improved evaluations when brand information is processed at a low (high) construal level.

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3. **Warm Brands as Relationship Partners: The Dynamics of Social Exclusion, Brands, and Interpersonal Connection**  
Soyoung Kim, University of Alberta, Canada*  
Sarah Moore, University of Alberta, Canada  
Kyle Murray, University of Alberta, Canada

We focus on the social nature of brands by investigating the dynamics of social exclusion, brands, and interpersonal connection. We find that beyond transient consumption, socially excluded consumers are willing to reconsume warm brands and accordingly feel less deprived of and less in need of social connection.

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4. **Seeing Brands Through “Me” Colored Glasses: Effects of Self-Threat and Brand Attachment on Brand Evaluations**  
Nadia Danienta, University of Illinois, USA*  
Tiffany Barnett White, University of Illinois, USA

In a series of experiments, we demonstrate that the experience of self-threat (via negative performance or appearance feedback) decreases high consumers’ trust in brands for which they perceive a high self brand connection. Moreover, these effects extend to other brand evaluations, including brand competence and attractiveness.
1.4 Choices, Change, and Novelty

Room: Salon 4: London

Chair: Elisa Maira, Erasmus University Rotterdam, The Netherlands

1. A Consumer Theory of Acquisitions
   Elisa Maira, Erasmus University Rotterdam, The Netherlands*
   Christoph Fuchs, TU Munich, Germany
   Stefano Puntoni, Erasmus University Rotterdam, The Netherlands

Despite being a popular growth strategy, acquisitions can backfire in terms of consumer response. We show that attitudes towards the acquired firm can decrease substantially after an acquisition and propose identity loss of the acquired firm as the process driving this effect.

2. The Tipping Point of Perceived Change: Asymmetric Thresholds in Diagnosing Improvement versus Decline
   Ed O'Brien, University of Chicago, USA*
   Nadav Klein, University of Chicago, USA

Four studies reveal perceptions of tipping points—those first moments at which people feel they have observed enough evidence of change to "officially" interpret noise as signal—are highly asymmetric. People amass less negative evidence to diagnose change for the worse (decline) than positive evidence to diagnose change for the better (improvement).

   Sumire Stanislawski, Tokyo International University, Japan*

This paper qualitatively analyzed how an organic food delivery company acted to protect producer livelihoods while simultaneously ensuring feelings of safety for consumers after Fukushima. It was found that transparency and provision of choices were used to help create perceptions of safety that went beyond government claims of safety.

4. Argumentum ad Novitatem: Mere Newness as a Choice Heuristic
   Joseph Yun Jie, University of California Riverside, USA*
   Ye Li, University of California Riverside, USA

Chronological newness has been large ignored in marketing literature. We show that people prefer newer options to older options across a variety of domains where there are no rational reasons to do so. We proposed a newness as heuristic hypothesis to explain our findings. Process evidence has been identified.
1.5 To Share or Not to Share, That is the Question

**Room:** Salon 5: London

**Chair:** Faye Kao, National Cheng Kung University, Taiwan

1. **How the Norm of Reciprocity Influences Sharing in Direct and Generalized Exchanges**
   
   **Alina Geiger,** University of Bayreuth, Germany*
   
   **Claas Christian Germelmann,** University of Bayreuth, Germany
   
   We provide experimental evidence of how the norm of reciprocity influences sharing. Results show that the expected balance of reciprocity mediates the relationship between future giving and sharing intentions. When a norm is explicitly stated, sharing intensity decreases in generalized exchange, and sharing intentions are lower compared to balanced exchange.

2. **Topic Controversy and WOM: The Effect of Opinion Extremeness on Sharing**
   
   **Vito Tassiello,** LUISS, Italy*
   
   **Matteo De Angelis,** LUISS, Italy
   
   **Cesare Amatulli,** University of Bari, Italy
   
   **Michele Costabile,** LUISS, Italy
   
   We investigate how people’s tendency to share more versus less extreme opinions about controversial topics is affected by the online sharing platform. Across three experiments we demonstrate that more extreme opinions tend to be shared via email, while less extreme opinions tend to be shared via post on social networks.

3. **The Thought Counts: Effect of Surprise on the Consumption Experience of Gifts**
   
   **Charlene Chen,** Nanyang Technological University, Singapore*
   
   **Claire Tsai,** University of Toronto, Canada
   
   Although people might respond positively toward surprise gifts initially, it is unclear whether the effect will sustain over time. Four experiments demonstrate that surprise (vs. announcing gifts in advance) prolongs real-time consumption enjoyment of gifts over time and that this effect is driven by expectations that surprise gifts are special.

4. **Perpetual Dispossession: An Exploration of Ownership without Possession**
   
   **Matthew Hall,** University of Nebraska - Lincoln, USA*
   
   **Xin Zhao,** Lancaster University Management School, UK
   
   We examine disruptions in the consumption cycle as possessions are divested of meanings, but never disposed. This perpetual process of dispossession results in legal ownership of objects, without explicit incorporation into the self. Through an ethnographic approach, we examine factors contributing perpetual dispossession and discuss implications for the extended self.
1.6 Brand Battles: Rivalries, Competition, and Brand Meaning in a Crowded Landscape

Room: Salon 7: Wien

Chair: Jonas Holmqvist, Kedge Business School, France

1. The Language Backfire Effect: When Language Switch Threatens Consumer’s Identity And Affects Satisfaction Toward The Service

Jonas Holmqvist, Kedge Business School, France*
Yves Van Vaerenbergh, Katholieke University Leuven, Belgium
Micael Dahlén, Stockholm School of Economics, Sweden
Renaud Lunardo, Kedge Business School, France

This paper shows that serving consumers in their second (versus first) language leads to higher satisfaction. Further, results show that this effect does not hold when consumers are in the company of others, a context where being served in their second language is perceived as an identity threat.


Johannes Berendt, German Sports University, Germany*
Sebastian Uhrich, German Sports University, Germany

Most brands avoid public conflict with competitors—a missed opportunity, considering our findings that an intense brand rivalry enhances consumers’ self-concept by increasing their perceived distinctiveness, cohesion, and public collective self-esteem. We derive three parallel mediators that explain these effects: brand identification, rival brand disidentification, and perceived reciprocity of rivalry.

3. The Population Penalty: Why Common Brands Benefit from Dense Populations Less than Uncommon Brands

Ted Matherly, Oklahoma State University, USA
Zachary Arens, Oklahoma State University, USA*
Todd Arnold, Oklahoma State University, USA

This research suggests that the relationship between population and sales in a given area grows weaker as brands become more common. Consumers in densely populated areas are motivated to express their distinctiveness, reducing their preference for common brands, creating implications for how large chain retailers select sites.


Georg Felser, Harz University of Applied Sciences, Germany*

Marketing practitioners claim that sex in advertising only works for products that are related to sex. The presented experiment underpins that this folk hypothesis is not true. Via semantic conditioning (a variant of evaluative conditioning) erotic meanings can be transferred to any product including those totally unrelated to sex.
1.7 Consumption and Identity

Room: Salon 12: Paris
Chair: Tajana Stankovic, University of Strathclyde, UK

1. “I Know what I Like”: Parallel Tastes in Fine Art Consumption
   Tajana Stankovic, University of Strathclyde, UK*
   Andrea Tonner, University of Strathclyde, UK
   Alan Wilson, University of Strathclyde, UK

This paper explores taste through practices in online and offline fine art consumption. Through online communities, art expertise has become democratised beyond established institutions but online art communities represent distinct and parallel practices, tastes and cultural capital. Online expertise does not grant cultural capital offline nor impact established taste regimes.

2. Revisiting the Ghetto: How the Meanings of Gay Districts Are Shaped by the Meanings of the City.
   Jack Coffin, University of Manchester, UK*
   Emma Banister, University of Manchester, UK
   Anna Goatman, University of Manchester, UK

This paper explores how LGBT consumers’ understandings of their local LGBT district are negotiated alongside their understandings of the broader urban context. The data include 31 in-depth interviews. This paper contributes to the LGBT literature, but also broader academic discussions about the meaning of place and space in consumer lives.

3. Consuming “To Have No Self”: Kawaii Consumption in Japanese Women’s Identity Work
   Satoko Suzuki, Kyoto University, Japan*
   Saori Kanno, Komazawa University, Japan
   Kosuke Mizukoshi, Tokyo Metropolitan University, Japan
   Yoshinori Fujikawa, Hitotsubashi University, Japan

This paper explores consumption and identity using data collected in Japan. We find that consumptions are sometimes used to “eliminate” a sense of self, contrary to past researches proposing “extended self.” In the society where self-expression has less significance, possessions don’t necessarily define individuals or aid in maintaining their identity.

4. Shared Happiness and Relational Identities among French Grandmothers and Grandchildren
   Delphine Godefroit-Winkel, OPI, Morocco*
   Marie Schill, Université Reims Champagne-Ardenne, France*

We aim to understand the dynamics between happiness and consumer identity projects by means of a qualitative search among French grandmothers and their grandchildren. Our findings show how relational identity may originate, rise and fade. We suggest that shared happiness may pervade the crafting of a particular relational identity.
1.8 Conceptualizing Consciousness in Consumer Research: A Holistic Look at Consumers’ Mental Lives

Room: Salon 16: Riga
Co-chairs: Lawrence Williams, Leeds School of Business, University of Colorado Boulder
Kathleen Vohs, Carlson School of Management, University of Minnesota

Participants:
Jonah Berger, The Wharton School, University of Pennsylvania
Sharon Shavitt, College of Business, University of Illinois at Urbana-Champaign
Kristina Durante, Rutgers Business School, Rutgers University
Itamar Simonson, Graduate School of Business, Stanford University
Chris Janiszewski, Warrington College of Business, University of Florida
Juliano Laran, School of Business Administration, University of Miami
Rik Pieters, School of Economics and Management, Tilburg University
Andy Poehlman, College of Business, Clemson University
Michaela Wänke, Mannheim Business School, University of Mannheim
Alexander Genevsky, Rotterdam School of Management, Erasmus University
Lan Chaplin, College of Business Administration, University of Illinois at Chicago
Bob Fennis, Faculty of Economics and Business, University of Groningen

Consumer researchers long have questioned how unconsciousness shapes behavior. This roundtable redresses the field’s neglect of consciousness’s influence. Scrutinizing consciousness from evolutionary, developmental, cultural, neurological, methodological, and applied approaches, this session offers diverse perspectives on one of the more enigmatic aspects of human existence.
1.9 Empty Wallets and Sparse Portfolios: Causes and Consequences of Poor Financial Decisions

Room: Salon 17: Riga
Chair: Joshua Morris, Stanford University, USA

1. When Your Hands Are Tied: The Effect of Expense Ownership on Financial Decisions
Joshua Morris, Stanford University, USA*
Szu-chi Huang, Stanford University, USA

We explore the impact of expense ownership—the extent to which the incurrence of an expense is perceived to be dictated by one’s own will or the situation—on financial decisions. We demonstrate that lower expense ownership causes less pain of payment, and consequently, more expensive choice for the expense.

2. Understanding the Expense Prediction Bias
Chuck Howard, University of British Columbia, Canada*
David Hardisty, University of British Columbia, Canada
Abigail Sussman, University of Chicago, USA
Melissa Knoll, Consumer Financial Protection Bureau, USA

The present research makes several important contributions to the literature on expense misprediction. Most notably, we show that EPB is prevalent in large samples of adult Americans, that EPB is associated with payday loan use, and that EPB can be reversed by manipulating perceived unusualness of future expenses.

3. Discretionary Debt Decisions: Consumer Willingness to Borrow for Experiences and Material Goods
Stephanie Tully, University of Southern California, USA*
Eesha Sharma, Dartmouth College, USA

In contrast to work showing that people prefer borrowing for longer-lasting purchases, archival data and seven studies demonstrate greater willingness to borrow for experiences (vs. material goods) despite their greater ephemerality. We explain this effect through differences in purchase timing importance and reconcile the current findings with previous research.

4. Do People Understand the Benefit of Diversification?
Nicholas Reinholtz, University of Colorado, USA
Philip Fernbach, University of Colorado, USA
Bart De Langhe, University of Colorado, USA*

When consumers forecast the performance of a diversified (vs. undiversified) stock portfolio, two biases are prevalent. First, most people believe diversification increases a portfolio’s expected return. Second, many people believe diversification increases a portfolio’s expected volatility/risk. We examine the processes that underlie these biases and their potential downstream consequences.
1.10 Charitable Giving

Room: Dublin
Chair: Leandro Galli, Warwick Business School, University of Warwick and London Business School, UK

1. Advance Gratitude Expressions as a Prosocial Appeal
   Leandro Galli, Warwick Business School, University of Warwick and London Business School, UK*
   Katherine White, Sauder School of Business, University of British Columbia, Canada
   Piotr Winkielman, University of California San Diego, USA
   Hongwei He, University of Strathclyde, UK

Across three studies, we show that a simple expression of advance gratitude enhances consumers’ moral awareness and increases prosocial behaviour, in the form of financial donations and volunteering to charitable organisations. We further demonstrate that the direction of the effect is moderated by connectedness to the cause.

2. Getting Credit for Corporate Donations: When Money Doesn’t Talk
   Rachel Gershon, Washington University, USA*
   Cynthia Cryder, Washington University, USA

Our studies demonstrate that people evaluate corporations more favorably when they donate goods rather than money, while the opposite pattern holds true for individual donors. These results suggest that consumers value authentic motives for corporate donations, and view donations of goods (vs. money) as fundamentally more authentically motivated.

   Kirk Kristofferson, Arizona State University, USA*
   Katherine White, University of British Columbia, Canada
   Darren Dahl, University of British Columbia, Canada
   Cait Lamberton, University of Pittsburgh, USA

While research has explored ways to motivate consumers to support non-profits, little work has examined factors affecting attrition. This research examines the effect of post-donation allocation information and uncovers a unique consequence: when consumer support to cause recipients is reduced, consumer self-concept suffers which reduces future prosocial behavior.

4. Children on Sale: The Interactive Roles of Fundraising Promotion and Prosocial Identity on Charitable Intent
   Eunjoo Han, University of Texas at Austin, USA*
   Heeryung Kim, Indiana University, USA

This research examines the interactive role of fundraising promotion and prosocial identity on charitable intent. Findings showed a discounted rate for a targeted prosocial act decreased charitable intent only for individuals who were high (vs. low) on prosocial identity. Trust toward a charity was found to mediate the proposed relationship.
2.1 What’s in a Label? How Food Labels Shape Perceptions and Consumption

Room: Salon 1: Moskau

Co-chairs: Johannes Boegershausen, University of British Columbia, Canada
Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology

1. Does Salience of the Sound of Food Increase or Decrease Consumption?

Nailya Ordabayeva, Boston College, USA*
Raji Srinivasan, University of Texas at Austin, USA

We find that the salience of the sound of food can increase or decrease consumption. Sound salience increases consumption because it enhances expectations of the food’s sound and enjoyment. But sound salience decreases consumption when attention to the sound of food is impaired and when consumption monitoring is active.

2. The Local Halo: Local Foods are Perceived as Both Healthy and Tasty

Steven K. Dallas, New York University, USA*
Peggy J. Liu, University of Pittsburgh, USA
Gavan J. Fitzsimons, Duke University, USA

Much prior research finds that consumers believe that healthy foods are not tasty. The current research finds a “local halo”: labeling a food as “local” leads consumers to perceive it as simultaneously both tasty and healthy, overcoming the healthy = not tasty intuition.

3. Judge Me for What I Eat: When Consumers Use Low-Calorie Labels for Signaling

Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology
Young Eun Huh, Hong Kong University of Science and Technology*

We examine how low-calorie labels are used for impression management. Across six studies, we found that consumers strategically choose low-calorie labeled food when they are motivated to impress others. This is due to the belief that choosing low-calorie foods reflects one’s competence.

4. No Fries for You! Waiters Externally Impose Self-Control to Restaurant Customers Depending on Their Weight and Gender

Johannes Boegershausen, University of British Columbia, Canada*
Yann Cornil, University of British Columbia, Canada
Ray Charles “Chuck” Howard, University of British Columbia, Canada

Waiters have the power to influence the food choices of restaurant patrons, and to “externally impose” self-control. We show that dish recommendations vary as a function of customers’ weight and gender: waiters tend to make paternalistic recommendations (healthier over tastier dishes) to heavy female, but not male, customers.
2.2 The Medium is the Message?: Source, Channel, and Temporal Effects of Online Communication

Room: Salon 2: Rom
Chair: Alessandro Biraglia, Leeds University Business School, UK

1. Word of Mouth vs. Word of Mouse: The Effect of Communication Channel on Subsequent Reactions to the Brand
Hao Shen, Chinese University of Hong Kong, China*
Jaideep Sengupta, Hong Kong University of Science and Technology

Consumers are more likely to invoke the self when discussing a brand orally as compared to writing about it. Consequently, they feel more connected to the brand in the former case. Four studies investigated this effect, its marketing implications and relevant boundary conditions.

2. How Consumer Power Affects Recommendations in the Online Environment
Inbal Stockheim, Tel Aviv University, Israel*
Shai Danziger, Tel Aviv University, Israel
Liat Levontin, Technion University, Israel

We find that consumers with power exercise influence by generating recommendations in the online environment. Four studies demonstrate that power predicts the tendency to generate online recommendations and systematically affects recommendation content. Powerful consumers' need to influence mediates this effect and the perceived potential for influence moderates it.

3. “The Review is Sponsored By”: The Effect of Sponsorship Disclosure on Blog Loyalty
Maximilian Gerrath, Leeds University Business School, UK*
Bryan Usrey, Leeds University Business School, UK

This study provides theoretical and practical contributions to the area of online review sponsorship. Four experimental studies expand the current attribution theory based literature by examining the impact of review balance (one vs. two sided), type of sponsorship (voluntary vs. involuntary) and disclosure strategies (internal vs. external motives).

4. When Credibility Truly Matters Online: Investigating the Role of Source Credibility for the Impact of Customer Reviews
Wolfgang Weitzl, University of Vienna, Austria
Elisabeth Wolfsteiner, University of Vienna, Austria
Sabine Einwiller, University of Vienna, Austria*
Udo Wagner, University of Vienna, Austria

This research shows differential effects of source credibility in an online customer review (OCR)-context. Drawing on the heuristic systematic model’s notion regarding the co-occurrence of systematic and heuristic processing we show that source credibility exerts a persuasive effect when OCRs are positive (non-diagnostic) but not when they are negative (diagnostic).
2.3 Ethics and Engagement in Social Media

Room: Salon 3: Rom
Chair: Tina Kiesler, California State University, Northridge, USA

1. The Paradox of Social Television: The Effects of Connectedness and Distraction on Enjoyment

Cansu Sogut, Boston University, USA*
Frederic Brunel, Boston University, USA*
Barbara Bickart, Boston University, USA
Susan Fournier, Boston University, USA

The use of social media to communicate with other viewers while watching television (social television) can increase or reduce enjoyment. When viewed content is affective, communication creates social connectedness, which enhances the overall experience. When viewed content is informational, social TV hinders the enjoyment of the content due to distraction.

2. Cultural Engagement in the Age of Social Media

Joachim Scholz, Cal Poly, San Luis Obispo, USA*
Henri Weijo, Bentley University, USA

This study develops the notion of cultural engagement in social media marketing by integrating the cultural branding paradigm (Holt 2016; Holt and Cameron 2010) with recent research on brand publics (Arvidsson and Caliandro 2015) and polarization of expressions in social media (Lee et al. 2014).

3. The Elaboration of Ethical Brand Crises on Social Media

Stefano Pace, Kedge Business School, France*
Matteo Corciolani, Università di Pisa, Italy
Giacomo Gistri, Università di Macerata, Italy

Through a qualitative content analysis, we investigate the reaction of the social media audience to an ethical brand crisis. The emerging findings suggest that consumers engage in a consumer identity work adopting different strategies: they sublimate or minimize the crisis (defense) or show the ideological structure of marketing (criticism).

4. How Word of Mouth Influences the Storyteller: Does the Effect Replicate in China?

Hengcong Jiang, Cass Business School, City University of London, UK*
Tom van Laer, Cass Business School, City University of London, UK

Moore (2012, JCR) focuses on how specific linguistic content in word of mouth (WOM) influences North American storytellers. This research attempts to replicate her research with Chinese storytellers’ hedonic experiences. Influenced by Confucianism, Chinese storytellers’ evaluations are generally lowered by explaining language, yet less negative than North American storytellers’ evaluations.
2.4 Thinking and Persuasion: When It's Good to Be Wrong and Bad to Be Good

Room: Salon 4: London

Chair: Elizabeth Cowley, University of Sydney, Australia

1. Consumer Endorsements: When and How Do Consumers Remember Their Own Misleading Recommendations?

Elizabeth Cowley, University of Sydney, Australia*
Christina I Anthony, University of Sydney, Australia

Consumers are often encouraged to recommend brands (i.e. "like us" on Facebook). On occasion, consumers endorse brands that they don't really like. We look at the consequences of lying on memory and find that the heightened arousal during the communication of a lie that improves memory for the misleading recommendation.

2. When Bigger Isn't Better: How Perceptions of Market Dominance Interact with Existing Brand Images to Impact Brand Favorability

Jennifer Stoner, University of North Dakota, USA*
Carlos Torelli, University of Illinois, USA

Brands that are market dominant are often described and perceived as powerful. This powerful image may conflict with other brand images, namely warmth. We find that communicating dominance over competitors can negatively impact consumer perceptions of brands with warm images.

3. When Lacking Awareness Arises: The Role of Unconscious Thought on Brand Extension Evaluations

Yuli Zhang, Drexel University, USA*
Hyokjin Kwak, Drexel University, USA
Marina Puzakova, Lehigh University, USA
Charles Taylor, Villanova University, USA
Trina Andras, Drexel University, USA

We demonstrate that unconscious thought influences consumers' perceptions of brand extensions. We show that unconscious thought leads to more favorable attitudes toward weak-tie (vs. strong-tie) brand extensions. However, this core of the unconscious thought is stronger for communal (vs. agentic) consumers who are more motivated to engage in relational thinking.

4. When Exploding Deals Create Competitive Customers: Understanding the Psychological Consequences of Scarcity Marketing Tactics

Jillian Hmurovic, University of Pittsburgh, USA*
Kelly Goldsmith, Northwestern University, USA
Cait Lamberton, University of Pittsburgh, USA

Although scarcity marketing tactics have been broadly considered to enhance product desirability, we demonstrate that exposure to time-based scarcity promotions engenders competitive orientation targeting the retailer, consequently producing the ironic effects of motivating consumers to devalue the promoted product and to look for better deals elsewhere.
2.5 I think I like it! Processing Mode and Product Evaluations

Room: Salon 5: London
Chair: Yuli Zhang, Drexel University, USA

1. Consumers’ Evaluation of Bundles with Related and Unrelated Items: A Construal-Level Account
   Mustafa Karatas, Koc University, Turkey*
   Zeynep Gürhan-Canli, Koc University, Turkey

   Based on the results of an exploratory study, we develop a construal-level based account of consumers’ evaluation of bundles. Across five experiments, contrary to past economic and behavioral research on bundles, we show that consumers prefer unrelated-item bundles over related-item bundles when factors in the decision context fit abstract thinking.

2. Objective measures of design typicality that predict aesthetic liking, fluency, and car sales
   Stefan Mayer, Goethe University Frankfurt, Germany*
   Jan R. Landwehr, Goethe University Frankfurt, Germany*

   Assessing product design typicality is vital to forecast consumers’ responses to designs. We introduce objective measures of design typicality and demonstrate their capability of capturing subjective typicality experiences in the context of car designs. Findings show that the proposed objective approaches provide convenient means to easily assess design typicality.

3. Delighted by Deviating Design: The Relation between Construal Level and Surface Mimicry
   Tess Bogaerts, Ghent University, Belgium*
   Christophe Labyt, Ghent University, Belgium
   Mario Pandelaere, Virginia Tech, USA

   Products that incorporate visual features of unrelated objects into their design (“surface mimicry”) evoke more abstract processing. People who are placed in an abstract mindset are willing to pay more for products with such atypical (versus typical) design. These effects are the strongest for people who generally appreciate product design.

4. The Interactive Effect of Lighting Type and Processing Mode on Shoppers’ Engagement in a Store
   Hyunjoo Oh, University of Florida, USA*
   Chris Janiszewski, University of Florida, USA
   Eunsoo Baek, Seoul National University, USA
   Ho Jung Choo, Seoul National University, USA
   So-yeon Yoon, Cornell University, USA

   The effectiveness of lighting type (holistic vs. focused) was examined in relation to its fit with shoppers’ processing mode in attentional scope. Five experiments demonstrated the contingency of lighting effectiveness on a dominant processing mode activated in a given moment and the underlying mechanism for fit effect.
Speaker: Gerd Gigerenzer, Director of the Center for Adaptive Behavior and Cognition (ABC) at the Max Planck Institute for Human Development[3] and director of the Harding Center for Risk Literacy, both in Berlin, Germany.

As reflected in the amount of controversy, few areas in psychology have undergone such dramatic conceptual changes as the emerging science of heuristics. In this talk, I will focus on the study of the ecological rationality of heuristics, that is, the analysis of the environmental structures that a given class of heuristics can exploit. This analysis helps to understand the possibility of less-is-more effects, that is, situations where less search, estimation, and computation leads to more accurate predictions.

Speaker: Eric Johnson, Columbia Business School, Columbia University

1) The increasingly important role of heuristics in understanding consumer choice. I will discuss how this has been amplified by the use of big data and process analysis using on-line tracking and eye movement recording

2) What is the nature of strategy selection? When are snap assessments of deciding how to decide likely to be accurate and when will they be wrong?

3) Implications for public policy and managers
2.7 Understanding and Mitigating the Impact of Informational and Intentional Asymmetries in the Consumer Setting

Room: Salon 12: Paris
Chair: Michael O'Donnell, University of California Berkeley, USA

1. The Potential Benefits and Pitfalls of Poking Fun at Yourself: Self-Deprecating Humor as Impression Management

Michael O'Donnell, University of California Berkeley, USA*
Minah Jung, New York University, USA
Clayton Critcher, University of California Berkeley, USA

Self-deprecating humor is taken at face value. For core domains (e.g., intelligence and appearance) self-deprecation is seen as reflecting negative self-esteem, but for non-central domains (e.g., artistic ability) it can be beneficial. Even when self-deprecation is not a negative indicator of self-esteem, observers think self-deprecators believe what they are saying.

2. Backhanded Compliments: Implicit Social Comparison Undermines Flattery

Ovul Sezer, Harvard Business School, USA*
Alison Wood Brooks, Harvard Business School, USA
Michael Norton, Harvard Business School, USA

Backhanded compliments are seeming praise that draws an implicit unfavorable social comparison: your ideas were good for an intern. Five experiments show that although flatterers deploy backhanded compliments to garner liking while also conveying superior social status, recipients view backhanded compliments as strategic put-downs and penalize would-be flatterers.

3. Endorsing Help For Others That You Oppose For Yourself: Mind Perception Guides Support for Paternalism

Juliana Schroeder, University of California Berkeley, USA*
Adam Waytz, Northwestern University, USA
Nicholas Epley, University of Chicago, USA

We propose that support for paternalistic aid depends in part on people’s subtle inferences about the mental capacities—self-control and rationality—of those being helped. In five experiments, we manipulate people’s beliefs about their own and others’ mental capacities and demonstrate these beliefs influence endorsement of paternalistic policies.

4. Encouraging Consumers to Consider Others’ Perspectives Helps Them Optimize Decisions about Scarce Resources

Elanor Williams, University of California San Diego, USA*
On Amir, University of California San Diego, USA
Alicea Lieberman, University of California San Diego, USA

Increased coordination between consumers other can improve general welfare. A simple reminder to consider what others are likely to do can help optimize scarce resources, because people do not naturally consider others’ motivations and behaviors enough and instead focus mainly on their own desires and preferences when making their choices.
2.8 Power, Control and Self-Control

Room: Salon 16: Riga
Chair: Sean Blair, Georgetown University, USA

1. The Impact of Power on Reliance on Feelings versus Reasons in Decision Making
   Yunhui Huang, Hong Kong University of Science and Technology, China*
   Hannah Chang, Singapore Management University, Singapore
   Jiewen Hong, Hong Kong University of Science and Technology, China

This research examines the impact of power on consumer decision making. We hypothesize that consumers in high- (vs. low-) power state are more likely to rely on affective feelings (vs. cognitive reasoning) in decision making. Five experiments provide convergent evidence using different operationalizations of feeling based versus reason-based decision making.

2. Blaming McDonald’s: Anthropomorphized Temptation, Failed Self-Control, and Support for Paternalistic Intervention
   Julia Hur, Northwestern University, USA
   Wilhelm Hoffman, University of Cologne
   Minjung Koo, Sungkyunkwan University*

When facing self-control failure, anthropomorphizing a tempting object (e.g., fast food) increases one’s delegation of responsibility for self-control failure to the object itself and its manufacturer (e.g., fast-food companies). Subsequently, anthropomorphism increases support for paternalistic interventions that impose regulations on the object (e.g., fast-food ban in schools).

3. Health Messages: The Roles of Emotions and Type of Healthcare Advocacies
   Meng-Hua Hsieh, Pennsylvania State University-Harrisburg, USA*
   Chethana Achar, University of Washington, USA
   Nidhi Agrawal, University of Washington, USA

Healthcare messages can promote health behaviors to detect disease. Alternatively, healthcare messages can encourage behaviors to prevent disease. This research examines how emotions enhance or hinder the effectiveness of disease prevention or detection advocacies. Across several emotions and different health scenarios, we find converging evidence of the results.

4. When Perceiving Low Control Fosters Great Expectations: The Case of Financial Decision Making
   Sean Blair, Georgetown University, USA*

This research investigates the impact of incidental personal control threats on outcome expectancies. Results show that control threats paradoxically increase the perceived likelihood for positive outcomes because they heighten individuals’ desire to perceive themselves as competent. Accordingly, the effect strengthens as positive outcomes become more diagnostic of competence.
2.9 Advancing Symbolic Consumption

Room: Salon 17: Riga
Chair: Laura Oswald, Marketing Semiotics, Inc., USA

1. A Semiotic Inquiry into the Existential Effects of Chronic Pain on Consumer Behavior
   Laura Oswald, Marketing Semiotics, Inc., USA*

Chronic pain poses unique challenges for consumer research because it is so subjective as to elude verbalization. Through theory development and case analysis, I illustrate how semiotic ethnography shed new light on chronic pain by decoding the non-verbal discourses consumers project into images, rituals, and the organization of domestic space.

2. The Style Is the Brand: The Poetic Choreography of Idea Behaviour
   Roel Wijland, University of Otago, New Zealand*
   Stephen Brown, University of Ulster, Ireland

This article introduces style as the behavioural determinant to represent the enchainement of ideas as it inscribes itself into a brand. It proposes to conceptualise the relationship between consumer and idea behaviour, and advances style as a poetic and choreographic function of the brand, in an increasingly fragmented perceptual universe.

3. Consuming a Machinic Servicescape
   Joel Hietanen, Stockholm University, Sweden*
   Mikael Andéhn, Aalto University, Finland*
   Thom Iddon, Stockholm University, Sweden*
   Iain Denny, Stockholm University, Sweden*
   Anna Ehnhage, Stockholm University, Sweden*

Consumer encounters with servicescapes tend to emphasize the harmonic tendency of their value-creating potential. We contest this assumption from a critical non-representational perspective that foregrounds the machinic and repressive potentiality of such consumption contexts. We offer the airport servicescape as an illustrative example.

   Rodrigo Segabinazzi, Federal University of Rio Grande do Sul, Brazil*
   Hope Schau, Eller College of Management, University of Arizona, USA*
   Walter Nique, Federal University of Rio Grande do Sul, Brazil
   Melissa Akaka, Daniels College of Business, University of Denver, USA

We offer narratives as a strategic global positioning tool. We conducted a six year ethnography in Brazil and US (California and Hawaii) around the surf market. Our results demonstrate the effective, explicit use of a strikingly similar narrative by local and global brands in their retailscape and marketing communications.
2.10 Fifty Shades of Sharing - Exploring the Darker Shades of Sharing
Room: Dublin
Co-chairs: Julie Ozanne, University of Melbourne, Australia
Ayalla Ruvio, Michigan State University, USA

1. Selfish Sharing
Russell Belk, York University, Canada*

While sharing is ideally an inclusionary act of caring, in practice it is often an exclusionary act of egoistic selfishness. This is seen in the “sharing economy.” I consider gated communities where residents who share common facilities are more interested in excluding others than participating in sharing within their communities.

2. “People Like Us:” Negotiating Social Boundaries in House Swapping
Ye (Nicole) Yang, University of Melbourne, Australia*
Julie Ozanne, University of Melbourne, Australia
Angela Paladino, University of Melbourne, Australia

This study explores how consumers temporarily swap their homes with strangers. Through micro social practices, such as cleaning, consumers assert house swapping as altruistically-driven exchange that exists outside market logics of commercial lodging services. Nevertheless, subtle practices lead to exclusion of trading partners who are dissimilar.

3. Reciprocal Altruism as a Motivation for Sharing: Sharing Up verses Sharing Down
Ayalla Ruvio, Michigan State University, USA*
Naomi Mandel, Arizona State University, USA
Elodie Gentina, Université de Lille, France

This research focuses on social comparison and reciprocity expectations in sharing. In four studies we show that due to expected reciprocity, people are more willing to share their possessions with a high-performing (vs. low-performing) others. However, this preference to share-up (vs. share-down) diminishes when the possibility of reciprocation is removed.

2.11 Meet the Editors
Room: Berlin D

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<tbody>
<tr>
<td>10:45am-11am</td>
<td>Break</td>
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<tr>
<td>11am-12:15pm</td>
<td>SESSION III</td>
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3.1 “Because it's 2016": Documenting the Persistence of and Challenge to Gender Stereotyping in the Marketplace

Room: Salon 1: Moskau

Co-chairs: Steven Shepherd, Oklahoma State University, USA
          Linda Tuncay Zayer, Loyola University Chicago, USA

1. Identifying and Explaining the Sex-Gap in Consumer Responses to Product Failures: Gender Stereotypes Create Victims out of Women

   Steven Shepherd, Oklahoma State University, USA*
   Alysson Light, University of the Sciences, USA

Archival and experimental evidence finds that consumer complaints are more commonly made for female (vs. male) victims of product failures. Evidence suggests this is due to gender stereotypes leading to increased perceptions of harm and company blame for female victims. Implications for firms and consumer protection are discussed.

2. Female Gamers: An Investigation of Gendered Consumer Vulnerability

   Robert L. Harrison, Western Michigan University, USA*
   Jenna M. Drenten, Loyola University Chicago, USA
   Nicholas Pendarvis, University of South Carolina, USA

Guided by social dominance theory, this paper examines how female gamers navigate the gender biases and marginalization experienced in the masculine-oriented gaming consumption context. Findings reveal an undercurrent of gender-based consumer vulnerability, harassment, and systematic disempowerment, driven by stereotypical perceptions of “gamer girls” in the gaming subculture.

3. Resistance to Gender Stereotyping in Advertising Institutions

   Linda Tuncay Zayer, Loyola University Chicago, USA*
   Catherine Coleman, Texas Christian University, USA
   Ozlem Hesapci, Bogazici University, Turkey

This paper uses institutional theory to examine how advertising professionals resist the use of gender stereotypical messages in advertising. Through in-depth interviews, we examine how advertising executives across the U.S., UK, and Turkey conceptualize gendered messages and the strategies used to resist these practices within their institutions.

4. Perceptions of Changing Beauty Norms: An Exploratory Study

   Kate Pounders, University of Texas at Austin, USA*
   Amanda Mabry, University of Texas at Austin, USA

The goal of this research is to examine consumer perceptions of recent attempts to diversify the stereotype of female beauty. This work analyzes consumer comments posted to Facebook pages to identify emergent themes that represent consumer sentiment and attitudes about shifting stereotypes of beauty in the media.

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3.2 Fancy and Sexy: Methodological Innovations and Insights

Room: Salon 2: Rom
Chair: Timothy Heath, University of South Florida, USA

1. Using Double-Lasso Regression for Principled Variable Selection
   Oleg Urminsky, University of Chicago, USA*
   Christian Hansen, University of Chicago, USA
   Victor Chernozhukov, Massachusetts Institute of Technology, USA

We introduce and validate double-lasso regression as a principle method for variable selection. This method reduces estimation bias and increases statistical power, identifying which covariates have sufficient empirical support for inclusion in analyses of correlations, moderation, mediation and experimental interventions. We apply the method in four re-analyses of prior findings.

2. The Psychophysics of Price Perception: Evidence From the Lab and From the Field
   Benjamin Scheibehenne, University of Geneva*

The results of a lab (n=40) and a field study in a grocery store (n=966) indicate a systematic underestimation of shopping basket values that follows a compressive power function. The bias depended on the sequential order but not on the shape of the underlying frequency distribution or simple rounding strategies.

3. Planned to Miss: The Use of Two-Method Measurement Design in Experimental Marketing Research
   Broderick Turner, Florida International University, USA*
   Jonthan Hasford, Florida International University, USA

The authors introduce two-method measurement design (TMMD), to consumer research. TMMD combines a standard research method (e.g. self-report surveys) and a more advanced research method (e.g. fMRI, EEG) to improve the predictive ability when compared to the standard measure, and improve the cost when compared to the advanced measure.

4. Keep It Simple Stimuli: Brain-Vetted Elements of Movie Trailers Predict Opening Weekend Ticket Sales
   Samuel B. Barnett, Northwestern University, USA*
   Hope M. White, Northwestern University, USA
   Moran Cerf, Northwestern University, USA

We propose a novel method to predict movie ticket sales based on the stimulus complexity of the associated advertisements (i.e., movie trailers). We identify characteristics of movie trailers (e.g., semantic and visual clarity) that promote neural similarity (i.e., Cross-Brain-Correlation) among moviegoers at a commercial theater and foreshadow commercial success.
3.3 From the Other to the Self

**Room: Salon 3: Rom**

**Chair:** Jing Wan, University of Groningen, The Netherlands

1. The Effects of Self-Identity Activation and Emotions on Donation Decisions

Canice M.C. Kwan, Lingnan (University) College, Sun Yat-Sen University*

Robert S. Wyer, Chinese University of Hong Kong, China

Three experiments demonstrate that activating self-identity by asking individuals to sign their name for an innocuous purpose influences their donation decisions. This influence can be either positive or negative, depending on the affective reactions that the victims elicit (i.e. empathic distress for the victims vs. anticipatory guilt for not helping).

2. More Than Just the Money: Psychological and Behavioral Consequences of Participating in Crowdfunding

Sally Bitterl, WU Vienna, Austria*

Martin Schreier, WU Vienna, Austria

The novel findings from a longitudinal experimental study indicate that participating in crowdfunding increases the extent to which customers identify with the underlying venture, which is further demonstrated to trigger more pronounced engagement activities such as increased subsequent consumption of the venture’s products and more positive word-of-mouth behavior.

3. Consumers Rely More on Online Review Scores When They First Form an Independent Opinion

Adrian Camilleri, RMIT University, Australia*

We found, over four experiments comprising over 2,200 participants, that people put more weight on reviews when they first form an independent opinion. This effect was robust to the average review score, number of reviews, distribution of reviews, and product type. Our findings are explained by an adjustment-based anchoring account.

4. “Crush on You”: Romantic Crush Increases Consumers’ Preferences for Strong Sensory Stimuli

Xun (Irene) Huang, Nanyang Technological University, Singapore

Ping Dong, University of Toronto, Canada

Meng Zhang, Chinese University of Hong Kong, China*

We show that romantic crush could enhance consumers’ subsequent preference for products or services that elicit stronger (vs. weaker) sensory stimulation (e.g., a louder store music, a more strongly-flavored food). This is because people in a romantic crush have an unsatisfied desire for sensory stimulations from their desired social target.
3.4 Goals, Motivation, and Consumer Decision Making

Room: Salon 4: London
Chair: Meng Zhu, Johns Hopkins University, USA

1. When Goal-Derived Assortments Lead to Goal-Inconsistent Choices
Kristof Geskens, Vlerick Business School, Belgium
Andrea Bonezzi, New York University, USA
Alexander Chernev, Northwestern University, USA
Karen Gorissen, Ghent University, Belgium*
Bert Weijters, Ghent University, Belgium

Retailers increasingly organize assortments by goal to help consumers in their decision process. Counterintuitively, we show that this practice decreases the likelihood that consumers choose the goal-maximizing item. Because goal-relevant attributes become less diagnostic, consumers revert to goal-irrelevant dimensions, choosing a product less consistent with their goal.

2. The Found Time
Jaeyeon Chung, Columbia University, USA*
Claire Tsai, University of Toronto, Canada
Leonard Lee, National University of Singapore, Singapore
Don Lehmann, Columbia University, USA

Eight experiments demonstrate that consumers prefer to spend their windfall time (vs. money) for hedonic purposes. This tendency consistently arises when the amount of gain, activity type and activity consideration size varies. We suggest that this is because consumers are motivated to restore work-life balance through found time (vs. money).

Oriana Aragón, Yale University, USA*

Sometimes happiness is displayed not only with smiles but also with tears or aggressive shouts. These dimorphous expressions (i.e. happiness + sadness and happiness + aggression) send unique signals about expressers’ motivational orientations. Here experimentally manipulated depicted users’ expressions alter judgments about users’ motivational orientations, product preferences, and product values.

4. The Unintended Consequences of Long Deadlines on Goal Pursuit
Meng Zhu, Johns Hopkins University, USA*
Rajesh Bagchi, Virginia Tech, USA
Stefan Hock, George Mason University

Counter to the common belief that longer deadlines might facilitate goal pursuit by allowing for ample time, we show that longer deadlines could produce unintended detrimental impact on goal pursuit, such as increased difficulty perception, escalation of resource commitment and increased likelihood of quitting.
3.5 Seeking Certainty and Self in an Uncertain World
   Room: Salon 5: London
   Chair: Alexander Bleier, Boston College, USA

1. By the Grace of Brands: The Role of Brand Leadership in the Process of Restoring Control
   Joshua Beck, University of Oregon, USA
   Alexander Bleier, Boston College, USA*
   Ryan Rahinel, University of Cincinnati, USA

Gods and governments provide people with an external sense of control. Can brands serve a similar role? The authors explore how the motive to restore control causes consumers to see and value high market position (brand leaders) as a source of external agency.

2. A Goal Dependent Model of Certainty and Information Seeking
   Sharlene He, Northwestern University, USA*
   Derek Rucker, Northwestern University, USA

A foundational effect in psychology and consumer behavior is that certainty decreases information seeking. In contrast, we demonstrate that activating an instrumental goal can reverse this classic relationship: certainty produces more information seeking. Five experiments offer support for the hypothesis.

3. Residential Mobility and Uniqueness Seeking
   Minkyung Koo, University of Illinois at Urbana-Champaign, USA
   Andy Ng, University of Illinois at Urbana-Champaign, USA*
   Shigehiro Oishi, University of Virginia, USA

Four studies show that residential mobility predicts desire for uniqueness consumption, and the relative centrality of the personal versus collective self mediates this effect. Moreover, this effect is only observed among people with a tendency to engage in exploratory buying behavior.

4. Reminders of the Sun Influence Men’s Attitude towards Luxury Products
   Mohammed El Hazzouri, Mount Royal University, Canada*
   Kelley Main, University of Manitoba, Canada
   Donya Shabgard, University of Manitoba, Canada

This research takes an evolutionary perspective to examine how reminders of the sun affect preference for luxury products. Findings of two experimental studies indicate that sun reminders increase men’s preference for luxury products. This effect is mediated by men’s increased sexual motivation as a result of sun reminders.
This session examines how consumer research informs consumer policy making, focusing on important current topics and challenges in consumer policy in Germany. How can evidence-based consumer research guide legislative efforts (e.g., by providing behavioral data or by improving consumer decision making with respect to consumer products), especially in the context of digitalization, and what strategies do politicians propose to improve evidence-based consumer protection legislation (e.g., by supporting expert networks and providing resources)? Session participants include experts from politics (e.g., Secretary of State Gerd Billen, Federal Ministry of Justice and Consumer Protection; former Minister Renate Künast, Federal Ministry of Consumer Protection, Food, and Agriculture), consumer research (Lucia Reisch, Copenhagen Business School; Klaus Wertenbroch, INSEAD), and representatives of NGOs that deal with consumer protection (e.g., Klaus Müller, president of the Verbraucherzentrale Bundesverband, VZBV/Federation of German Consumer Organizations; Andreas Mundt, president of Germany’s federal competition authority Bundeskartellamt). By connecting consumer researchers and policy makers, the session aims to illustrate best practices in contemporary consumer protection.
3.7 Religion and Consumption Decisions: Acquisition, Disposition, and Susceptibility to Advertising and Social Influence

Room: Salon 12: Paris
Co-chairs: Keisha Cutright, Duke University, USA
           Alison Jing Xu, University of Minnesota, USA

1. Love It but Leave It: The Divergent Effects of Religiosity on Attitudinal versus Behavioral Brand Loyalty
   Alison Jing Xu, University of Minnesota, USA
   Nicholas Olson, University of Minnesota, USA*
   Rohini Ahluwalia, University of Minnesota, USA

Religiosity has divergent effects on consumers’ attitudinal brand loyalty and behavioral brand loyalty. Religious consumers develop stronger psychological attachment to their favorite brands (i.e., have stronger attitudinal loyalty), but are more likely to switch when a competing brand offers a switching incentive (i.e., have weaker behavioral loyalty).

2. The Price of Faith: Religion’s Role in the Endowment Effect
   Vivian Yue Qin, Duke University, USA*
   Richard Staelin, Duke University, USA
   Gavan Fitzsimons, Duke University, USA

We propose a new explanation for the endowment effect, suggesting that sellers’ asking prices will be influenced by their religiosity and the associated religious teachings that remind the individuals to be content with what they have. We test our hypotheses with fourteen experiments and two secondary datasets.

3. In God’s Hands: How Religion Dampens the Effectiveness of Fear Appeals
   Eugenia Wu, University of Pittsburgh, USA
   Keisha Cutright, Duke University*

Though religion plays an important role in many lives, little research has examined what the salience of God means for consumer behavior. We find that religion dampens compliance and persuasion in response to fear appeals as it provides consumers with a sense that they will be supported during hard times.

4. Attachment to God Reduces Conformity to the Choices of the Majority
   Vivian Yue Qin, Duke University, USA
   Alison Jing Xu, University of Minnesota, USA*

Strong attachment to God reduces people’s need for affiliation with others, leading to the development of an independent self-construal that decreases conformity to the choice of the majority. This effect occurs when consumers choose products for private consumption, but is attenuated when they choose products for public consumption.
3.8 Embodiment and Virtual Reality

Room: Salon 16: Riga
Chair: Kirk Kristofferson, Arizona State University, USA

1. Playful Consumption: A Physical Perspective
   Olivier Sibai, Birkbeck, University of London, UK*

Consumers increasingly engage in playful physical activities. Existing theorizations of playful consumption are disembodied and therefore cannot capture the phenomenon adequately. I investigate the practice of juggling using ethnography to develop an embodied theory of playful consumption. This research contributes to theories of playful consumption and consumer expertise.

2. Consumption Skill Acquisition in Ski Schools: Towards a Theory of Embodied Learning
   Niklas Woermann, University of Southern Denmark, Denmark*
   Verena E. Wieser, University of Innsbruck, Austria*

Remedying the absence of a cultural theory of consumption skill acquisition, we use video data to explore how consumers learn in ski schools. We identify six modes of skill acquisition and theorize the interplay between the sensori-motor system, the conscious state of skillful coping, and the socially assembled learning situation.

   Yannik St.James, HEC Montreal, Canada*
   Sarah-Jade Lacoursiere, HEC Montreal, Canada

This study examines consumers’ visual practices as they pursue physical transformation projects in a virtual community. A qualitative investigation of Fitblr community reveals how visual and community practices create a system of inspiration wherein bloggers consume inspiration, share inspiration, and become a source of inspiration in the community.

4. Positive Effects from Negative Virtual Experiences: How Virtual Reality Can Be Used Effectively in Marketing
   Kirk Kristofferson, Arizona State University, USA*
   Michelle Daniels, Arizona State University, USA
   Andrea Morales, Arizona State University, USA

While advertisers, content designers and hardware producers have begun pushing virtual reality technology to consumers, no research has examined consequences of using this medium for marketing. This research examines perceptual factors and processes that drive consumer immersion in virtual reality and the downstream marketing consequences.
3.9 The Role of Perception and Emotion in Persuasion

Room: Salon 17: Riga
Chair: Paolo Antonetti, Queen Mary University of London, UK

1. Guilt Trips: Transportation and the Persuasiveness of Guilt Appeals
   Paolo Antonetti, Queen Mary University of London, UK*
   Paul Baines, Cranfield University, UK*

Guilt appeals are popular despite inconsistent evidence on their effectiveness. We examine their longitudinal effectiveness and show that 1) the persuasiveness of guilt appeals over time is mediated by narrative transportation, and 2) their effect is stronger when the message is delivered through a video compared to a text.

2. Congruence and Incongruence in Advertising-Medium Combinations: More Than Just Two Sides of the Same Coin
   Claas Christian Germelmann, University of Bayreuth, Germany*
   Jean-Luc Herrmann, Université de Lorraine, France
   Mathieu Kacha, Université de Lorraine, France
   Peter Darke, Schulich School of Business, York University, Canada*
   Sebastian Macht, University of Bayreuth, Germany

We suggest that ad-medium incongruence can evoke a negative process, involving persuasion knowledge, which is different from the standard fluency explanation. Experiment 1 shows that under incidental exposure, consumers focus their attention on incongruence, but not congruence. Experiment 2 confirms that incongruence leads to suspicion about manipulative intent.

   Sang-Hoon Kim, Graduate School of Business, Seoul Nat’l University, Korea
   Yuna Choe, College of Business Administration, Seoul Nat’l University, Korea*
   Youseok Lee, College of Business Administration, Seoul Nat’l University, Korea*

Across three studies, we show that an exposure to a larger (vs. smaller) number of applications on the screen causes consumers to perceive the smartphone heavier, while the actual weight does not change. The effect of the visuals on perceived heaviness influences product evaluation and purchase intention of further applications.

4. How and Why Wearing Sunglasses Makes for Cool Consumers
   Lili Wang, Zhejiang University*
   Amy Dalton, HKUST

What are the everyday antecedents of cool behavior? Five studies show that physically using a cool product – here, sunglasses – causes consumers to attend to cool people and brands, maintain emotional composure. These effects depend on the symbolic connection between sunglasses and coolness and via changes in consumers’ implicit self-perceptions.
1. Navigating Narratives and Altering Time: Consumption Practices in the Digital Age
   Stephanie Feiereisen, Cass Business School, City University London, UK*
   Dina Rasolofoarison, University of Southampton, UK
   Cristel Russell, Kogod School of Business, American University, USA
   Hope Schau, Eller College of Management, University of Arizona, USA

Digital devices enable consumers to control how they navigate TV narratives. Thirty-six interviews with TV series watchers offer insights into how navigational practices affect narrative and narrated time and how the pace of delivery alters the narrative experience. Implications for narrative construction and delivery are discussed.

   Tom van Laer, Cass Business School, City University London, UK*
   Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University, USA
   Stephan Ludwig, University of Westminster, UK
   Ellis A. van den Hende, Delft University of Technology, The Netherlands

We propose that the narrative structure of experience reviews garners positive feedback from consumers reading them. We find support for these links through the refinement of text analysis techniques and an automated text analysis of 190,461 reviews of 989 experiences on TripAdvisor.

3. Brand Story-Making and Digital Conversations
   Luca M. Visconti, ESCP Europe Business School, France*
   Tom van Laer, Cass Business School, City University London, UK

A lot of brand content online remains unobserved due to a lack of storytelling. This conceptual paper—built on extensive literature review and the author’s former research—aims at fostering scant academic works providing managerial guidance about does, don’ts, and risks of brand story-making in digital conversations.

   Laura A. Peracchio, University of Wisconsin–Milwaukee, USA*
   Melissa G. Bublitz, University of Wisconsin–Oshkosh, USA
   Jennifer Edson Escalas, Owen Graduate School of Management, Vanderbilt University, USA*
   Pia Furchheim, HEC Lausanne, Switzerland
   Stacy Landreth Grau, Texas Christian University, USA
   Anne Hamby, Hofstra University, USA

Our integrative framework guides story-construction for Social Impact Organizations (SIOs), focused around the SIO’s metanarrative, an overarching mission-focused story about the SIO and why it exists. Stories crafted by the SIO should connect to the metanarrative and include features we identify that make stories engaging, compelling, and memorable.
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<td>2:15pm - 2:30pm</td>
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4.1 Engaging the Marketplace in Destigmatization
Room: Salon 1: Moskau
Co-chairs: Susan Dunnett, University of Edinburgh Business School, UK
Ann Mirabito, Baylor University, USA

1. More Homely than Home: Stigma, Liminality and Pilgrimage Consumption
Leighanne Higgins, Lancaster University Management School, UK*
Kathy Hamilton, Strathclyde Business School, UK*

We reveal how marketization and detraditionalization have silenced public religious expression, creating feelings of stigmatization and existential liminality for Catholic consumers in everyday life. This study re-conceptualizes liminality and finds the pilgrimage marketplace to become the balm that enables consumers to temporarily shed their stigma and existential liminal state.

2. How Do Brands’ Destigmatizing Messages Travel through Social Media? Like a Girl
Ann Mirabito, Baylor University, USA*
Elizabeth Crosby, University of Wisconsin-La Crosse, USA
Kristy McManus, University of Georgia, USA

Some brands seek to destigmatize race, gender, and medical conditions -- activity traditionally undertaken by grassroots social movements. This research contrasts the way destigmatizing initiatives spread through social media by comparing the Twitter network of a brand-driven destigmatizing initiative (#LikeAGirl) with that of a grassroots destigmatizing initiative (#BlackLivesMatter).

3. Delusion or Deception: Examining Racialized Stigma and Colorblind Politics in the Marketplace
Kevin Thomas, The University of Texas at Austin, USA*
Angelica Morris, The University of Texas at Austin, USA
Jessica Matias, The University of Texas at Austin, USA

As marketers attempt to assuage the racialized stigma of marketplace discrimination by implementing colorblind policies, consumers' experience of racialized stigma does not appear to be lessening. The purpose of this study is to deconstruct this apparent paradox by investigating how colorblindness is practiced by marketers and experienced by consumers.

4. Divesting Identities: Counterbalancing and Demythologising the Stigmatised Identity
Lara Spiteri Cornish, Coventry Business School, UK
James Cronin, Lancaster University Management School, UK
Susan Dunnett, University of Edinburgh Business School, UK*

This paper explores practices employed by fat consumers to divest stigmatised identities. We focus on medicalisation and popular culture as sources of stigma and outline tactics for divesting identities, including counterbalancing and demythologising. Market-based practices play a role in destigmatisation but the price to the individual is increased social labour.
4.2 Learning, Memory and Language

Room: Salon 2: Rom
Chair: Mandy Hütter, Eberhard Karls Universität Tübingen, Germany

1. More than Words: A Psycholinguistic Perspective on the Properties of Effective Brand Slogans
   Brady Hodges, Texas A&M University, USA*
   Caleb Warren, Texas A&M University, USA
   Zachary Estes, Bocconi University, Italy

Effective slogans increase brand awareness and strengthen brand attitude. Taking a psycholinguistic perspective, the authors contribute the first ever analysis into how the unique lexical, semantic, and emotional properties of a slogan’s individual words combine to influence slogan recognition and slogan liking.

   Mandy Hütter, Eberhard Karls Universität Tübingen, Germany*
   Florian Kutzner, Ruprecht-Karls-Universität Heidelberg, Germany
   Klaus Fiedler, Ruprecht-Karls-Universität Heidelberg, Germany

The present research investigated the sensitivity of evaluative conditioning, where the pairing with a valent stimulus (US) induces attitude change in another stimulus (CS), to skewed base-rates. Two studies show little evidence for effects of skewed base-rate suggesting that attitude change depends on a statistical contingency between CS and US.

3. Consumer Brand Knowledge: A Multiple Memory Systems Model
   Ming Hsu, University of California Berkeley, USA*
   Yuping Chen, National Taiwan University, Taiwan

Consumer memory processes relate to internal mental representations that are not directly observable. We used functional neuroimaging to uncover the memory representations of brand knowledge. We found that, far from a unitary construct, consumer brand knowledge can be decomposed into distinct components corresponding to episodic, semantic, and habit systems.

4. Semantic Price Claims and Discount Expectations
   Patricia Norberg, Quinnipiac University, USA*
   Albert Della Bitta, University of Rhode Island, USA
   Stephen Atlas, University of Rhode Island, USA

This research examines how phrases used to describe discounts, such as “unbeatable savings” or “special sale,” affect deal valuation. We provide evidence that these phrases, herein called semantic price claims, have consistent numerical interpretations, and influence value perceptions and purchase intention through expectancy-disconfirmation.
4.3 Moral Aspects of Consumption

   Room: Salon 3: Rom
   Chair: Guang-Xin Xie, University of Massachusetts Boston, USA

1. The Effect of Self-Target Comparison in Perspective Taking on Judgment of Dishonesty
   Guang-Xin Xie, University of Massachusetts Boston, USA*
   Hua Chang, Towson University, USA*
   Tracy Rank-Chrisman, University of Wisconsin - Milwaukee, USA*

   Four studies demonstrate convergent evidence that self-target contrast (vs. assimilation) in perspective taking elicits more negative judgments toward a target seller when the seller’s act of dishonesty is ambiguous. The contrast effect is in part driven by perspective-takers’ self-anchoring of acting honestly (vs. not) in the seller’s situation.

2. Morality-Based Blame for Victims of Harmful Product Failures
   Brandon Reich, University of Oregon, USA*
   Troy Campbell, University of Oregon, USA
   Robert Madrigal, University of Oregon, USA

   Three studies show that consumers (especially those with strong beliefs in a just world) are more likely to blame immoral (vs. neutral or moral) victims of harmful product failures, and that victim blame reduces company blame, influencing choice and stunting market self-regulation. We also explore the moderating role of negligence.

3. On Self-Construal and Lie Acceptability
   So Hyun Bae, Hong Kong Baptist University, China*
   Xiaoyan Liu, Southwestern University of Finance and Economics, China*
   Sharon Ng, Nanyang Technological University, Singapore

   Four studies provide converging evidence that interdependent (vs. independent) self-construal enhances individuals’ lie acceptability across four different cultures, i.e., China, US, India and Singapore. We further demonstrate that causal attribution plays the mediating role in the effect of self-construal on consumers’ acceptance of and attitude toward deceptive advertising.

4. The Untouchables: The Sacredness of Brand Logos
   Maria A. Rodas, University of Minnesota, USA*
   Carlos J. Torelli, University of Illinois at Urbana-Champaign
   Shirley Y. Y. Cheng, Hong Kong Baptist University

   We find that brand sacredness is a distinct construct that can uniquely predict how protective consumers are of a brand’s logo, so that a collective understanding about brand sacredness can drive consumers’ personal experience of moral outrage in reaction to logo redesigns, even when there is a weak consumer-brand connection.
4.4 One Among Many: The Interplay of Individual, Social, and Group Identity

**Room:** Salon 4: London

**Chair:** Edith Shalev, Technion University, Israel

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1. The Achilles Heel of Centrality: Group Identification Makes the Central Susceptible to Influence

   Edith Shalev, Technion University, Israel*
   Hadas Eiges, Technion University, Israel

   Are central consumers more or less susceptible to group-influence than marginals? Five studies show that despite their status and influence potential, central members depend on the group to satisfy belonging needs, which turns them vulnerable to group-influence. This process is likely to manifest with social but not with achievement groups.

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2. What Comes Next? Family Carers’ Experiences of Role and Identity Transition on Cessation of the Caring Role

   Carol Kelleher, University College Cork, Ireland*
   Helen McGrath, University College Cork, Ireland

   In this paper, we extend extant perspectives on family consumption by illustrating how family carers’ experience three phased role and identity transitions - reconfiguring, distancing and reconstituting - on cessation of the caring role and how such experiences frame relational identities within and beyond the family.

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3. Exploring the Antecedents and Consumer Behavioral Consequences of "Feeling of Missing Out" (FOMO)

   Ceren Hayran, Koc University, Turkey*
   Lalin Anik, University of Virginia, USA
   Zeynep Gürhan-Canli, Koc University, Turkey

   We explore the popular but under-researched “feeling of missing out” in a nomological web of constructs. We show that FOMO is driven by the awareness of favorable and self-relevant experiences taking place in one’s environment, and it decreases one’s intentions to repeat a current activity.

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4. Gifting an Identity: The Effect of Gifts on Receiver Identity

   Matthew Philp, HEC Montreal, Canada*
   Laurence Ashworth, Queens University, Canada
   Nicole Robitaille, Queens University, Canada
   Suzanne Rath, Queens University, Canada

   We demonstrate that the gifts we receive have a strong influence in shaping how we view our own identity. Specifically, when a gift is received, recipients use the gift to infer how others view them. These reflected appraisals then influence the identity of the receiver.
4.5 Cognitive Bias and Bias Reduction

Room: Salon 5: London
Chair: Pragya Mathur, Baruch College, CUNY, USA

1. Breaking Free From the Sunk Investment: The Role of Positive Affect and Instrumental Attitude toward Resource Investment in Reducing Sunk Cost Bias
   Jin Seok Pyone, University of Kansas, USA*
   Kyle Emich, University of Delaware, USA

Four studies examined the influence of incidental positive affect on sunk cost bias in everyday consumer decision making. Results from hypothetical and real choice tasks show that inducing positive affect attenuates consumers’ sunk cost bias by fostering an instrumental (vs. terminal) attitude toward monetary investment.

2. Volume Estimation as Simulated Judgment
   Hannah Perfecto, University of California Berkeley, USA*
   Clayton R. Critcher, University of California Berkeley, USA

In estimating many products’ value, consumers must assess package size. We present a novel simulated judgment account of volume estimation—positing that people estimate the size of a receptacle by simulating filling it up. This account correctly anticipates previously-unidentified influences on volume perception: a container’s orientation and its top-to-base ratio.

3. The Unit Bias: Evidence for a Categorization Bias in Estimating Quantities
   Cairo Liu, Columbia University, USA
   Bernd Schmitt, Columbia University, USA*

Seven studies demonstrate the “unit bias” when consumers estimate quantities (e.g., length, weight). In consumers’ estimates, two units are perceived to result in a greater combined numeric value than one unit even though, in reality, both have the same numeric value. These findings contribute to numeric estimation and categorization theories.

4. Impact Bias or Underestimation? Outcome Specifications Determine the Direction of Affective Forecasting Errors
   Eva Buechel, University of South Carolina, USA*
   Carey Morewedge, Boston University, USA
   Jiao Zhang, University of Oregon, USA

When outcome specifications are positively correlated with hedonic impact (magnitude, duration), forecasters overestimate the extent to which high (low) specification values will intensify (discount) its impact. When negatively correlated with hedonic impact (probability, psychological distance), forecasters overestimate the extent to which low (high) specification values will intensify (discount) its impact.
4.6 Consumption Topologies: Mobile and IOT
   Room: Salon 7: Wien
   Chair: Tom Novak, George Washington University, USA

1. Visualizing Emergent Identity of Assemblages in the Consumer Internet of Things: A Topological Data Analysis Approach
   Donna Hoffman, George Washington University, USA
   Tom Novak, George Washington University, USA*

   The identity of a consumer Internet of Things (IoT) assemblage emerges through a historical process of ongoing interactions among consumers, smart devices, and digital information. Topological Data Analysis (TDA), consistent with mathematical aspects of assemblage theory, is used to visualize the underlying possibility space from which individual IoT assemblages emerge.

2. From “Moving Consumption” to “Spacing Consumption:” In Search of Consumption Geographies
   Andrea Lucarelli, Stockholm University, Sweden*
   Massimo Giovanardi, University of Leicester*

   Based on an ethnographic study of a multi-sited festival, this analysis highlights the spatial aspect of mobile consumption. By operationalizing the new mobilities paradigm via a non-representational approach, this paper elaborates the concept of spacing consumption as the process whereby practices of consumption emerge as embodied, performative, and political.

3. Shake Hard Play Hard: The Impact of Risk on Consumer Behavior in the Aftermath of Disaster
   Jayson Jia, University of Hong Kong*
   Jianmin Jia, Chinese University of Hong Kong, China
   Christopher Hsee, University of Chicago, USA
   Baba Shiv, Stanford University, USA

   We use geophysical and individual-level mobile application and mobile telecommunication data of 157,358 victims of the 2013 Ya’an earthquake (Ms 7.0) to diagnose the effects of experiencing real risk on consumer behavior. We show that hedonic activities have an important role in promoting psychological recovery and ameliorating negative psychological state.

   Ying Zhu, University of British Columbia, Canada*
   Jeffrey Meyer, Bowling Green State University, U.S.A

   We demonstrate that consumers’ purchase intentions toward utilitarian and hedonic products differ, depending on the device used. When consumers use a touchscreen device (vs. a desktop), purchase intentions are higher for hedonic products but lower for utilitarian products. Situation-specific thinking style is shown to be an underlying mechanism.
4.7 Defend or Destroy: Consumers' Responses to Brand Actions

Room: Salon 12: Paris
Chair: Erica van Herpen, Wageningen University, The Netherlands

1. The Heat Up / Cool Down-Model of Boycotting
   Stefan Hoffmann, University of Kiel, Germany
   Wassili Lasarov, University of Kiel, Germany*
   Ulrich Orth, University of Kiel, Germany
   Karoline Held, University of Kiel, Germany

Many consumer boycott companies deemed socially irresponsible but stop boycotting after a while. This paper analyzes this phenomenon, suggesting a “heat-up”- and a “cool-down”-phase. Study 1 analyzes antecedents in the heat-up-phase. Study 2 investigates reactions in media. Study 3 explores forces underlying changes in boycott motivation, focusing on subjective costs.

2. Customer Empathetic Responses toward Brands Being Treated Unfairly
   Thomas Allard, Nanyang Technological University, Singapore*
   Lea Dunn, University of Washington, USA
   Katherine White, University of British Columbia, Canada

The current research suggests that unfair negative WOM about a brand can trigger positive consumer responses (e.g., higher patronage intentions) due to heightened feelings of empathy for that brand. This ironic effect is magnified for consumers high on trait empathy and under managerial actions making the brand more personable.

   Jeff Rotman, Ivey Business School, Canada*
   Mansur Khamitov, Ivey Business School, Canada
   Scott Connors, Washington State University, USA

We examine how and why consumers engage in retributinal acts directed towards brands that are perceived as harmful. Consumers are shown to lie, cheat, and steal as they attribute lower moral worth to harmful brands and this effect is shown to persist in the absence of any attributable brand transgression.

4. Love Food, Hate the Brand That I Waste: The Effects of Product Waste on Brand Evaluations
   Erica van Herpen, Wageningen University, The Netherlands*
   Ilona de Hooge, Wageningen University, The Netherlands

Consumers simultaneously waste products with unused utility (e.g., functioning appliances, edible food) and dislike wasting. Our study explains this contradiction with cognitive dissonance, and reveals that wasting has negative consequences for brand evaluations. Brand salience is shown to moderate this effect.
4.8 Assortment and the Choice Process

Room: Salon 16: Riga
Chair: Elizabeth C. Webb, Columbia University, USA

1. The Role of Choice Set Size on Consumers’ Preference for Unconventional Goods
   Marissa A. Sharif, University of California Los Angeles, USA
   Elizabeth C. Webb, Columbia University, USA*

We assess if and how the number of options available in a choice set affects preferences. We find that consumers are more likely to choose a more unconventional product when choosing from larger choice sets than from smaller choice sets.

2. The Impact of Hierarchical Decisions on Choice Extremeness
   Jing Lei, University of Melbourne, Australia*
   Ying Zhang, Peking University, China

Consumers tend to be loss-averse and opt for the middle-options when choosing from alternatives trading off on two attributes. However, our research shows that consumers are more likely to go for the extreme options if they would first decide on a subset of options and then make the final choice.

3. Direct and Indirect Signals of Demand in Retail Displays
   Sarah Whitley, Boston University, USA*
   Remi Trudel, Boston University, USA

Retail display strategies impact how consumers interpret product availability as a signal of demand. Uncertain consumers make antithetical inferences about product popularity from product availability when observing direct versus indirect signals of demand in a product display, which ultimately leads to paradoxical product choices.

4. The Upside of Randomization: The Influence of Uncategorized Product Display on Consumers’ Shopping Evaluation
   Tao Tao, The Chinese University of Hong Kong*
   Leilei Gao, The Chinese University of Hong Kong

Via five experiments, this research shows that relative to a categorized presentation, a randomized product presentation is likely to result in more favorable product evaluations and shopping. We identified feelings of arousal as the mediator of the positive randomization effect and the conditions under which this effect would occur.
4.9 Experiential vs. Material Pursuits

Room: Salon 17: Riga

Chair: Soonkwan Hong, Michigan Technological University, USA

1. The Asymmetric Nature and Motivation of Experiential and Material Purchases, and Their Impact on Happiness

   Sofia Kousi, Athens University of Economics and Business, Greece*
   Flora Kokkinaki, Athens University of Economics and Business, Greece

Experiential purchases have been found to make people happier than material purchases. However, a deeper analysis of the two purchase types reveals vast underlying differences between the two in terms of their nature and the motivation behind them that hedonically favor experiences.

2. Alternative Consumption Experiences Via Imaginative Fantasy Creation

   Kimberley Mosher, Queens University, Canada*
   Peter A. Dacin, Queens University, Canada

In an exploratory study employing open-ended questions, we examined the extent to which consumers who believe an item or experience is unattainable, engage in imaginative fantasies to substitute for actual consumption and whether these fantasies result in benefits similar to actual consumption such as excitement and a sense of accomplishment.

3. Happiness from Experiences: Its All In The Mind(set)

   Shilpa Madan, Nanyang Technological University, Singapore*
   Elison Lim, Nanyang Technological University, Singapore
   Sharon Ng, Nanyang Technological University, Singapore

Extant research shows that experiences bring more happiness than possessions. However, this may not be true for all consumers. We propose that belief in malleability (vs. fixedness) of personality drives preference for experiences. Three studies demonstrate that incremental-theorists value experiences more than entity-theorists due to experiential purchase’s contribution to self-growth.
4.10 It’s still all About Consumption

Room: Dublin

Co-chairs: Russell Belk, York University
          Daniel Miller, University College London

The rise of the internet at first seemed to challenge our approaches to consumption. Did the conventional distinction between the producer and the consumer even make sense any more? In this talk I will show why approaches to consumption that I originally developed for the study of more conventional commodities are just as useful for the study of online activity such as understanding what people post on social media.
5.1 Activism, Consumerism, and Politics and their Effects on Consumer Behavior

Room: Salon 1: Moskau
Chair: Troy Campbell, University of Oregon, USA

1. When Diversity in Advertising Leads to Activism vs. Aversion

Linyun Yang, University of North Carolina - Charlotte, USA*
Enrica Ruggs, University of North Carolina - Charlotte, USA
Jennifer Ames Stuart, University of North Carolina - Charlotte, USA
Steven Shepherd, Oklahoma State University, USA

We suggest that although consumers may purchase from brands that support diversity because doing so is consistent with their own beliefs on human rights and equality, many consumers may be uncomfortable with certain portrayals of diversity because such portrayals go against their schemas or expectations.

2. Politicized Purchasing: Consumer Responses to Divisive Corporate Political Activity

T.J. Weber, Washington State University, USA*
Jeff Joireman, Washington State University, USA
David Sprott, Washington State University, USA

Following the U.S. Supreme Court’s Citizen’s United ruling allowing companies to make unlimited political donations, companies have waded into controversial political issues. This paper reports four experiments showing consumers strongly punish (rarely reward) firms that engage in corporate political activity that is inconsistent (consistent) with the consumer’s own political orientation.

3. Why Negative Political Ads Don’t Work on Gen Y

Andrew Hughes, Australian National University*

This study demonstrates that televised political negative advertising generates high levels of negative emotions and emotional intensity upon Gen Y consumers. These responses are developing negative attitudes towards political advertising and brands that may have far reaching generational, societal and political impacts long past the end of the campaign.


Troy Campbell, University of Oregon, USA*
Heather Mann, Duke University, USA
Dan Ariely, Duke University, USA

Though there has been an explosion of research on the motives that affect moral judgment, few projects have examined how these different motives operate with and against one another. This project provides a three-motive model that advances and integrates moral judgment research, especially where team and group outcomes are involved.
5.2 The Path to Self-Control: Power, Sweat, Strength or A Trick Up the Sleeve?

Room: Salon 2: Rom
Chair: Rita Coelho do Vale, UCP-Catolica Lisbon School of Business and Economics, Portugal

1. When Having a Trick Up Your Sleeve is a Bad Thing: Highly Effective Self-Control Strategies Can Be Demotivating
Ding (Allen) Tian, Wuhan University, China*
Gerald Häubl, University of Alberta, Canada

We propose that highly effective self-control strategies can backfire, particularly for individuals low in trait self-control who are, ironically, most in need of help. Evidence from four experiments reveals that a more (vs. less) effective strategy reduces self-control among individuals low in trait self-control by lowering anticipated guilt.

2. Sweet or Sweat, Which Should Come First: the Sequence Effect of Justification
Shaoguang Yang, Fudan University, China*
Qian Xu, Fudan University, China*
Liyin Jin, Fudan University, China*

Our choices are composed of a series of vices and virtues. Which sequence of having them can lead to a better experience? Given the need to justify guilt induced by the vice, we propose that only by adding a virtue after a vice can the overall experience be improved.

3. Does Priming A Sense of Powerfulness Encourage Consumers to Buy Healthy Foods?
Xin Wang, University of Oregon, USA*
Jiao Zhang, University of Oregon, USA

High (low) power individuals are more likely to buy healthy (tasty) food when the message is baseline, non-assertive; High (low) power individuals are more willing to buy tasty (healthy) food when the message is assertive.
The reactance/motivation elicited by the assertiveness of the message is the underlying mechanism.

4. Do I Get Stronger When I Stop to Eat My Spinach? The Impact of Planned Breaks on Self-Regulation
Rita Coelho do Vale, UCP-Catolica Lisbon School of Business and Economics, Portugal*

The present research proposes that it is beneficial to include planned breaks on the quest of consecutive self-regulatory tasks. Results from two experiments show that the inclusion of breaks leads to less strain on self-regulatory resources than no-break processes, contributing to higher likelihood of proceeding with self-regulatory tasks.
5.3 The Complexities of Scarcity

Room: Salon 3: Rom
Chair: Sommer Kapitan, Auckland University of Technology, New Zealand

1. Preference Gap Matters: When Scarcity Polarizes versus Converges Preferences
   Yuechen Wu, University of Maryland, USA*
   Meng Zhu, Johns Hopkins University
   Rebecca Ratner, University of Maryland, USA

We explore when and why scarcity converges versus polarizes consumer preferences. Results show scarcity narrows attention on primary (vs. secondary) attribute, leading to preference convergence (vs. polarization) when prior preference gap is small (vs. large). Furthermore, preference convergence arising from scarcity leads to increased decision difficulty and decreased decision satisfaction.

2. Preference Versus Freedom: Two Psychological Meanings of Scarcity and Their Influences on Consumer Choice
   Hanyong Park, University of Texas at San Antonio, USA*
   David Silvera, University of Texas at San Antonio, USA

This article conceptualizes two distinct types of scarcity, namely unit scarcity and option scarcity, and shows that unit (option) scarcity decreases (increases) variety seeking. Focus on preference (freedom of choice) mediates the effect. Both effects are present only when a favorite option is included in the choice set.

   Angelos Stamos, Katholieke University Leuven, Belgium*
   Sabrina Bruyneel, Katholieke University Leuven, Belgium
   Siegfried Dewitte, Katholieke University Leuven, Belgium

We show that the impact of resource scarcity on peoples’ responses to social norms depends on childhood socioeconomic background. Specifically, resource scarcity increases conformity to social influence among people who grew up in poor environments but does not have an effect on people who grew up in rich environments.

4. Drawn to the light: Loneliness predicts a preference for products in brightness but not darkness
   Yanan Wang, Bishop’s University, Canada*
   Fuschia Sirois, University of Sheffield, UK

Research across 5 studies showed that lonely people prefer products presented with bright versus dark ambient lighting, and that negative feelings towards the products, which occur through an automatic information processing route, mediate this effect. The effect of loneliness on product preference only occurs when the product has self-reference salience.
5.4 Time, Memory, Emotion and Flow

Room: Salon 4: London
Chair: Pierre-Yann Dolbec, John Molson School of Business, Concordia University, Canada

1. Market Memories, Boundary Crossing, and the Diffusion of Cultural Innovations
   Pierre-Yann Dolbec, John Molson School of Business, Concordia University, Canada*

How do markets “remember”? What are the roles of market memories in the diffusion of cultural innovations? I show how consumers construct a boundary infrastructure, or a memory for a market, and how this boundary infrastructure facilitates the translation, transference, and transformation of a local innovation to a trans-national niche.

2. Toward a Framework for CCT Research on Consumer Emotion
   Anton Siebert, The Open University, UK*
   Andrew Lindridge, The Open University, UK
   Ahir Gopaldas, Fordham University, USA
   Cláudia Simões, The Open University, UK

As multiple scholars have recently noted, Consumer Culture Theory (CCT) research on consumer emotion is extensive but fragmented, a largely disconnected array of insights across levels of analysis and theoretical perspectives. This conceptual paper synthesizes these insights to develop an integrative framework for CCT research on consumer emotion.

3. Inking Immortality: Exploring the Relations Between (Tattooed) Bodies, Time, and the Permanence/Change Dialectic
   Chloe Steadman, University of Manchester, UK*
   Emma Banister, University of Manchester, UK
   Dominic Medway, University of Manchester, UK

We explore the relations between bodies and time within the context of tattooing. Our informants’ bodies were experienced as out of control, or used to negotiate control over the permanence/change dialectic by crafting symbolic legacies for the self/others. We contribute embodied understandings of time, and insights into (im)permanence and consumption.

4. Fields of Transcultural Practices: The Role of Religion in Multicultural Marketplaces
   Angela Gracia B. Cruz, Monash University, Australia*
   Yuri Seo, University of Auckland, New Zealand
   Margo Buchanan-Oliver, University of Auckland, New Zealand

Beyond dominant conceptualizations of religion as a driver of consumer differences, this paper reframes religion as a field of transcultural practices. Five key transcultural practices underline the role of religion in facilitating entry into and mutual entanglement within multicultural marketplaces, thereby fueling their transcultural character.
5.5 Easier Said than Done: Online Choice under Stress, Dissonance, and Uncertainty

Room: Salon 5: London

Chair: Aristeidis Theotokis, Leeds University Business School, UK

1. Analyzing Antecedent Factors of Cognitive Dissonance Using E-Commerce Data
   Keiko Yamaguchi, GiXo Ltd., JAPAN*
   Makoto Abe, University of Tokyo, JAPAN

This paper provides managerial guidance on the factors that might prompt cognitive dissonance using actual e-commerce panel data. This is achieved by translating cognitive and emotional antecedent factors found in previous research into observables through online data, and constructing a hierarchical model to control individual heterogeneity and situational differences.

2. Choice Overload or Time Stress: What Determines Purchase Decisions for Airline Tickets?
   Ammara Mahmood, City University London, UK*
   Boshuo Go, Imperial College London, UK
   Catarina Sismeiro, Imperial College London, UK

We conduct a multi-method study to investigate the interaction between assortments and time pressure in the context of consumer search for airline-tickets. We find larger choice sets result in purchase deferral further from deadlines due to the uncertainty regarding alternatives and recent price changes that contribute to perceived time pressure.

3. Blink and You'll Miss It: The Consequences of Ephemeral Messaging
   Daniel He, Columbia University, USA*
   Ran Kivetz, Columbia University, USA

Ephemerality, or the quality of transience or disappearance, has recently been integrated into a variety of social media apps in what is collectively known as ephemeral messaging. Contrary to the conventional belief that consumers value ephemeral messaging for its enhanced privacy, we propose that ephemeral messaging increases consumers' ability to be in the moment (i.e., be “present”).

4. Reducing Uncertainty by Increasing It: How Inducing Uncertainty in Uncertainty Appraisals of Reviewer Trustworthiness Attenuates Bias Correction and Product Devaluation
   Christilene du Plessis, Rotterdam School of Management, The Netherlands*
   Andrew T Stephen, Oxford University, UK
   Yakov Bart, Northeastern University, USA
   Dilney Goncalves, IE Business School, Spain

A field study and two experiments show that when elaboration makes consumers doubt the validity of their doubt, uncertainty is deemed incidental in judgment formation and product devaluation does not occur. However, when elaboration confirms the validity of their doubt, uncertainty is deemed integral in judgment formation and devaluation occurs.
5.6 Pay Up! The Magic of Price and Money Perceptions

Room: Salon 7: Wien
Chair: Bert Weijters, Ghent University, Belgium

1. Paying Up for Fair Pay: Consumers Prefer Firms with Lower CEO-to-Worker Pay Ratios
   Bhavya Mohan, University of San Francisco, USA*
   Tobias Schlager, University of St. Gallen, Switzerland
   Rohit Deshpande, Harvard Business School, USA
   Michael Norton, Harvard Business School, USA

   Forthcoming legislation will require American public companies to disclose the pay ratio of CEO to average employee wage in the coming years. Across three experiments, including one incentive compatible study, we identify when and why consumers purchase behavior is affected by such disclosure.

   Rajneesh Suri, Drexel University, USA
   Nancy Pucinelli, Oxford University, UK
   Dhruv Grewal, Babson College, USA*
   Anne Roggeveen, Babson College, USA
   Atahan Agrali, Drexel University, School of Biomedical Engineering, Science and Health, USA
   Hasan Ayaz, Drexel University, School of Biomedical Engineering, Science and Health, USA

   This research demonstrates that the location of a price shapes price perception. Study 1 demonstrates in a field setting consumers purchase more of a product when the price is not dominant. Studies 2-3 show mechanism via response latency and neuroimaging. Study 4 shows location impacts value perception.

   Sarah Lim, Cornell University, USA*
   Oona Cha, Chung-Ang University, South Korea
   Incheol Choi, Seoul National University, South Korea

   Four studies show that a bonus pack promotion is more preferred for experiential products than for material products. This effect is observed only when bonus pack promotions for experiential goods suggest shared consumption and is moderated by extraversion and experience of social exclusion.

4. The impact of ‘Known Value Item’ (KVI) prices on product price perceptions and expectations
   Frank Goedertier, Vlerick Business School, Belgium*
   Bert Weijters, Ghent University, Belgium*
   Karen Gorissen, Ghent University, Belgium

   In four experiments, we demonstrate a direct contrast effect and an indirect assimilation effect (mediated by perceived assortment expensiveness) of Known Value Item (KVI) prices on target products’ price expectations and evaluations. We find that the relative strength of contrast versus assimilation depends on assortment size and user status.
5.7 The Body
   Room: Salon 12: Paris
   Chair: Maria Piacentini, Lancaster University, UK

1. Marketing “Raunch Culture”: Sexualisation and Constructions of Femininity Within the Night-Time Economy
   Frances Rogan, Birmingham University, UK*
   Maria Piacentini, Lancaster University, UK*
   Isabelle Szmigin, Birmingham University, UK*

   We focus on the role of the nightclub venue in supporting and perpetuating the mainstreaming of “raunch” culture. Data from social media and focus groups explores how nightclubs are contributing to the mainstreaming of porn culture, and thus contributing to condition conducive to the normalisation of sexual harassment.

2. Theorising Gender, Theorising Fat: The Material-Semiotics of the Obesogenic Environment for Professional Women Weight-Cyclers
   Shona Bettany, Liverpool John Moores University, UK*
   Ben Kerrane, Lancaster University, UK*

   This paper reframes the dominant neo-liberal discourse of fat bodies as an outcome of personal consumption failure, by examining the life-narratives of two professional female weight-cyclers through a material-semiotic lens. In doing so it examines the consumption practices around the emergence of the body as obese within the obesogenic environment.

3. Socialization of the Black Female Consumer: Power and Discourses in Hair-Related Consumption
   Ana Raquel Rocha, Federal University of Rio de Janeiro (COPPEAD), Brazil
   Catia Schott, Federal University of Rio de Janeiro (COPPEAD), Brazil
   Leticia Casotti, Federal University of Rio de Janeiro (COPPEAD), Brazil*

   This research focuses on the socialization process of black women consumers in relation to their haircare practices, reflecting what they have learned about their race and the social stigma and how they deal with it. Such process is distinguished by displays of power and discourses within the consumer’s social network.

4. To Me or Not to Me: Personal Body as Contested Ownership
   Elena Fumagalli, HEC Paris, France*
   Luca M. Visconti, ESCP Europe, France*
   Kristine De Valck, HEC Paris, France

   This paper advances extant knowledge about alternative forms of ownership. Through a longitudinal, multi-sited ethnography of the body modification phenomenon, we explore the lived experience of people whose legitimate entitlement to their body is contested. We identify factors facilitating/hindering the maintenance of individual ownership over the modified body.
5.8 Pricing and Willingness to Pay

Room: Salon 16: Riga
Chair: Yi Li, IESEG School of Management, France

1. Paying More to Save Less: The Effect of Self-selected Price Bundling on Willingness to Pay
   Yi Li, IESEG School of Management, France*
   Tatiana Sokolova, University of Michigan, USA

This study investigates two formats of “self-selected price bundling” promotion which allows consumers to combine products from different price tiers to form a bundle. Five experiments demonstrate that consumers spend less in a promotion that triggers greater savings in order to maintain a high gain-loss ratio.

2. Less Willing to Pay but More Willing to Buy: Preference Reversals for Freebie and Non-Freebie Bundles
   Zoe Lu, University of Wisconsin - Madison, USA*
   Christopher Hsee, University of Chicago, USA

Five experiments demonstrate that when preferences are elicited in the form of WTP, consumers favor the non-freebie bundle over the freebie bundle, whereas when preferences are elicited in the form of WTB, consumers favor the freebie bundle over the non-freebie bundle. We propose a inference-based account for such preference reversal.

3. When 2 + 1 is Less Than 3: Comparative Pricing Strategies for Premium Upgrades
   Thomas Allard, Nanyang Technological University, Singapore*
   David Hardisty, University of British Columbia, Canada
   Dale Griffin, University of British Columbia, Canada

Using both field and laboratory studies we show that consumers selecting between vertically differentiated products (i.e., between a standard and a premium--objectively better, but more expensive--version) are more likely to choose premium options when premium prices are quoted as the cost of the upgrade rather than the total price. Specifically, we show that Comparative Pricing (CP) strategies make premium options appear less expensive (vs. All-Inclusive Pricing; AIP) due to the smaller numbers used in the price difference representation.

4. Do consumers learn new currencies as they learn new languages? The impact of price syntax and synonyms on learners’ proficiency
   Charlotte Gaston-Breton, ESCP Europe, Spain*
   David Luna, Baruch College, USA

Building upon foreign language learning theory, our experiments reveal the supremacy but not the superiority of conversion (translation) in accurately estimating and recalling foreign prices (learners’ proficiency). The mode of presentation of both exchange rates (words’ syntax) and foreign reference prices (synonyms) interfere on the effectiveness of the learning strategy.
Choosing Healthy: Recent Findings on Environmental Factors that Shape Choice and Consumption

Room: Salon 17: Riga
Chair: Kevin Sample, University of Georgia, USA

1. Ambient Music and Food Choices: Can Music Volume Level Nudge Healthier Choices?
Dipayan Biswas, University of South Florida, USA
Kaisa Lund, Linnaeus University, Sweden*
Courtney Szocs, Portland State University, USA*

Ambient music is ubiquitous in almost all restaurant and retail settings. We examine how the ambient music influences food choices. The results of three experiments (one field study and two lab studies) show that low volume (vs. high volume or no) ambient music nudges consumers towards more healthful food choices.

2. Heavy Choices: Exertion and Food Choice Healthiness in Field Settings
Aner Tal, Cornell University, USA*
Amir Grinstein, Northeastern University, USA
Mirella Kleijnen, Free University Amsterdam, The Netherlands
Joshua Ackermann, University of Michigan, USA
Brian Wansink, Cornell University, USA

Carrying heavy burdens, in the form of bags or serving trays, can deplete consumers and so affect subsequent food choice. We demonstrate this phenomenon in two field settings, a mall food court (study 1) and a cafeteria (study 2), as well as in a lab setting (study 3).

3. Healthy Diets and Empty Wallets: The Healthy=Expensive Intuition
Kelly Haws, Vanderbilt University, USA
Rebecca Reczek, Ohio State University, USA
Kevin Sample, University of Georgia, USA*

The authors propose that consumers believe that healthier food is more expensive than less healthy food. Through the course of five studies, we examine consumer intuitions about the relationship between healthiness and the price of food items, demonstrating the nature, strength, and implications of this healthy = expensive intuition.

4. Introducing the “Calories per Gram” Label to Promote Healthy Food Choices
Julio Sevilla, University of Georgia, USA*
Brian Wansink, Cornell University, USA

We propose the use of a “Calories per gram” label to mitigate consumers' propensity to caloric framing biases and to promote healthier choices. We show that using this label leads to choosing healthier items even when an unhealthy item has fewer calories due to a smaller featured serving size.
5.10 Affective and Contextual Influences on Charitable Behavior

Room: Dublin
Co-chairs: Alexander Genevsky, Erasmus University Rotterdam, The Netherlands
Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA

1. Request Framing Moderates Affective Preferences in Charitable Giving
Alexander Genevsky, Erasmus University Rotterdam, The Netherlands*
Brian Knutson, Psychology Department, Stanford University, USA
Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA

In a set of six studies, we investigate the relationship between affective features and request framing of donation requests on charitable giving. We find that affective preferences in giving are moderated by request framing. Further, we identify experienced affect as the psychological mechanism underlying this effect.

2. Understanding and Overcoming Overhead Aversion in Charity
Elizabeth Keenan, Harvard Business School, USA
Ayelet Gneezy, Rady School of Management, UCSD, USA*

Donors tend to avoid charities that dedicate a high percentage of expenses to administrative and fundraising costs, limiting the ability of charities to be effective. In this research we uncover some of the underlying drivers of this “overhead aversion” and test ways to overcome this aversion.

3. Voting for Charity: The Benefits for Firms of Direct Consumer Involvement in Charitable Campaigns
Grant Donnelly, Harvard Business School, USA*
Duncan Simester, Massachusetts Institute of Technology, USA
Michael Norton, Harvard Business School, USA

Many efforts by firms to engage customers in charitable causes have proven unsuccessful. We investigate if allowing consumers to vote for a charitable cause would benefit the firm. Compared to consumers informed about a firm’s charitable actions, those given the opportunity to “vote for charity” increased purchasing and membership renewals.

4. Signaling Emotion and Reason in Human Cooperation
Alixandra Barasch, University of Pennsylvania, USA*
Emma Levine, University of Pennsylvania, USA
David Rand, Yale University, USA
Jonathan Berman, London Business School, UK
Deborah Small, University of Pennsylvania, USA

We explore the relationship between decision modes (emotion vs. reason) and cooperation in prisoner’s dilemmas. We find that deciding emotionally is correlated with cooperation and people (correctly) perceive emotion to be a signal for cooperation. However, people fail to realize the strategic benefits of signaling emotion.
A1. How Ownership Judgments Affect Brand Extension Evaluations
Aaron Barnes, University of Illinois at Urbana-Champaign, USA*
Tiffany White, University of Illinois at Urbana-Champaign, USA

We find evidence suggesting that, when brands extend into contexts where the user’s ownership is ambiguous, brand extension evaluations operate through how observers evaluate the user. We also demonstrate that these effects disappear when the consumer does not have a strong self-brand connection.

A2. Non-price Determinants of the Purchase Intention Towards Counterfeit Global Brands: An International Comparison of Respondents as a Moderator of Behavior
Claudia Velez-Zapata, Business Faculty, Universidad Pontificia Bolivariana*

This study analyzes the determinants of intention to purchase of counterfeit clothing global brands in Bologna, Madrid, Chicago and Medellin. This research shows the relevance of non-price factors (i.e. perceived quality, public and private prejudice). Additionally, it presents evidence which support city of the respondents as a moderator of behavior.

A3. Warmer but Less Competent: When Co-Branding Helps or Hurts Less-Known Brands
Ke Zhang, The University of Hong Kong, Hong Kong*
Sara Kim, The University of Hong Kong, Hong Kong*
Echo Wen Wan, The University of Hong Kong, Hong Kong*

We show that whether co-branding with a well-known brand will be beneficial or detrimental for a less-known brand depends on consumers’ focus on warmth versus competence when evaluating the less-known brand. We show that co-branding with a well-known brand increases perceived warmth but decreases perceived competence of a less-known brand.
A4. Linear or Nonlinear? The Effect of Product Aesthetics on Consumers’ Post-purchase WOM Generation and Repurchase Intentions

Xiushuang Gong, School of Business, Renmin University of China, China*
Jing Jiang, School of Business, Renmin University of China, China*
Yan Wang, China Unicom Research Institute, China*

The present research examines the effect of product aesthetics on consumers' post-purchase WOM generation and repurchase intentions. Across two studies, we find that for products with medium quality, product aesthetics of hedonic and utilitarian products both positively influence consumers' WOM generation, while their effects on consumers' repurchase intentions are quite different.

A5. The Effect of Perceived Learning Opportunity on Consumers' Evaluations of Really New Products

Ajmal Hafeez, University College of Southeast Norway, Norway*
Marit Gunda Gundersen Engeset, University College of Southeast Norway, Norway*
Radu Dimitriu, Cranfield School of Management and University College of Southeast Norway, UK*

We propose that consumers who are oriented towards future opportunities (learning) rather than focused on the attributes that maybe difficult to understand in the present will enhance consumers’ evaluation of really-new products. Unlike previous research, which has studied immediate costs-benefits, we focus on consumers’ long-term considerations of adopting really-new product.

A6. Customer Engagement: Conceptualization, Distinctiveness and Testing the Nomological Network

Prateeksha Parihar, Indian Institute of Management Raipur, India*
Jagrook Dawra, Indian Institute of Management Raipur, India
Vinita Sahay, Indian Institute of Management Raipur, India

We have conceptualized & distinguished Customer Engagement (CE) from other constructs by extant literature review. We observed the mediation effect of CE between Involvement and Loyalty with the positive effect of Involvement on CE and CE’s positive effect on Loyalty but No direct effect of Involvement on Loyalty.

A7. Asset or Liability? The Role of Brand Equity in Times of Crisis

Haiyue (Felix) Xu, Pennsylvania State University, USA*
Lianxi Zhou, Brock University, Canada

The present research examines how brand equity affects consumer responses to brand crisis and its contingency on crisis characteristics. Results show that brand equity backfires when a crisis is of high severity or of ethical nature. Confirmatory bias and disconfirmation of expectation are identified to be the underlying processes.

A8. Brand Extensions - It's all About Managing Accessibility

Adrian Peretz, Kristiania University College, Norway*
Lars Olsen, Kristiania University College, Norway

We demonstrate that using benefit-based brand extensions and selecting extension categories that can be subsequently subsumed into more abstract categories reduces interference in memory from category associations–allowing for easier retrieval of diagnostic of brand benefit associations.
A9. This Brand is MINE: Brand Psychological Ownership as a Distinct Construct and Powerful Driver of Consumer Behavior
Bernadette Kamleitner, Wirtschafts University, Austria*
Sophie Süssenbach, Wirtschafts University, Austria*
Carina Thürridl, Wirtschafts University, Austria
Ruta Ruzeviciute, Wirtschafts University, Austria

Marketers often aim to make consumers experience a brand as “mine”, i.e. they hope to initiate psychological ownership (PO) for their brand. Across three studies we show that brand PO is a conceptually distinct construct with explanatory power above and beyond other brand relationship constructs such as attachment.

A10. Political Affiliation Moderates Attitudes Towards Artificial Intelligence
Noah Castelo, Columbia University, USA*
Adrian Ward, University of Texas at Austin, USA

Despite the inexorable march towards human-level artificial intelligence, almost nothing is known about how consumers perceive the risks and benefits of this revolutionary trend. We report 2 studies exploring these issues, finding that consumers’ attitudes are strongly influenced by political affiliation and by anthropomorphism of computers.

Didem Gamze Isiksal, PhD. Student at Istanbul Technical University, Turkey*
Elif Karaosmanoglu, Assoc. Prof. at Istanbul Technical University, Turkey

This study analyzes the interplay between self-reference effect and corporate brand transgressions on consumer punishing behavior. By a 2x2 experimental design, it is found that the interaction effect between self-reference and no self-reference groups and transgression levels causes a dramatic increase in punishing behavior under mild transgression rather than severe transgression.

A12. Empirical Generalizations of Brand Personality Dimensions: Longitudinal Analysis of a Robust Six Factor Model
Travis Tae Oh, Columbia University, USA*
Michel Tuan Pham, Columbia University, USA
Kamel Jedidi, Columbia University, USA

Since Aaker’s seminal paper on brand personality, the validity of this proposition has not been fully investigated. We analyze 15 years of proprietary panel data with 17,000 subjects and 3,000 brands per year provided by BAV. We find, in fact, a six dimension brand personality structure that evolves over time.

A13. #NoBoysAllowed: Consumer Response to Brand Infidelity
Justin Angle, University of Montana, USA
Kathryn Mercurio, University of Oregon, USA
Eric Setten, University of Oregon, USA*

This research explores consumer response to brands that shift their focus to different customers, a concept we term brand infidelity. We propose that consumers who identify strongly with a brand experience more betrayal - yet are more likely to forgive - when a brand “cheats” on them with other customers.
Daniel Boller, University of St. Gallen, Switzerland*  
Tobias Schlager, University of St. Gallen, Switzerland  
Andreas Herrmann, University of St. Gallen, Switzerland

Firms face the challenge that product configurators are often perceived to be complex. This research proposes a novel format of product configuration that tackles these issues, specifically, providing consumers the opportunity to articulate their preferences and offering them an initial product configuration based on these articulated preferences.

A15. The No-Pain, No-Gain Heuristic: The Effect of a Creator's Tragic Biography and Construal Levels on Quality Inferences  
Yeonjin Sung, Seoul National University, Korea*  
Seojin Stacey Lee, Seoul National University, Korea*  
Kiwan Park, Seoul National University, Korea

Extending the effort heuristic, we propose that people utilize a creator's tragic biography as a cue for high quality judgment of the creation. We demonstrate that this effect is observed at low construal level which facilitates process focus and is attenuated at high construal level which activates outcome focus.

A16. The Effect of Product Type on Consumers’ Preference for Ambiguous vs. Precise Ratings  
Amin Attari, University of Kansas, USA  
Promothesh Chatterjee, University of Kansas, USA  
Yexin Jessica Li, University of Kansas, USA*

We investigate whether, when, and why consumers prefer precise information over ambiguous information. We hypothesize that, when buying a utilitarian product, consumers prefer precise product ratings over ambiguous ones. However, due to the motivation inherent in hedonic purchases, we propose this preference gets attenuated when consumers consider such products.

A17. Delegitimation of a cultural product: The case of Turkish TV drama Behzat C.  
Anil Isisag, University of Wisconsin - Madison, USA*

This study examines the process of marketplace de-legitimation during which consumption practices are challenged and eliminated from the marketplace as a consequence of their inability to comply with, become associated with, and alter the definitions of legitimacy.
B1. The association between digit ratios and conspicuous consumption, and the moderating role of intrasexual competition
Cristina Maria de Aguiar Pastore, Pontifical Catholic University of Paraná
Marcelo Vinhal Nepomuceno, HEC Montreal, Canada*
Eric Stenstrom, Miami University
Eliane Cristine Francisco Maffezzolli, Pontifical Catholic University of Paraná

We investigated the effects of hormones on conspicuous consumption. Low digit ratios (high prenatal testosterone exposure) were associated with greater conspicuous consumption in men, particularly when intrasexual competition was high. In women, high digit ratios (high prenatal estrogen) were only associated with greater conspicuous consumption when intrasexual competition was high.

B2. Message Not Received - The Effects of Creditor Pressure In Consumer Debt Management
Anna Custers, Said Business School, University of Oxford*

Survey data suggests that avoiding creditors is a common behavior by over-indebted consumers, and is positively associated with debt levels, negative emotions towards debt and creditor pressure. This behavior cannot be explained by observable individual characteristics. The results suggest that creditor pressure can increase avoidance and therefore can be counterproductive.

B3. Using EEG to Understand The Brain Processing Mechanism of Irrational Consumption Bias Rooted in Different Income Sources
Fei Gao, HEC Paris, France*

This research first explores consumer’s cognitive neural mechanism of irrational consumption bias rooted in different income sources. Different income sources set up different brain processing mechanisms of mental accounting. P3 and LPC are the specific components which reflect different types of consumption preferences in different income source accounts.

B4. Seeking a Green City to Live in: The Differential Impact of Innovation-Based Versus Regulation-Based Environmental Policy on Willingness to Live
Sukhyun Kim, HEC Paris*
Jaehoon Lee, College of Business, Southern Illinois University

In three studies, we show that innovation-based policy leads to a greater willingness to live than regulation-based policy. Using a serial mediation analysis, we further show that this effect is mediated by perceived innovativeness and then by perceived quality of life, resulting in an increased willingness to live.

B5. Curiosity under Bright Light: The Influence of Lighting Conditions on Innovative Product Adoption
Yu Zhang, Nankai University, China
Lan Xia, Bentley University, USA*
Jiangang Du, Nankai University, China

This paper examines the effect of lighting conditions on evaluation and purchase intention of innovative products. Four studies showed that consumers in a bright environment are more likely to adopt new products than those in the dark environment, with curiosity mediating the effect. And the effect is moderated by loneliness.
B6. “Love Accounting”: The Effect of Love Messages on Gift Budgeting
Yanan Wang, Bishop's University
Ashesh Mukherjee, McGill University

Through three studies, it is found that when people give a gift they engage in 'love accounting', so that they will spend less on it if they include a written expression of love with it. The amount of effort expended on preparing the message did not account for the effect.

B7. Consumer discrimination: How a choice mindset influences fairness perceptions of insurance premiums
Michail Kokkoris, University of Cologne, Germany
Krishna Savani, Nanyang Business School, Singapore

We examined consumers’ fairness perceptions of insurance policies that discriminate premiums based on individual behaviors or outcomes. We found that a choice mindset decreases perceptions of fairness among consumers who feel disadvantaged by the policy but increases perceptions of fairness among those who feel favored by the policy.

B8. Do consumer choices make us narcissists? The role of self-referencing and self-affirmation
Michail Kokkoris, University of Cologne, Germany
Ulrich Kühnen, Jacobs University Bremen, Germany
Constantine Sedikides, University of Southampton, UK

We examined two pathways from consumer choices to maladaptive narcissism operating in parallel. Choice yields both self-referencing and self-affirmation, which in turn have opposing effects on narcissism: Whereas self-referencing increases maladaptive narcissism, self-affirmation reduces it. Therefore, consumer choices can simultaneously augment maladaptive narcissism via self-referencing and attenuate it via self-affirmation.

B9. When do consumers feel more authentic? The interplay of self-control choices and thinking styles
Michail Kokkoris, University of Cologne, Germany
Erik Hoelzl, University of Cologne, Germany
Carlos Alós-Ferrer, University of Cologne, Germany

We examined how consumption self-control affects authenticity for consumers with different thinking styles. Making a high self-control choice made participants with a higher (vs. lower) preference for deliberation feel more authentic, whereas making a low self-control choice made participants with a higher (vs. lower) preference for intuition feel more authentic.

B10. The Reversed Endowment Effect in Living-Goods Transactions
Rui Chen, Xiamen University School of Journalism and Communication, China
Leonard Lee, National University of Singapore Business School, Singapore
Yuhuang Zheng, Tsinghua University School of Economics and Management, China

Prior research has shown that the endowment effect is sizable and robust. However, the results of four studies suggest that the endowment effect may be reversed in transactions involving living objects, implicating the role of psychological ownership—in particular, perceived accountability and anticipated costs of ownership—in this effect reversal.
B11. Towards a Better Understanding of Sales Promotions’ Impact on Impulsive Purchases
Mahshid Omid, Université Laval
Frank Pons, Université Laval*

Although previous research emphasized that a significant percentage of impulsive purchases comes from sales promotions, the psychological mechanisms at the origin of this influence have been understudied. To address this gap, this paper investigates the mediating role of consumer affective and cognitive responses on impulse buying process of promoted products.

B12. Deny the Voice Inside: For Collectivists, Attitude Accessibility May Hinder Decision Making
Aaron Barnes, University of Illinois at Urbana-Champaign, USA*
Sharon Shavitt, University of Illinois at Urbana-Champaign, USA

Although accessible personal attitudes are generally seen as desirable and helpful, we present evidence that, for collectivists compared to individualists, such attitudes may have more negative or dissonance-inducing consequences, particularly when those attitudes appear to be at odds with prevailing norms and thus interfere with adapting to normative expectations.

B13. Reactions towards wasted food. Experimental data on food appreciation and sales.
Luca Casetti, Bern University of Applied Sciences, Food Science & Management, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Food Science & Management, Switzerland
Aline E. Stämpfli, University of Bern, Switzerland*

In this experimental study, we examine the reactions of consumers towards wasted food under two different conditions. Having an organic product and a more personal relation to the food provider evokes more self-related responsibility whereas having bought the product on sale shows no effect.

B14. Financial Constraint Decreases Consumers’ Variety Seeking Behavior
Yafeng Fan, Renmin University of China, China*
Jing Jiang, Renmin University of China, China*
Lin Jiang, Renmin University of China, China

This study examines the effect of financial constraints on consumer’ variety-seeking behavior. Using different measures of variety-seeking choice, we conducted three experiments to demonstrate that financial constraints increase consumers’ insecurity which in turn decreases their variety seeking behavior. The moderating role of materialism in this effect was also examined.

B15. Boomerang Effect of Conditional Promotions in Shopping Cart Abandonments
Atul Kulkarni, University of Missouri, USA*
Cindy Wang, University of Oregon, USA
Hong Yuan, University of Oregon, USA

We find that shoppers’ propensity to abandon shopping carts in response to unfulfilled conditional promotions is influenced by the interaction of promotion framing and distance-to-threshold. We found support for perceived fairness (perceived attractiveness) of the promotional offer as a driver of abandonment intention when distance-to-threshold is relatively far (close).
B16. Sensitivity to Price Changes: A Study Within the Prospect Theory
   Andrzej Falkowski, SWPS University of Social Science and Humanities, Warsaw, Poland*
   Robert Mackiewicz, SWPS University of Social Science and Humanities, Warsaw, Poland*
   Nina Chrobot, SWPS University of Social Science and Humanities, Warsaw, Poland*

Prospect theory assumes that people derive utility from the perspective of gain or loss. We present two experiments that show that consumers are more price sensitive when they provide the price that would discourage them from the purchase in comparison with the price that they would accept.

B17. Mortality Beliefs Distorted: Magnifying the Risk of Dying Young
   Peter Jarnebrant, BI Norwegian Business School*
   Kristian O. R. Myrseth, University of St Andrews

We explore mortality beliefs by eliciting individual-level belief distributions for participants’ remaining lifespans. We find simultaneous great pessimism (about dying at < 50 years) and great optimism (about dying at > 100 years), compared to demographic data. This has important implications for a range consumer behavior, including intertemporal choice.

B18. Toward an improved understanding of the privacy paradox
   Mirja Bues, University of Muenster, Gemany*
   Wayne D. Hoyer, University of Texas at Austin, USA

The current research seeks to understand why consumers disclose vast amounts of personal information online despite high concerns of privacy, a phenomenon known as the privacy paradox. We show that consumers’ willingness better predicts their actual disclosure behavior than do behavioral intentions and also which factors influence the situation-specific willingness.

B19. Choosing an Inferior Alternative: The Case of Disappearing “Inherited Options”
   Rusty Stough, University of Wisconsin - Madison, USA*
   Evan Polman, University of Wisconsin - Madison, USA

We extend work on subsequently unavailable options by examining items that consumers acquire despite their preferences. We found that when people experience a loss of an inherited option, they recoup the loss with a similar option, to the extent they choose an option that is inferior to other available options.

B20. A Fresh Light on Choice Regret
   Marcel Escher, University of Bamberg, Germany*
   Steffen Wöllf, University of Bamberg, Germany

Choice regret is a retrospect experience with important implications for consumer behavior in future decision situations. This research uses polynomial regression analysis and response surface analysis to deepen the understanding of choice regret. A study in the higher education context shows how an expectation-performance discrepancy affects choice regret.
**B21. The Effect of Spending Intentions on Windfall Use**  
Joshua I. Morris, Stanford University, USA*  
Jonathan Levav, Stanford University, USA

We show that receiving a windfall decreases the likelihood of choosing an option with a price exceeding the windfall amount when one does not have prior spending intentions for the purchase category. However, receiving a windfall increases the likelihood of choosing such an option when prior spending intentions are present.

**B22. Patterns of Emotional Brand Experiences Across Cultures: The Role of Context and Social Orientation of Emotions**  
Alexander Jakubanecs, Centre for applied research at Norwegian School of Economics*  
Magne Supphellen, Norwegian School of Economics and Business Administration, Norway  
Hege-Mathea Haugen, Telenor Research, Telenor Group  
Njål Sivertstøl, Telenor Research, Telenor Group  
Nhat Le, Norwegian School of Economics

There is a lack of frameworks predicting under what conditions different brand emotions will be observed across cultures. We address this limitation by focusing on the social orientation of emotions and field dependency theories. One important finding is that brands evoke theoretically atypical emotions in an interdependent culture.

**B23. What's in the Box? Risk in Surprise Subscription Models.**  
Severin Bischof, University of St. Gallen, Switzerland*  
Tim Boettger, University of St. Gallen, Switzerland  
Thomas Rudolph, University of St. Gallen, Switzerland

Assessing subscription models in retailing, we seek to identify the drivers that influence consumers’ attitude towards product subscriptions. Using Prospect Theory, we find that consumers prefer subscription boxes with surprise content in lower frequencies and subscription boxes with predefined content in higher frequencies.

**B24. Entitled to Spend: Discourse Analysis as a Framework for Understanding Student Buying Behaviour**  
Matthew Kearney, Ulster University*  
Lorna Stevens, University of Westminster  
Pauric McGowan, Ulster University

Drawing on discourse analysis, this qualitative, exploratory study identifies a discourse of entitlement amongst student consumers, enabling them to justify compulsive buying and other maladaptive spending habits. Three sub-themes, Deservedness, Defiance and Desire for Distinction, were identified within this framework, highlighting the wider societal context within which individual spending occurs.
Noah Castelo, Columbia University, USA*
Crystal Reeck, Temple University, USA
Jon Jachimowicz, Columbia University, USA
Eric Johnson, Columbia University, USA
Elke Weber, Columbia University, USA

We explore how default effects are moderated by decision makers’ pre-existing preferences. Default effects are significantly enhanced when the intent of the choice architecture intervention is consistent with the preferences of the decision maker, and when existing preferences are uncertain.

B26. Consumer-Expert interactions in the medical domain: Exploring when and how patients with prostate cancer ask their physicians for advice
Karen Scherr, Duke University, USA*
Mary Frances Luce, Duke University, USA
Peter Ubel, Duke University, USA

With the increasing consumerization of healthcare, the role of physician recommendations has become more complex and uncertain. Using data from patients with prostate cancer, we find significant variation in how patients request recommendations, how physicians respond to those requests, and identify factors (e.g., anxiety) that predict whether patients request recommendations.

B27. Close Alternatives: The Influence of Spatial Proximity on Choice Difficulty
Iris K. Schneider, VU University Amsterdam, the Netherlands*
Norbert Schwarz, University of Southern California, USA
Sander L. Koole, VU University Amsterdam, the Netherlands

Decision difficulty is often expressed in spatial language, for instance when people say "the choice alternatives are close". We explore the consequences of this metaphor for consumer decision-making. Our findings reveal that choices are harder when alternatives are presented spatially close together, compared to far apart.

B28. Retailer Pricing as Reassurance: Discounts and the Transaction Utility of Conflicted Consumers
Chris Hydock, Georgetown University, USA*
Luc Watieu, Georgetown University, USA

Retailers often either follow “every-day low pricing” (EDLP) or “high-low” (Hi-Lo) models; recent research finds that consumers’ perceive the EDLP model to be cheaper. This research indicates that despite the price perceptions, Hi-Lo pricing offers consumers, particularly price-quality conflicted consumers, transaction utility not available through EDLP.
Incentives motivate us. While considerable research has focused on monetary rewards, our evidence suggests that non-monetary hedonic rewards may induce greater persistence—and better performance—in real-effort tasks. Participants facing hedonic (vs. monetary) incentives were also more likely to invest effort to earn a larger-uncertain reward over a smaller-surer one.
C1. Social valuation and neoliberal ideology in postfeminist digital spaces
Mikael Andéhn, Aalto University, Finland*
Joel Hietanen, Stockholm University, Sweden
Thom Iddon, Stockholm University, Sweden

The online community labeled “the red pill” is growing rapidly and references to it in mainstream media are becoming commonplace. Delving into the community we uncover traces of an ideology in which social relations operate under market-like conditions, and where management of the self is the key to marketplace success.

C2. Clicking Decisions and the Coexistence of Insufficient and Excessive Checking
Yefim Roth, Technion University, Israel*
Michaela Wänke, University of Mannheim, Germany
Ido Erev, Technion University, Israel

We examines the impact of past experiences on the tendency to use easy “single-click checking” options in simplified settings. The results reveal the co-existence of insufficient and excessive checking. The direction of the deviation is captured with the hypothesis that consumers exhibit oversensitivity to the best in retrospect outcome.

C3. Showing off more for less on social media: The changing dynamics of conspicuous consumption and value while renting
M. Eda Anlamlier, University of Illinois at Chicago, USA*
Lez Trujillo Torres, University of Illinois at Chicago, USA
David Gal, University of Illinois at Chicago, USA

We examined consumers’ online display of status products when renting not owning. Preliminary analyses of the “Rent the Runway” hashtag in Instagram show a) use value for products remains high while exchange value is dramatically lower due to renting, and b) consumers conspicuously embrace the renting firm above specific brands.

C4. How Self-disclosure and Interpersonal Similarity Affect Goal Achievement in Social Media-based Online Communities
Kelly Eunjung Yoon, University of California Irvine, USA*
Cornelia Pechmann, University of California Irvine, USA

Our research examines the effects of community members’ identity self-disclosure, which we posit to be an underlying mechanism in the success of online communities. A mediation analysis supports the notion that identity disclosure in dyads is a significant factor that enables individuals to achieve their goals through strong interpersonal bonds.

Jae-Eun Kim, Massey University, New Zealand*
Kyeongheui Kim, SKK GSB, Korea
Jungkeun Kim, Auckland University of Technology, New Zealand

Fashion retailers use human models to present their merchandise. The purpose of this research is to investigate the effects of using human models on product evaluations. The results showed that it can vary depending on the level of individual’s dispositional or situational visualization ability, which further should be domain specific.
C6. The Effects of Social Sharing on Consumers’ Self-Perceptions of Expertise
    Daniel M. Zane, Ohio State University, USA*
    Rebecca Walker Reczek, Ohio State University, USA

This research explores how sharing preexisting online material (e.g., a news article) can enhance one’s self-perceptions of subjective expertise. Sharers believe they are acting as experts by disseminating information to others and conclude from their act of sharing that they must be knowledgeable about the topic of the shared content.

C7. Uncertainty and the Provision of Online Reviews for Services
    Leif Brandes, University of Warwick, UK*
    Rosa Cacabelos, Universität Zürich, Switzerland
    Egon Franck, Universität Zürich, Switzerland

We study the effect of uncertainty about a service’s true quality level after purchase on the provision and content of online reviews. We show that such uncertainty reduces the number of posted reviews, and makes posted reviews more negative, such that reviews no longer reflect true product quality levels.

C8. How Do They Feel: Categorial Sentiment Analysis of Emojis for Social Media Communication
    Lisa Carola Holthoff, University of Duisburg-Essen, Germany*

In electronic communication, consumers increasingly use emoticons to express their emotions. We develop a categorial emoji sentiment analysis tool on the basis of a qualitative study with 900 participants and validate it with a second, quantitative study. The tool simplifies the identification of emotional consumer reactions in social media communication.

C9. Complicitous Consumers? Deconstructing Online "Fertility Testimonials"
    Jennifer Takhar, Novancia Business School, Paris, France.*
    Kelly Pemberton, The George Washington University, Washington DC. USA

Our discursive analysis of American women's online customer testimonials on two “fertility wellness” websites reveals how this advertising strategy makes women unwittingly complicitous in the medical and marketing discourses that stigmatise them as solely responsible for procreative challenges, and simultaneously undermines the tenets of fourth-wave feminism.

C10. The Emotional Dynamics in Online Customer Reviews
    Clara Koetz, Rennes School of Business, France*
    Renaud MacGilchrist, Rennes School of Business, France

Our objective is to model the nature of emotional dynamics in online customer reviews. Our findings demonstrate that, rather than a diffusional process, emotions switch between stochastic regimes through time. These regimes are characterized by significant changes in the temporal frequency of reviews and the transition probabilities of emotions.
**C11. What happens when the company is the unfairly treated party in online review?**
Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul, Brazil
Cristiane Pizzutti, Universidade Federal do Rio Grande do Sul, Brazil*
Natalia Englert, Universidade Federal do Rio Grande do Sul, Brazil

We show that consumers who perceive unfairness in an online review towards a company behave against the unfair review and reviewer and in favor of the wronged company. This effect is explained by the negative emotions caused by the episode, reader's inferences about reviewer's motivations, and empathy towards the company.

**C12. Webrooming or Showrooming? A Matter of Involvement**
Carlos Orús, University of Zaragoza*
Raquel Gurrea, University of Zaragoza
Carlos Flavián, University of Zaragoza

We examine two cross-channel behaviours formed by the integration of the online and physical channels: showrooming (information offline, purchase online) and webrooming (information online, purchase offline). We find that involvement is higher in webrooming than in showrooming and determines the channel preferences to search for information and buy the product.

**C13. Online retailing is here to stay - The effects of product-context levels on consumer decision making.**
Jan Meyer, Tecnológico de Monterrey, MEXICO*
Eva Gonzalez Hernandez, Tecnológico de Monterrey, MEXICO
Paz Toldos Romero, Tecnológico de Monterrey, MEXICO

We investigate the role of context (with or without) in online product presentations and its influence on the consumer’s value perception. High context presentations generate increased value through increased mental imagery. The level of involvement and the consumer’s implicit theory moderate the relationship. Our results help improving online shopping experiences.

**C14. The Interaction between Moral Behavior and Social Norms**
Dikla Perez, Tel Aviv University and Technion, Israel*
Ayelet Gneezy, University of California San Diego, USA

This research uses the case of digital-content piracy to examine the behavioral consequences of engaging in socially acceptable immoral behaviors. We suggest that consumers’ willingness to pay for digital content piracy is driven by negative emotions linked to their perceived dishonesty and relevant when social norms against piracy are strong.

**C15. Taste Competitions in an Online Community: The case of Yeni Gelin Evleri in Turkey**
Alev Pinar Kuruoglu, Independent researcher, Turkey*
Gulay Taltekin Guzel, Bilkent University, Turkey*

This research aims to understand how the interplay of gender and class inflect taste displays and competitions in an online community. We conduct netnography on a Turkish facebook group, “Yeni Gelin Evleri,” in which lower-middle class newlywed women share photos and receive comments on their homes.
C16. Shared Offline and Online Spaces of Ethical Consumption Communities
    Vera Hoelscher, University of London - Royal Holloway, UK*

This paper explores how the sharing of both physical and digital spaces impacts ethical consumption communities. Considering three independent sites in the London Borough of Camden through ethnography, it studies the qualitative differences between offline and online spaces as well as the networks that form therein.

C17. Creating the flawed hero: Consumer movement framing in the online environment
    Jeff Wiebe, Queens University, Canada*
    Jay Handelman, Queens University, Canada

Employing a New Social Movement perspective, we conduct a netnographic analysis to examine how members frame consumer movements in the online environment. We find that rather than adhering to traditional activist roles, members position themselves as persistent “flawed heroes” who inform others of important truths.

C18. With A Little Help From My Friends: How Product and Website Socialness Drive Online Word-of-Mouth Persuasion
    Yiru Wang, Kent State University, USA*
    Cesar Zamudio, Kent State University, USA

Consumers’ online review information processing depends on the social nature of the object under review and website used. When the object is consumed privately, readers rely on both review content and writers’ social profile. However, when the object is consumed socially, readers rely on social profile alone.

C19. Head in the ‘Cloud’: Online information search inflates consumers’ self-confidence in personal decision-making ability
    Tito L. H. Grillo, Federal University of Rio Grande do Sul, Brazil
    Adrian F. Ward, University of Texas at Austin, USA*
    Cristiane Pizzutti dos Santos, Federal University of Rio Grande do Sul, Brazil

Consumers increasingly rely on the Internet to prepare for future decisions and experiences. This study shows that accessing information through online search (vs. accessing without online search) elicits a false sense of “already knowing things”, which increases consumers’ confidence in their own decision-making abilities.

C20. Heavy vs. Light TripAdvisor Reviewer Behavior
    Heather Linton, Cornell University, USA*
    Robert Kwortnik, Cornell University, USA
    Jay Russo, Cornell University, USA

Existing research on motivations behind engaging in online word of mouth (eWOM) has offered multiple discrepant lists of the reasons travelers choose to leave a review online. In this paper existing data from TripAdvisor reviews is analyzed to further investigate the behavioral differences of heavy versus light TripAdvisor reviewers.
**C21. #ConsumerActivism: How online consumer activism impacts brand change**  
Amber M. Chenevert, PhD, St. John's University, USA*  
Aleksandr V. Gevorkyan, PhD, St. John's University, USA

The authors sought to understand the motivations, actions and expectations of both online consumer activists and brand executives who have encountered consumer activist campaigns. This research contains online consumer activism implications for brand managers, economics and marketing theory integration, and introduces qualitative research to a largely quantitative area of study.

**C22. Affective Influences on Activation of Social Network Type: The Effects of Social Motivations and Anticipated Audience Responses**  
Dandan Tong, Chinese University of Hong Kong, China*  
Jianmin Jia, Chinese University of Hong Kong, China  
Robert Wyer, Chinese University of Hong Kong, China

This research investigates how event-elicited affective states (positive vs. negative) and relevance (self vs. other) give rise to activated social network types. We found that what people share in social media is driven by self-presentation motivation and emotion regulation motivation that are differentially associated with different types of social network.

**C23. Towards Better Understanding and Managing of Online Trolling Behaviors**  
Maja Golf Papez, University of Canterbury, New Zealand*  
Ekant Veer, University of Canterbury, New Zealand

Trolling is a pervasive phenomenon performed by ‘real’ perpetrators and at the expense of ‘real’ targets (people or brands). Our study defines how trolling is different from other online misbehaviors, and it demonstrates how understanding the factors involved in trolling may help social marketers and managers addressing it more successfully.

**C24. Social and Behavioral Consequences of Feedback When Participating in Brand Pages**  
Salvador Ruiz de Maya, University of Murcia, Spain*  
Mariola Palazon, University of Murcia, Spain  
Maria Sicilia, University of Murcia, Spain

This study combines data from Facebook and two experiments to show that (a) the content of consumers’ posts on brand pages in social networks determines the feedback they obtain in the form of likes and comments, and (b) how that feedback impact their perception of social recognition and behavioral intentions.
D1. The Effects of Envy on Scarcity Appeals in Advertising: Moderating Role of Product Involvement
Rajat Roy, Curtin University, Australia*

Results from two laboratory experiments show that when subjects experience benign (malicious) envy they exhibit higher value perception and purchase intention for the product showcased in a demand (supply) appeal over the supply (demand) appeal. This effect held under conditions of high product involvement but disappeared under low involvement.

D2. Buyers Are More Impatient Than Sellers: The Timing of Peak Influences Satisfaction in Experiential Purchase
Zhenyu Jin, Shanghai Jiao Tong University, China*
Wei Lu, Shanghai Jiao Tong University, China
Meng Duan, Shanghai Jiao Tong University, China
Jin Luo, Shanghai Jiao Tong University, China

Previous research demonstrated that the later the peak occurs, the greater happiness people feel (Baumgartner et. al. 1997; Fredrickson and Kahneman 1993). We proposed that experience-buyer becomes more impatient than experience-seller while waiting for the delayed peak of an experience due to varying construal levels.

D3. Consumer Engagement with Luxury Foods
Ewa Maslowska, Northwestern University - Medill, USA*
Vijay Viswanathan, Northwestern University - Medill, USA
Mototaka Sakashita, Keio University, Japan

Luxury foods are often purchased for their experiential and identity benefits and hence can enhance consumer engagement. Preliminary analysis of purchase transactions from an ultra-luxury department store show that food purchases contribute to reducing the time elapsing between two shopping trips and thus increase engagement with the store.

D4. On Aesthetic Pleasure: The Uncertainty-Reducing Role of Processing Fluency
Ali Faraji-Rad, Nanyang Technological University, Singapore*
Michel Tuan Pham, Columbia University, USA

We propose that the effect of fluency on aesthetic pleasure relates to fluency’s role in reducing uncertainty: resolution of uncertainty is pleasurable; fluency contributes to faster uncertainty resolution and creates aesthetic pleasure. Three studies show that the effect of fluency on aesthetic pleasure attenuates when people are certain (vs. uncertain).

D5. A Theoretical Perspective on Guilt and Materialism in Helping Behavior
Ramona De Luca, FGV-EAESP*
Delane Botelho, FGV-EAESP
Mateus Ferreira, FGV-EAESP

In this theoretical paper, we discuss the positive effect of a negative emotion, such as guilt, on individuals’ attitudes toward charitable giving. In particular, we propose that this effect is stronger for individuals with high levels of consumer materialism when compared with their low-materialism counterparts.
D6. The Effects of Consumers' Identification and Disidentification in the Case of Corporate Misconduct – Exploring the Mediating Role of Emotions

Christopher Ruppel, Department of Communication, University of Vienna*
Sabine Einwiller, Department of Communication, University of Vienna

Due to higher self-relevance, corporate misconduct should elicit stronger emotions in identified and disidentified consumers compared to non-identified, which mediate different consumer reactions. In a first study, particularly disidentified consumers’ adversarial behaviors were mediated through disapproving emotions and schadenfreude, whereas sympathy elicited in identified consumers resulted in higher perceived trust.

D7. Pride and Dishonesty—Why does Authentic Pride Lead to More Dishonesty?

Jinfeng (Jenny) Jiao, SUNY Binghamton, USA*
Cathy Cole, University of Iowa, USA
Gary Gaeth, University of Iowa, USA

This paper focuses on authentic pride and hubristic pride as antecedents to consumer dishonesty and has both theoretical and empirical implications. We further examine the moderating role of cognitive resources in influencing pride effects on dishonesty. We demonstrate that it is moral disengagement that mediates the found effect.

D8. Magnitude Matters: The Role of Anger Intensity in Interpersonal Perceptions

Celia Gaertig, University of Pennsylvania, USA*
Alixandra Barasch, University of Pennsylvania, USA
Emma Levine, University of Pennsylvania, USA
Maurice Schweitzer, University of Pennsylvania, USA

How does the magnitude of an anger expression influence interpersonal perceptions? We find that extremely angry people are perceived to be less competent and warm, and receive less status in interpersonal interactions. Our results demonstrate that magnitude matters: the social consequences of emotion hinge on the magnitude of emotional expressions.

D9. Feeling of Luck Drives Preference for High-Effort Products and Activities

Feifei Huang, Chinese University of Hong Kong, China*
Meng Zhang, Chinese University of Hong Kong, China
Yuwei Jiang, Hong Kong Polytechnic University, China

The current research examines the effect of incidental feeling of luck on consumers’ preference for high-effort products and activities. We find that feeling of luck increases consumers’ action tendency, which in turn leads consumers to prefer high-effort products and activities over low-effort ones.
D10. It Feels Good and Bad to Be Fake: The Effect of Counterfeit Consumption on Consumer Feelings and Purchase Preference
Joyce Jingshi Liu, Hong Kong University of Science and Technology*
Amy Dalton, Hong Kong University of Science and Technology
Jiewen Hong, Hong Kong University of Science and Technology

We find that using counterfeits in public elicits mixed feelings, particularly for consumers with a high status-signaling motive. These mixed feelings in turn reduce the appeal of counterfeits relative to genuine products. Accordingly, ads that highlight counterfeit consumption experience in the present of others effectively reduce consumers’ counterfeit demand.

D11. How Thinking about Society’s Past Influences Optimism towards its Future
Canice M. C. Kwan, Lingnan (University) College, Sun Yat-Sen University*
Shirley Y. Y. Cheng, Hong Kong Baptist University
Alex S. L. Tsang, Hong Kong Baptist University

Consumers would feel nostalgic not only when reminiscing about their own past, but also when reflecting on a historic era of their society. This research probes into the latter type, exploring its impacts on optimism toward the society’s future and decisions for the society (e.g., endorsement of risky public policy).

D12. When There’s Nothing You Can Do, an “Expansive” Window is For You: The Interaction Effect of Feelings of Personal Control and Promotion Period Framing on Promotion Evaluation
YouJeong Hong, Seoul National University, South Korea*
Kyoungmi Lee, Seoul National University, South Korea

This research shows that when personal control is threatened, consumers exhibit a more favorable attitude toward and a higher likelihood of participating in a promotion using expansive frame(‘anytime through Tuesday and Thursday’) than non-expansive frame(‘from Tuesday to Thursday’) to restore feelings of personal control.

D13. Understanding Consumer Skepticism Towards Sustainable Innovations
Jan Koch, University of Groningen, The Netherlands*
Koert van Ittersum, University of Groningen, The Netherlands
Jan Willem Bolderdijk, University of Groningen, The Netherlands

We offer a novel account for explaining consumers’ skepticism towards sustainable innovations (e.g., insect consumption, electric vehicles). We argue that adopting these innovations requires consumers to violate internalized norms, which triggers negative emotions (e.g., disgust) and thus stimulating consumers to reject radical behavioral changes.

D14. Creating the Mood for Humor: A Gender Identity Perspective
Hye Jin Yoon, Southern Methodist University, USA*
Yongjun Sung, Korea University

Mood effects research in humor advertising with a focus on gender identity is non-existent. Two experimental studies found responses to different arousal and valence mood primes in humor advertising to be contingent on the individual’s gender identity. The findings provide implications for theoretical as well as practical contributions.
D15. Why customers get even? The predicting role of vengeful customer’s negative emotions
Phuong Thao Bui Nguyen, Toulouse 1 Capitole University*

This research clarifies two categories of negative emotions that vengeful customers can feel: one of which targets the firm and the other targets the final user of the defective product. The proposed typology highlights different roles of a vengeful customer (victim vs. guilty party) which will predict his revenge action.

Leonardo Aureliano-Silva, ESPM, Brazil
Suzane Strehlau, ESPM, Brazil*

Stress is a problem in contemporary societies, thus, the use of luxury brands might help consumers feel better. The purpose of this research is to verify the impact of luxury brands consumption on emotional well-being and brand attachment in stressful situations. A set of 4 experiments between subjects was conducted. In high stress context, luxury brand has a powerful impact on emotional well-being and attachment level compared to non-luxury brand.

D17. Self-Awareness Fit and Consumer Product Evaluation
Bora Min, University of Southern California, USA*
Cheryl Wakslak, University of Southern California, USA

Consumers increasingly engage in activities that can situationally increase self-awareness (e.g., taking selfies). Across two experiments, we find that situationally increasing self-awareness via self-focusing stimuli (i.e., video and mirror) enhances (vs. hinders) experiences with products among consumers with high (vs. low) public self-consciousness.

D18. The Illusion of Processing Fluency on Pro-social Campaigns: Unjustifiable Efforts Produce Guilty Feelings
Yaeun Kim, Temple University, USA
Yae Ri Kim, Seoul National University, South Korea*
Vinod Venkatraman, Temple University, USA
Kiwan Park, Seoul National University, South Korea

This study provides evidences that attitudes in processing pro-social campaigns are moderated by different goals. We found that if one’s goal is dishonorable, putting extra effort into difficult processing fluency (DPF) campaigns causes negative effects. The increase in guilt when dealing with DPF campaigns explains the underlying mechanism.

D19. When, how, and why hedonic adaptation generates a new consumer desire
Rodolfo Azambuja, Universidade Federal do Rio Grande do Sul, Brazil*
Vinicius Andrade Brei, Universidade Federal do Rio Grande do Sul, Brazil*
Leonardo Nicolao, Universidade Federal do Rio Grande do Sul, Brazil

This work shows preliminary results of a model developed from a 10-month longitudinal study designed to test whether the emergence of a new desire comes from consumer hedonic adaptation processes. Partial results show such an effect. The current level of enjoyment with a product, consequence of hedonic adaptation, influences desire.
D20. Friend or Firm: When Friendliness Reduces Comfort Perceptions During Sales Interactions
Suzanne Rath, Queen's University, Canada*
Laurence Ashworth, Queen's University, Canada
Matthew Philp, HEC Montreal, Canada
Nicole Robitaille, Queen's University, Canada

It is generally believed that friendly firms facilitate positive consumer responses. However, this may not always be true. This research suggests that friendly firms may make consumers feel less comfortable as consumers may not view firms as especially meaningful relationship partners even though friendliness is normally a desirable interpersonal exchange.

Richard Huaman Ramirez, IAE, CERGAM, Aix-Marseille University*
Juan David Pinzon, IMPGT, CERGAM, Aix-Marseille University
Aranzazu Gaztelumendi, IMPGT, Aix-Marseille University

We analyze the feeling of strangeness of eleven visitors to a contemporary art museum, by utilizing the "video-elicitation" technique combining video recording and in-depth interviews. We identified the participants values registers, the terms they use to designate strangeness from artworks and the relation between the feeling of strangeness and satisfaction.

D22. “You shouldn’t have!” Facework and disposal in gift receiving as a way to manage interpersonal relationships
Ines Branco-Illodo, Nottingham Trent University*
Teresa Heath, Nottingham University
Caroline Tynan, Nottingham University

Drawing on Attachment Theory this research addresses the neglect of the ways in which recipients use gift receiving to manage relationships with givers. By pretending, reducing dissonance and being honest in their gift responses and by using different disposal strategies, recipients deal with the emotional anxiety of receiving unwanted gifts.

D23. Two Shades of Green: Unravelling the Composition, Antecedents and Consequences of Benign and Malicious Envy on Brand Attitude
Tanvi Gupta, Indian Institute of Management Bangalore, India
Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India*

Malicious (benign) envy is conceptualized as a cluster of relatively high (low) envy and low (high) admiration. Three antecedents to envy-type are identified, namely, deservingness, relationship type and foul-play. These contextual factors differentially activate the assimilative (contrastive) emotion of admiration (envy) by influencing self-other congruence and significantly impact brand attitude.
D24. When Does Anxiety Make Consumers More Careful About Conserving Resources?
Shruti Koley, Texas A&M University, USA*
Caleb Warren, Texas A&M University, USA
Suresh Ramanathan, Texas A&M University, USA

Anxiety is a multi-dimensional emotion that can be broken down into narrower categories. Individuals experience active-anxiety when they’re lagging behind on goals they feel responsible for, while they experience passive-anxiety when they perceive global threats that are outside their control. Active-anxiety, unlike passive-anxiety increases choice for discounted products and activities.

D25. The Relationship between Happiness and Perception of Purchases: Experiential Versus Material
Hyewon Oh, University of Illinois at Urbana-Champaign, USA*
Incheol Choi, Seoul National University, Korea

We examine two unanswered questions regarding happiness and the fuzzy boundary between experiential purchases and material purchases. Using a multi-method approach, we found that happy people perceive their purchases as more experiential than less happy people do and people become happier when they practice ‘experiential framing’ of their purchases.

D26. A finite pool of worry
Brian Huh, Columbia University, USA*
Ye Li, University of California Riverside, USA
Elke Weber, Columbia University, USA

People have finite cognitive resources in dealing with news. We tested the "finite pool of worry" hypothesis: Does worrying about one issue reduce worrying for other (perhaps more) important issues? We show that inducing concerns about an issue increases worry for that issue at the expense of other important issues.

D27. The Interplay of Happiness and Control on Reliance on Feelings versus Reasons in Decision Making
Moon-Yong Kim, Hankuk University of Foreign Studies, Korea*
Sungjun Park, KAIST, Korea*

Previous research has demonstrated that happy moods are known to promote feeling-based processing, whereas sad moods promote reason-based processing. The current research shows that a high (vs. low) level of control in a happy situation can promote a greater reliance on feelings (vs. reasons) in making judgments and decisions.

Olga Martin, University of Washington, USA*
Lea Dunn, University of Washington, USA

This research examined the effect of romantic jealousy on advertising effectiveness and found that romantic jealousy increased overall favorability of attitudes toward advertisements and advertised products, as well as purchase intention. Mediation analyses confirmed that the effect of jealousy on confidence is the mechanism by which jealousy affects advertising effectiveness.
Brands promise to donate certain amount of sales prices per product sold in cause-related marketing (CRM) promotions. Contrary to common wisdom, we show that CRM is effective when consumers are in a bad mood but not when they are in a good mood.
E1. Creative Power of Unique Fashion: Identifiable by Others or Exclusive for Yourself

San Young Hwang, Korea University, Korea*
Nara Youn, Hongik University, Korea*
Minjung Koo, Sungkyunkwan University, Korea*

We find that extraversion moderates the behavioral priming effect of unique fashion on wearers’ creativity. “Self-awareness of being in the social spotlight” mediated the relationship for extraverts wearing bluntly unique clothing and “self-awareness of own distinctiveness that others don’t notice” explained the effect for introverts wearing clothes with hidden uniqueness.

E2. Genealogies of Consumers’ Resistance

Carmen Valor, Universidad Pontificia Comillas, Spain*
Eleni Papaokinoumou, Universitat Rovira i Virgili, Spain

This paper examines the subjectification process in the sustainable consumers’ resistance movement. By applying the Foucault’s genealogical method we aim to unveil the discursive roots and anchors of the sustainable subject and how such subject is opposed to the consumerist subject.

E3. Distant but Local: Border-Based Perceptions of Localness and Effects on Food Preference

John Price, University of Oregon, USA*
Brandon Reich, University of Oregon, USA*

We first introduce and validate the Locavore scale. We then show experimentally that consumers exhibit a “border bias” in which distant (vs. proximal) food is perceived as more local when it is sourced from within their political borders, and how localness perceptions interact with Locavorism to influence food choices.

E4. Parenting Mindset Salience and Its Influence on Uniqueness Seeking

Chun-Ming Yang, Ming Chuan University, Taiwan*

Two studies demonstrate that parenting mindset salience makes consumer interdependent self-construal more salient but does not do so for independent self-construal. This salient interdependent self-construal leads to a lower preference for unique or cool products. Moreover, this effect was stronger for females than for males, and mediated by interdependent self-construal.

E5. The Effect of Moral Identity on Compensation Evaluation: Is Monetary Compensation Always Better?

Ahmad Daryanto, Lancaster University, UK*
Felix Martin, Lancaster University, UK
Laura Salciuviene, Lancaster University, UK

We demonstrate how moral identity affects consumers’ evaluation of damages vs. free repair compensation in a product moral crisis situation. Our findings reveal that it impacts the evaluation differently contingent upon the duration of product ownership.
E6. The ‘Flower Men’ Phenomenon: Exploring the Cultural Encoding of Masculinity in South Korean Cosmetics Advertising
Ann Kristin Rhode, ESCP Europe & Université Paris 1 Panthéon-Sorbonne, France*

Given the cultural relativity of masculinity and attractiveness, representations of masculinity are likely to vary across cultures. This study explores images of masculinity in South Korean print advertising for men’s cosmetics. Findings of a content analysis suggest a notion of ‘soft masculinity’ that may widen traditional gender lines around cosmetics.

E7. Constructing hybrid identity: the consumption of Brit-Asia bhangra music
Amandeep Takhar, University of Northampton, UK*
David Chitakunye, AMA International University, Kingdom of Bahrain*

We propose that the consumption of the Brit-Asian music genre plays a pivotal role in the lives of young British Sikhs in the UK. It acts as a sub-cultural force that reinforces the British Sikh identity, but also mediates cultural and intergenerational tensions, therefore acting as a catalyst for change.

E8. Signal with Cost: When and Why Identity Signals Are Perceived to Be Authentic
Katherine Crain, Duke University, USA*
James R. Bettman, Duke University, USA
Mary Frances Luce, Duke University, USA

Punks signal with mohawks and piercings, but sometimes they are called poseurs. How do observers judge the authenticity of a signaling consumer? We suggest that observers judge a signaling consumer’s authenticity by inferring his or her willingness to accept the costs associated with his or her signal, which is directly moderated by the positivity of the identity being signaled.

E9. Becoming an insectivore: Results of an experiment
Christina Hartmann, ETH Zürich, Department Health Science and Technology, Consumer Behavior*
Michael Siegrist, ETH Zürich, Department Health Science and Technology, Consumer Behavior

Insects are considered as a sustainable alternative to conventional meat-based animal products, however, are not accepted as food by Western consumers. In this eating-experiment, we explored whether or not offering insects in a processed form may facilitate the acceptance of insects in the diet in industrialized countries.

E10. Peeping on Poverty: Groupness and Moral Considerations in Slum Tourism
Julia von Schuckmann, ESADE Business School, Spain*
Lucia Barros, EBAPE-FGV, Brazil*
Eduardo Andrade, EBAPE-FGV, Brazil

Slum tourism is a prevalent tourist attraction in the Global South that brings a fierce ethical debate. In two field experiments in Rio de Janeiro, we show that groupness and its impact on moral considerations help explain why some consumers (out-groups) find it appealing whereas others (in-groups) find it appalling.
E11. Resistance, Conformance, And Stigma in The Consumption of Music
Gretchen Larsen, Durham University, UK*
Maurice Patterson, University of Limerick, Ireland*

This paper delineates the nature of the stigma of conformity in music consumption. Such stigma is associated with too close an adherence to social norms as made manifest in popular culture and fashion. Thus, this stigma is attached to that which is superficial and is seen to lack authenticity.

E12. The Influence of Contextual Minority Status on Privately-Held Evaluations of Identity-Linked Products
Iman Paul, Scheller College of Business, Georgia Institute of Technology, 800 West Peachtree Street, Atlanta, GA 30308, Iman.Paul@scheller.gatech.edu*
Jeffrey R Parker, J. Mack Robinson College of Business, Georgia State University, Department of Marketing, PO Box 3991, Atlanta, GA 30303, jeffparker@gsu.edu.
Sara Loughran Dommer, Scheller College of Business, Georgia Institute of Technology, 800 West Peachtree Street, Atlanta, GA 30308, Sara.Dommer@scheller.gatech.edu.

Does being the lone female in a group of males influence women’s evaluations of female identity linked products? Two studies find that when gender identity is activated by being in the numerical minority of a group, women report less positive attitudes toward products associated with negative aspects of their gender.

E13. ‘My Beautiful Self’: An Exploration of the Effects of Advertising Campaigns on Female Empowerment
Cristina Longo, Université Lille - Skema Business School*
Meltem Türe, Skema Business School - Université Lille

This study explores the effects of the recent advertising trend that promotes women’s self-acceptance. We find that while these brands create a space of empowerment for women within a market that works with beauty standards, they also, subtly, contribute to the powerless and insecure women myth they claim to challenge.

E14. Don’t Freak, I’m a Sikh: Stigma, Styled Identities and Social Distancing of the Turbaned Sikh Male
Anoop Bhogal-Nair, University of Northampton, U.K*
Andrew Lindridge, Open University, U.K*

This working paper investigates how Sikh men utilise social distancing strategies in developing distinct identities not narratives. Grounded in social identity theory, we examine how global discourses of ‘Islamophobia’ have prompted ‘Sikh projects’ as strategies to de-stigmatize cultural symbols and ultimately, socially distance one ‘Other’ from another ‘Other’.

E15. Pain-Free Funeral: Creating the Market for the Bereaved in South Korea
Soonkwan Hong, Michigan Technological University, USA*

This study illuminates the transformative process by which Koreans have been converted due to regulations with respect to funerary practice, and unconsciously endorse the new experience industry that caters unprecedented “convenience” to the bereaved. The socio-politico-cultural patterning of funeral experience is characterized as de-Confucianization, which involves de-emotionalization, hyper-symbolization, and vulgarization.
E16. **Doctoring Happiness: An Ethnographic Study on Plastic Surgery in Turkey**  
Alev Pınar Kuruoğlu, Independent Researcher, Turkey*  
Berna Tari Kasnakoğlu, TOBB ETU, Turkey*

This ethnographically informed research investigates the entwinement of elective plastic surgery with the pursuit of happiness. We approach happiness as a “self-disciplining technique” that drives practices related to cosmetic surgery, and which we argue constitutes part of broader dynamics related to being a “proper” woman living a worthwhile life.

E17. **Consuming a Transfusion of Fashion: Constructing Hybrid Identity amongst the third generation British Indian Community**  
Amandeep Takhar, University of Northampton, UK*  
David Chitakunye, AMA International University, Kingdom of Bahrain*

This study contributes to an understanding of how migrating communities consume a transfusion of clothing and fashion. We adopt an interpretivist approach to explore how third generation British Indians consume fashion, and found that fashion was consumed as an expression of their hybrid identities.

E18. **Money and Me: Thoughts of Money Change Individuals’ Self-View**  
Leonie Reutner, University of Basel, Switzerland*  
Mirella Walker, University of Basel, Switzerland  
Rainer Greifeneder, University of Basel, Switzerland

We show that money thoughts shift individuals’ self-view (study 1) towards more agency and less communion when accuracy is central but does not similarly affect the way other people are viewed (study 2). When accuracy is not central, money shifts self-view towards an ideal, agentic and communal self (study 3).

E19. **The Construction of ‘whiteness’ in Indonesian skincare advertising**  
Jeaney Yip, University of Sydney, Australia*  
Susan Ainsworth, University of Melbourne, Australia

This research analyses the discursive construction of beauty through skin care advertisements in Indonesian women’s magazines. A country with the largest emerging middle class in Southeast Asia, we explore the polysemy of whiteness that promise youthful and fair skin to affluent middle-class consumers and the constant ‘upscale’ of lifestyle norms.

E20. **From Consumers to Producers: The Identity Evolution of Food Bloggers**  
Gabrielle Patry-Beaudoin, HEC Montréal, Canada*  
Yannik St.James, HEC Montréal, Canada

Drawing from the professional identity and serious leisure literatures, this study examines consumers’ identity as they engage in production activities. A qualitative investigation of food bloggers documents three identity forms – novice, amateur, and professional – consumers integrate as they participate in production practices, as well as identity tensions they must negotiate.
E21. Reflexive habitus and consumption: Negotiation and (re)stabilization of social class in Czech Republic
   Zuzana Chytkova, University of Economics, Prague, Czech Republic*

The concept of reflexive habitus (according to which self-reflexivity can become habitual and thus a “second nature”), is used as a conceptual tool to describe how consumption is used to negotiate and (re)stabilize social class in a context, in which the social structure has been disrupted by a neoliberal transformation.

   Zafeirenia Brokalaki, King's College London*

This research amalgamates consumer and cultural studies literature to explore self-expressive art practices in consumption settings. Using Habermas’s public sphere conceptualisation and an ethnographic case-study, we demonstrate the critical role of authorship in art-stimulated dialogical discourses impacting consumers’ multi-layered activation, public expression and marketplace conversions into late modern public spheres.

E23. Ambivalent Attitudes do Not Induce Confusion among Collectivists
   Andy H. Ng, University of Illinois at Urbana-Champaign, USA*
   Sharon Shavitt, University of Illinois at Urbana-Champaign, USA
   Hazel R. Markus, Stanford University, USA

People of Asian (vs. European) background perceived context-dependent attitudes as more socially desirable, which led to a higher tendency to evaluate objects both favorably and unfavorably without context. This led to feeling of confusion only for those who did not strongly endorse collectivistic values and when independent self-construal was primed.

E24. Examining the Co-construction of Belonging between Consumers and Service Providers
   Robert Arias, University of Illinois at Urbana-Champaign, USA*

This research examines how consumers’ sense of belonging (SB) develops within a consumption community supported by firms. The researcher conducted interviews with both consumers and service providers. The aim of the paper is to develop a theoretical framework explicating how consumers’ SB experiences are co-constructed by themselves and marketing agents.

E25. Age-Related Changes in Materialism in Adults – A Psychological Insecurities Perspective
   Christian Martin, HEC Lausanne, Switzerland*
   Sandor Czellar, HEC Lausanne, Switzerland

It has been reported frequently that materialism declines with age during adulthood. The reasons for this however have not yet been studied. In two studies, we find that this effect can be partially explained by age-related changes in self-uncertainty. Implications for theory are discussed.
E26. Soap-Opera and Tourism: Rehabilitating the Ottoman Post-colonial
Cagri Yalkin, Brunel University, UK*
Georgios Halkias, University of Vienna, Austria

We explore how the tourists from formerly colonized territories in the Ottoman Empire consume the former colonizer through 1. watching Turkish soap operas and 2. visiting Turkey and in doing so how they confront the post-colonial relationship through confronting Turkey as a destination and a nation-brand.

E27. Responses to Injustice: Affect, Threats to Social Self-Esteem, and Materialism
Feifei Huang, Chinese University of Hong Kong, China*
Robert S. Wyer Jr., Chinese University of Hong Kong, China

Five experiments demonstrate that people become more materialistic when the retributive and distributive justice of their misfortune are both high or both low. These effects are driven by the intention to boost social self-esteem and to eliminate the negative affect that results from the loss of this esteem.

E28. Attributions to Individual or Group? A Study on Gender Differences
Chun Zhang, Concordia University, Canada*
Michel Laroche, Concordia University, Canada
Marie-Odile Richard, State University of New York Polytechnic Institute

Based on the self-construal literature and the interdependent theory, the current work examines the gender difference in attribution behavior. Results show that males are more likely to attribute to individuals while females are more likely to attribute to groups. This difference is also confirmed between relational and collective interdependent self-construal.

E29. Reward-Based Crowdfunding: The Roles of Funders
Natalia Drozdova, Norwegian School of Economics, Norway*
Ingeborg Kleppe, Norwegian School of Economics, Norway*

In different types of crowdfunding projects, the nature of relations between founders and funders can differ significantly. Our analysis of the Oculus Rift case demonstrates how funders negotiate their roles in a reward-based crowdfunding project as the project evolves from social towards commercial logic dominance.

E30. Marketplace Mythology and the Politics of Identity
Ronnie Das, Coventry University*

This study recalls how the interdisciplinary field of cultural research has prioritised the investigation of ‘Politics of Consumer Identity work’ as a developing field of enquiry. Following this theoretical lead, this study sought to understand the consequences of cultural branding in generating identity politics surrounding men and their two-wheeler machines.
E31. How One-Step (vs. Gradual) Presentation of Change Affects its Perceived Magnitude - The Role of Identity
   David Faro, London Business School, UK
   Emre Ozdenoren, London Business School, UK
   Anja Schanbacher, London Business School, UK*

Overall change in a stimulus is perceived to be larger when presented in one step vs. gradually, but only when the changing stimulus has an underlying identity (e.g. a person or brand). Our findings suggest this is because one-step (vs. gradual) change causes stronger perceived disruption of the underlying identity.

E32. Food Fight! A comparative analysis of the portrayal of food in cartoons targeting girls and boys.
   Eric Setten, University of Oregon, USA*

This study shows significant differences in the number and meaning of food references in cartoons for girls versus those for boys. Girls’ shows reinforce the message “food is love” while boys’ shows reinforce the message “food is fuel.” This has important implications for the development of identity-based attitudes towards food.

E33. Fathers Are Not Like Mothers: How males and females differ in the effect of political identity on their children’s educational spending
   Jihye Jung, Rice University, USA*
   Vikas Mittal, Rice University, USA

Through four studies, this research examines the effect of parents’ political identity on their spending decision on child’s education. We find that conservatives prefer conformance-style education whereas liberals are more supportive of independent-style education. Further we identify this matching effect differs by individuals’ self-versus other focus.

E34. Communicating Less/no Meat Consumption: Dialogue between Meat Lovers and Avoiders
   Handan Vicdan, EMLYON Business School, France*

Despite the scientifically proven need for adoption of less/no meat diets, few people adopt such diets. We explore the counterproductive communication that hinders the promotion of these diets between meat lovers and avoiders. Focus group and depth interviews identify ways to establish constructive dialogues in order to promote these diets.

E35. Theorizing Authority Relinquishment in Agency Relationships: Conditions and Consequences
   Gulnur Tumbat, San Francisco State University, USA*
   Kent Grayson, Northwestern University, USA

According to agency theory, exchange agreements range from where the buyer has high authority over the seller to where both are relatively independent. Some principal-agent agreements reverse this relationship by allowing the seller to exercise authority over the buyer. We study this unexplored type of agency agreement: “authority relinquishment.”
Lacking power motivates people to consume conspicuously to signal status. However, beyond the desire to signal status, little is known about the positive consequences of conspicuous consumption for the powerless. In this ongoing research, we provide initial evidence that powerless’ acquired status through conspicuous consumption enhances their cognitive abilities.

Results of three experiments reveal that when consumers psychologically own a product, they perceive infringement and behave territorially as another person signals control, intimate knowledge, or investment of self in the product. Infringement and territorial responses intensify when consumers believe they have more clearly signaled (i.e., “marked”) their psychological territory.

Firm power is an important aspect of the marketplace, however the consumer behavior literature has limited understanding of how consumers represent firm power and the consequences of such perceptions. This research introduces and tests a model of antecedents to, potential biases in, and consequences of consumers’ perceptions of firm power.

In the current research, we investigated the gender difference in the power effect on brand role preference. Specifically, we proposed that men with lower sense of power and women with higher sense of power would prefer “brand as leader” to “brand as partner”.

This paper presents an expanded view of experiential consumption in trying to understand the consumer acculturation process for international students and uncovers three underlying themes which help explain how such individuals adjust and adapt to their different consumption context which they have to inherit for the medium-term.
While the proliferation of mobile phones in developing countries has been well documented, researchers have not fully capitalized on this technology to inform ethnographic inquiries. Based on a study with consumer-merchants in West Africa, we present mobile phone visual ethnography as a promising methodology for consumer research in emerging markets.
**F1. Fewer When Mixed: When Food Presentation Format Biases Consumers’ Perceptions of Calories and Fat**
Ning Ye, Temple University, USA*
Maureen Morrin, Temple University, USA
Angelika Dimoka, Temple University, USA
Dipankar Chakravarti, Virginia Tech, USA

Our research aims to investigate whether consumers' calories estimation is biased by the food format: when the ingredients are mixed together versus separate. We found participants underestimated the amount of calories in candies when asked to imagine eating the food in a mixed (versus separate) format.

**F2. Thinking Creatively through Hands**
Jeong Eun Lee, Hongik University*
Nara Youn, Hongik University*

Through four studies, this research empirically demonstrates that physical hand movement and the elicitation of the embodied metaphor of hands enhance creativity. The relationship between using hands and creativity is mediated by the symbolic metaphor of the “craft-making” and “curiosity and imagination.”

**F3. Low Construals Prefer Atypical Colors**
Jiyoon Uim, Hongik University, Republic of Korea*
Nara Youn, Hongik University, Republic of Korea*

The current research examines how atypical (vs. typical) color affects consumer information processing and examines the moderating role of construal level. Through three studies, we demonstrate that atypical color would lead to favorable evaluation of product more for consumers with low level than for those with high level construals.

**F4. Leaps and Tweaks: The Impact of Version Numbers on Product Attractiveness**
Meyrav Shoham, Technion - Israel Institute of Technology, Israel*
Yael Steinhart, Tel-Aviv University, Israel
Sarit Moldovan, The Open University of Israel

When consumers evaluate products with version numbers, smaller numerical gaps between version numbers can enhance product appeal. Three studies show that this effect occurs when the existing version has a decimal number while the new version has a whole number, suggesting a more substantive leap after several incremental ones.

**F5. On the Accuracy of Consumer Future Usage Estimations: Evidence From the Car Sharing Industry in Germany**
Daniel Lippe, Karlsruhe Institute of Technology (KIT)
Sven Feurer, Karlsruhe Institute of Technology (KIT)*

Estimations of future usage plays an important role in consumer decision-making. Drawing on real consumption data, this study illuminates the accuracy with which consumers estimate future usage and provides evidence that involvement and need for cognition drive this accuracy.
F6. The Voice From Afar: Reverberation in Spoken Advertising Messages Influences Consumer Information Processing
Johann Melzner, NYU Stern School of Business / LMU Munich Institute for Market-based Management*
Jochim Hansen, University of Salzburg*

We provide first evidence that the sound design of an advertisement can have more than an aesthetic function as it affects consumers’ cognition. When reverberation was added to an announcer’s voice participants put more weight on statistical (versus individualized) product information. This effect influenced evaluation, willingness to pay, and choice.

Caspar Krampe, Heinrich Heine University Düsseldorf, Germany*
Enrique Strelow, Justus Liebig University Giessen, Germany
Peter Kenning, Heinrich Heine University Düsseldorf, Germany

As a new method for consumer research our study aims to validate the functional Near-Infrared Spectroscopy (fNIRS) in a laboratory experiment. Preliminary results indicate that the fNIRS is indeed a reasonable neuroscientific method to study consumer behaviour.

F8. Food Label Use by Functionally Low-Literate Consumers in a Rural South African Context
Fay Irvine, North-West University, South Africa
Daleen Van der Merwe, North-West University, South Africa*
Hanlie Van Staden, North-West University, South Africa
Magdalena Bosman, North-West University, South Africa
Susanna Ellis, North-West University, South Africa

This study investigated food label use by functionally low-literate consumers in a South African rural area. Respondents sometimes read labels and understood simple label information, but struggled with more complex information and symbols. The provision of easily understandable labels for low-literate consumers to facilitate informed decisions will also benefit manufacturers.

F9. What You Smell is What You See? The Effect of Ambient Scent on Stimulus Ambiguity in Product Aesthetics
Xiaoxuan (Farrah) Wu, Temple University, USA*
Martin Reimann, University of Arizona, USA
Maureen (Mimi) Morrin, Temple University, USA
Angelika Dimoka, Temple University, USA

Can the olfactory and visual senses cooperate to resolve ambiguity? Two scent experiments aim to understand if and how pleasant ambient scent (e.g., eucalyptus) can mitigate stimulus ambiguity in visual product aesthetics (e.g., abstract artwork), and how consumers’ perceptions and evaluations are influenced as a consequence.
**F10. From Perceived Conceptual Importance to Physical Weight Judgment: A Theme-Fit Analysis**  
Ke Zhang, The University of Hong Kong, Hong Kong*  
Echo Wen Wan, The University of Hong Kong, Hong Kong*  
Sara Kim, The University of Hong Kong, Hong Kong*  

Prior research shows that the physical weight judgment in a prior context can influence perceived importance of the product but not the other way around. We find evidences in three experiments that the conceptual importance can also influence the physical weight judgment and that this effect occurs in theme-fit conditions.

**F11. Can the color value affect perceptions on homosexual images?**  
Eunmi Jeon, Sungkyunkwan University, South Korea*  
Myungwoo Nam, Sungkyunkwan University, South Korea*  

The current research examines how can color value affects perceptions on homosexual images. Our research aims to evaluate how an increased in color value results to a morally upright perception on homosexual images. A homosexual image on lighter tone yielded a positive attitude than that on a darker tone.

**F12. The Effects of Selective Attention on Choice: An Eye-Tracking Study**  
Arnd Florack, University of Vienna, Austria*  
Martin Egger, University of Vienna, Austria  

We conducted an eye tracking experiment to examine the effects of selective attention on consumer choice. We showed that selective attention influences preferences in consumer choice, and provide new insights into the understanding of the mechanisms underlying the effects of selective attention on preferences.

**F13. Do We Truly Like Those Who Work for It? The Effects of Consumption on Evaluations of Others Spending Earned Wealth**  
Corinne Kelley, Florida State University, USA*  
Martin Mende, Florida State University, USA  
Maura Scott, Florida State University, USA  

Two studies demonstrate that under automatic processing, attitudes toward successful others with earned wealth decline when the target’s consumption behavior is made salient. This effect is attenuated with systematic processing. The effect is mediated by jealousy and a decline in belief in a just world.

**F14. Spending Predictions: The Effects of Unpacking Based on Typicality**  
Konstantinos Hadjichristidis, University of Trento, Italy  
Kishore Gopalakrishna Pillai, Norwich Business School; University of East Anglia, U.K.*  
Bidisha Burman, University of Mary, Washington  

Spending predictions are key drives of important life decisions, so it is critical to understand the underlying psychology. We demonstrate that unpacking a target category of spending can increase, decrease, or leave predictions unaffected, based on the typicality of the unpacked components and the perceived spending on them.
Taku Togawa, Chiba University of Commerce, Japan*
Jaewoo Park, Chiba University of Commerce, Japan
Hiroaki Ishii, Seikei University, Japan

This research found that product images’ location on packaging affects consumers’ perception of food products. In consumers with low autotelic need for touch, product images placed at the bottom (vs. top) of packaging positively affected perception of flavor density. Additionally, perceived heaviness mediated this effect.

F16. Comparing Prices Then and Now – the Store Price Image Determines Reference Price Dominance
Anne Odile Peschel, Aarhus University, Denmark*

When evaluating product prices, consumers compare the observed prices to an internally retrieved or externally suggested reference price. Using scanner panel data, I show that while in high price image store formats the internal reference price dominates, in low price image formats, consumer rely more on externally suggested reference prices.

F17. Experiencing the Self through Products: How Direct Product Experiences Paired with Abstract Product Construals Increase Consumers’ Identification with and Evaluation of Products
Silke Blumer, Institute for Customer Insight, University of St. Gallen, Switzerland
Philipp Scharfenberger, Institute for Customer Insight, University of St. Gallen, Switzerland*
Gerald Häubl, Institute for Customer Insight, University of St. Gallen, Switzerland
Torsten Tomczak, Institute for Customer Insight, University of St. Gallen, Switzerland

Consumers frequently use products to manifest their selves. We hypothesize that products fulfill this self-oriented function particularly when they are experienced directly and perceived on a high construal level at the same time. Evidence from two experiments supports this theorizing.

F18. Eye Buy: Broad Visual Attention Increases Unplanned Purchases
Mathias Streicher, University of Innsbruck, Austria*
Oliver B. Büttner, University of Vienna, Austria
Zachary Estes, Bocconi University, Italy

We investigate whether manipulating the scope of visual attention influences subsequent attention to products and unplanned purchases. We find that a broad vs. a narrow scope of attention increases attention to products in the visual periphery and that this may lead to more unplanned purchases and spending.

Ji (Jill) Xiong, National University of Singapore, Singapore*
Yu Ding, National University of Singapore, Singapore

Based on anthropomorphism theory that people tend to imbue characteristics of human beings, such as personalities, emotions, and facial features onto products, we found that people also attribute their implicit belief about slim human body shape and its signaling of high status and luxuriousness onto slim-shaped products.
**F20. Effects of Task Routinization on Consumer Creativity**
Jasper Teow, National University of Singapore, Singapore*
Li Xiuping, National University of Singapore, Singapore*

Our research posits that routine tasks lead to mental rigidity. It is demonstrated that after typing a string of letters repetitively, participants were more likely to employ a local processing style, and performed worse in a remote association task assessing creativity. Furthermore, participants’ psychological reactance moderates the effect of routinization.

**F21. Do I More (or Less) Deeply Process Messages When I Am the Source? The Effect of Customization on Information Processing Mediated by Perceived Control, Perceived Identity and Self-Control Resources**
Hyunjin Kang, Nanyang Technological University, Singapore*

By customizing their own media technologies, consumers become active sources, rather than passive audiences, in communication processes. The study investigates the effect of customization on how consumers process product-related information. The study also tests how psychological outcomes of customization (i.e. perceived control and identity) and self-control resources mediate this effect.

**F22. The Impact of Visual Imbalance on Consumers’ Donation Behavior**
Fengyan Cai, Shanghai Jiao Tong University, China*
Christopher Hsee, Chicago University, US.
Jieru Xie, Shanghai Jiao Tong University, China

Two lab studies and one field experiment together demonstrate that a visually imbalanced donation device could increase people’s donation intention even real donation behavior. And this impact of visual imbalance on consumers’ donation intention is mediated by their motivation to seek for balance.

**F23. Lost in the Supermarket: Searching for Products on Crowded Shelves**
Ana Scekic, HEC Paris, France*
A. Selin Atalay, Frankfurt School of Finance and Management, Germany

Crowded scenes make it more difficult to differentiate otherwise distinct objects. We study how the positions of products on the vertical range of the visual field affect consumers’ search experience in a retail context. We provide initial evidence for shelf location based effects on consumer search in crowded scenes.

**F24. Matte Is the New Green: The Influence of Matte Packaging on the Perceived Greenness of Products**
Eva Marckhgott, WU Vienna, Austria*
Bernadette Kamleitner, WU Vienna, Austria

In two studies we show that products in matte packages are perceived to be greener than products in glossy packages and that this cue is particularly strong in competitive presentation settings. Our findings draw attention to the importance of packaging surface and may inform packaging design.
F25. When usage repetition leads to predictions of faster adaptation.
   Maria Alice Pasdiora, Universidade Federal do Rio Grande do Sul, Brazil*
   Vinicius Andrade Brei, Universidade Federal do Rio Grande do Sul, Brazil
   Leonardo Nicolao, Universidade Federal do Rio Grande do Sul, Brazil

We show how and when the perception of repetitive consumption leads consumers to predict hedonic adaptation. Results suggest that repetition salience stimulates consumers to predict diminishing enjoyment over time, weakens the impact of assortment variety on predicted enjoyment, and strengthens the impact of attention drawn by product on predicted enjoyment.

F26. Time and Conformity: The Effect of Temporal Distance on Consumers’ Responses to Word-of-Mouth
   Ran Li, The Chinese University of Hong Kong, HK, China.*

This paper examines the effect of temporal distance on consumers’ responses to word of mouth. Two studies demonstrate that when participants buy a product for future use (vs immediate use), they will feel more similar and close with other consumers and conform more to their word of mouth.

F27. When Detailed Information Works Better: Comparison Between 3-Colors and 5-Colors Traffic-Lights Nutritional System Labels
   Carolina O.C. Werle, Marketing Department, Grenoble Ecole Management, France
   Kévin Roche, Marketing Department, Grenoble Ecole Management, France*
   Olivier Trendel, Marketing Department, Grenoble Ecole Management, France

Two studies using implicit (i.e., automatic) tasks show that nutritional traffic light systems facilitate the recognition of the healthiest option among a pair of food products. Furthermore, a more subtle system (traffic light with five colors instead of three) works better, independently of consumers’ knowledge about the food nutritional value.

F28. Attention to Country-of-Origin Information
   Johanna Palcu, University of Vienna, Austria*
   Arnd Florack, University of Vienna, Austria
   Adamantios Diamantopoulos, University of Vienna, Austria
   Georgios Halkias, University of Vienna, Austria

The present study applies eye-tracking to establish the conditions under which country-of-origin (COO) information moves into the center of consumers’ attention. Moreover, applying the Stereotype Content Model to a COO context, we demonstrate that consumers’ warmth and competence country stereotypes are reflected in their warmth and competence product judgments.
F29. How Thinking Style Impacts Consumer Reactions to Corporate Social Responsibility
Yoshiko DeMotta, Fairleigh Dickinson University, USA*
Catherine Janssen, IÉSEG School of Management, France
Sankar Sen, Baruch College, USA

We examine how consumers’ thinking style may impact their evaluation of CSR. We show that analytical thinkers evaluate companies more positively when the company-cause fit is high (vs. low), holistic (vs. analytical) thinkers evaluate companies more positively when the fit is low. CSR attributions mediate these effects.

F30. Taking the Easy Way Out: The Structure of Complex Assortments Navigates Consumers Towards Different Product Choice Locations Under the Condition of Broad Attentional Scope
Sebastian Sadowski, University of Groningen, The Netherlands*
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands

Across two studies we show that assortment complexity affects consumers with a broad, but not with a narrow attentional scope. Consumers with a broad attentional scope not only take longer to choose most preferred product from a complex assortment, they also select products from different locations depending on assortment structure.

F31. The Role of Visual Attention in Product Selection
Ruxandra Luca, Imperial College London, UK*
Mirjam Tuk, Imperial College London, UK
Andreas Eisingerich, Imperial College London, UK

The cognitive impact of pop-up ads is not well known: while designed to inform they also interfere with online browsing behaviour. The purpose of this project is to investigate how the visual system filters ads, depending on their location, colour and duration, and how this subsequently affects preferences for products.

F32. Chirping Birds and Freshly-Cut Grass: The Role of Incidental Sensory Cues on Pro-Environmental Purchases
Sina Esteky, University of Michigan, USA*

Can sensory factors in a retail store subtly nudge consumers towards green products? There is reason to believe so. This research investigates auditory and olfactory cues and finds evidence that incidental exposure to nature-related sensory cues may indeed influence product preferences and pro-environmental choices.

Alexandra Festila, MAPP Centre, Department of Management, Aarhus University, Denmark*
Polymeros Chrysochou, MAPP Centre, Department of Management, Aarhus University, Denmark*

Our research indicates that the position of specific food claims along the vertical dimension (of ads and packages) influences consumers' response, such that products will be preferred when health-related claims are at the top and indulgence-related claims at the bottom.
F34. Mental Representation of Attitudinal Ambivalence
Amit Surendra Singh, Ohio State University, USA*
H. Rao Unnava, Ohio State University, USA

An ambivalent attitude has both positive and negative reactions associated with it. In this research, the underlying structure of oppositely-valenced components is investigated. Preliminary evidence indicates positive and negative thoughts about an object being stored together in memory. Further, effect of situational relevance on accessibility is studied.

F35. Information-Searching Task Type and Searching Effort: the Mediating Role of Self-Efficacy
Feiqiong Wei, Renmin University of China, China*
Yafeng Fan, Renmin University of China, China
Jing Jiang, Renmin University of China, China

This article examines information searching behavior under different searching tasks (general vs. specific) and the mechanism. Two experiments demonstrate that consumers make more efforts under general searching task than under specific searching task which is mediated by self-efficacy. We also explore this effect under different scenarios (material vs. experiential product).

F36. Shedding light on the influence of illumination on social behaviors
Sina Esteky, University of Michigan, USA*
David Wooten, University of Michigan, USA
Maarten Bos, Disney Research Pittsburgh, USA

Three studies provide empirical evidence that illumination affects social behaviors. We find that participants in bright (versus dim) settings demonstrate greater consideration of others’ opinions, needs, rights and viewpoints; public self-consciousness mediates the effect of illumination on social behaviors; and the effect is reversed when social desirability is not relevant.

F37. I like it because I imagined the scent: olfactory imagery improves product evaluation
Varun Sharma, Bocconi University, Italy*
Zachary Estes, Bocconi University, Italy

We show that visual image of a pleasant scent-inducing object in advertisements and packages improve (reduce) product evaluation for scent-relevant (scent-irrelevant) product categories. First study demonstrates this effect in product packages. Second study shows that this effect is mediated by generation of olfactory imagery while extending the applicability to advertisements.

F38. Using The Aesthetic Design Principle ‘Autonomous, Yet Connected’ to Increase Purchase Intention of Radical Innovations by Consumers
Janneke Blijlevens, RMIT University, Australia*
Wilfred Horig, RMIT University, Australia
Ruth Mugge, Delft University of Technology, The Netherlands

We find that both autonomy and connectedness simultaneously influence purchase intention mediated by aesthetic appreciation. We expected that the aesthetic design principle ‘autonomous, yet connected’ principle would work to increase appreciation for radical innovations and sway the preferred balance to connectedness. These expectations were not confirmed and implications are discussed.
F39. The Effect of Visual Transparency on Taste Perception

Isabel Ding, National University of Singapore, Singapore*
Miaolei Jia, National University of Singapore, Singapore

We demonstrate that individuals perceive the same beverage to be thicker when it is served in a visually opaque (vs. transparent) container. This effect arises because individuals attribute the perceived thickness of the beverage to the visual density of the container that it is served in.

F40. The “GMO” halo effect: how labeling products as genetically modified influence calorie judgments

Nicolas Bochard, Université Grenoble Alpes*
Dominique Muller, Université Grenoble Alpes
Norbert Schwarz, University of Southern California, USA

In the same way as organic or fair trade labels, GMO can lead to misperceptions on the caloric content of the food products (health halo effect). Depicting food as not containing GMO lead to positive evaluation (less caloric). Depicting food as containing GMO conversely lead to negative evaluation (more caloric).
**G1. The Early Bird Gets the Worm: The Effect of Habituation on the Effectiveness of Counter-Attitudinal Appeals**

Steven Dallas, New York University, USA*
Gavan Fitzsimons, Duke University, USA

In a lab study and a field study, the current research finds that counter-attitudinal persuasive appeals can have a greater impact on behavior after people habituate to them. This flies in the face of current practice, which typically involves making counter-attitudinal appeals as in-your-face and attention-grabbing as possible.

**G2. The Role of Mimicry in Charity Advertising**

Sabrina Stöckli, University of Bern, Switzerland*
Aline Stämpfli, University of Bern, Switzerland

This research explores the effect that charity ads induce more empathy when showing sad versus neutral and happy children’s faces. Assuming mimicry to be involved, face reader analysis reveals that people mimic happy but not neutral and sad faces. This suggests that mimicry only partially facilitates emotional contagion.

**G3. Consumer Responses to Green Messages: The Mediating Role of Perceived Personal Contribution**

Ming-Yi Chen, National Chung Hsing University, Taiwan*

This research explores how congruous attributes claim in green product communication elicit perceived personal contribution and brand attitudes by considering two boundary conditions (i.e., appeal type and message frame). Research on this topic has the potential to provide a more comprehensive and meaningful account of green advertising than currently exists.

**G4. When a Change in Institutional Logics Does Not Lead to Market Evolution: The Case of Fertility Services Market**

Laetitia Mimoun, HEC Paris, France*
Francesca Sobande, University of Dundee
Lez E. Trujillo Torres, The University of Illinois at Chicago

Using institutional theory, we investigate the lack of market evolution despite change in guiding institutional logics. The 15-year historical analysis of the fertility services market reveals how marketers use various strategies to maintain market and logics legitimacy, despite conflicting scientific, moral, commercial and gendered logics surrounding the quest for parenthood.

**G5. The Telepresence Effect: Changing Attitudes via Virtual Tours in Marketing Communications**

Nathalie Spielmann, NEOMA Business School, France*
Antonia Mantonakis, Brock University, Canada
Barry J. Babin, Louisiana Tech University, USA
Aikaterina Manthiou, NEOMA Business School, France

Virtual online tours enable a consumer to immerse themselves in environments without physically being in them, usually in the hopes of encouraging positive attitudes toward the advertiser. Two studies demonstrate how consumer and advertiser interactivity, unique to virtual tours, leads to telepresence (e.g., immersion), which then leads to positive attitudes.
G7. Precise Like a Swiss Watch: Semantic Precision in Marketing Communication
Ann Kronrod, Boston University, USA*
Vincent Xie, University of Massachusetts, USA*

Three studies reveal that semantic precision (verbally describing things exactly as they are) influences perceptions and attitudes towards products. This effect is mediated by perceived conversational cooperativeness and trustworthiness of the source. Further, we find that the salience of the effect of semantic precision depends on context (hedonic/utilitarian).

G8. Voters’ Processing Mindsets and Construing Modes of Campaign Advertising
Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan*

Based on theories on attitude change, resistance to persuasion, and construal-level theory, this study examines how party consistency and the timing of broadcasting campaign advertisements affect voters’ processing mindsets and construing modes of advertising messages, and therefore investigates their responses towards advertisements. The findings contribute to political-marketing research and practice.

G9. Being an Underdog or a Frontrunner: The Effects of Candidate Labels on Voters’ Responses
Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan*

Despite pervasive use of the underdog and frontrunner labels in elections, related studies are still scant. This study examines the relative effects of labeling candidates as underdogs vs. frontrunners in political communications and explores the moderation of candidate-related and voter-related variables. Research results contribute to political-marketing theories and practices.

G10. Unintended Negative Consequences of Product Recommendations Among Prevention Focused Consumers
Arezou Ghiassaleh, University of Lausanne, Switzerland*
Bruno Kocher, University of Lausanne, Switzerland
Joseph Lajos, University of Lausanne, Switzerland

Results of a behavioral experiment involving real product choices show that the provision of product recommendations decreases consumers’ choice commitment when they have a prevention focus but not when they have a promotion focus and that this moderating effect of regulatory focus is mediated by decision difficulty.

G11. Ethicality in Direct to Consumer Advertising of Prescription Medicines: Consumers’ Autonomy and Safe Decision Making
Neda Khalil Zadeh, Department of Marketing, School of Business, University of Otago, New Zealand*
Kirsten Robertson, Department of Marketing, School of Business, University of Otago, New Zealand
James Green, School of Pharmacy, University of Otago, New Zealand

Self-regulation of DTCA assumes consumers can make autonomous decisions. Two population-based studies examined responding to DTCA based on attitudes, knowledge and health behaviors. Attitudes and unhealthy behaviors predicted responding to DTCA, so raised concerns regarding regulations on DTCA. Further research exploring factors that contribute to consumers’ safe decision-making is described.
G12. The Risk of Virtue
Boyoun (Grace) Chae, Temple University, USA
Hyun Young Park, China Europe International Business School*
Katherine White, University of British Columbia, Canada

While prior research has examined the impact of corporate social responsibility (CSR) on consumers’ attitude toward the company and its products, no extant research has investigated how CSR affects consumers’ risk-taking decisions. The current research explores how CSR influences consumers’ financial risk-taking, depending on their belief in a just world.

G13. Why Giving to Others Can Both Help And Hinder Persuasion: The Influence of Product Type on One For One Promotions
Riley Dugan, University of Dayton, USA
Joshua Clarkson, University of Cincinnati, USA
Joshua Beck, University of Oregon*

Despite considerable acclaim, little is known regarding the efficacy of one for one promotions. This research demonstrates that these promotions have differential effectiveness on the basis of product type (hedonic v utilitarian). Furthermore, we find that an individual’s competing needs of belonging and uniqueness underlie the effectiveness of this model.

G14. Pornographication and the Advertising of Sexual Services
Maurice Patterson, University of Limerick, Ireland*
Gretchen Larsen, University of Durham, UK*

This research reports on an analysis of advertising cards used by prostitutes in London from 1992 to 2008. It depicts a shift in such advertising described in terms of pornographication; a visual regime that relies heavily on the representational codes of pornography and an industrialization and commodification of sex work.

Scott Connors, Washington State University, USA
Katie Spangenberg, University of Washington, USA*
Andrew Perkins, Washington State University, USA
Mark Forehand, University of Washington, USA

The use of health-based body image stereotypes in advertising is shown to lead overweight consumers to make unhealthy product choices as a function of their own self body-image. An overweight implicit body image drives perceptions of product-model fit leading to more positive (negative) attitudes towards unhealthy (healthy) products.
Jessica Aschemann-Witzel, MAPP Centre, Department of Management, Aarhus University*

Identifying consumer differences in their relation to food in everyday life allows marketers and policy makers to efficiently design campaigns against consumer food waste. We adapt the food-related lifestyle concept to waste and through a survey and segmentation analysis find five segments, deriving different recommendations for targeted social marketing action.

G18. Controversial Advertising: Reflections from Professionals
Jan Brace-Govan, Monash University, Australia*

This study examines the work practices of advertising professionals through in-depth interviews to gather their views on controversial advertising, specifically adverts that depict violence against women. The fragmentation of the advertising industry, especially around digital channels, has reduced opportunities for internal review leading to increases in unintentional controversy.

G19. How Nudity in Advertising Affects Donation Behavior
Marloes Heijink, Hong Kong Polytechnic University*
Yuwei Jiang, Hong Kong Polytechnic University
Jaideep Sengupta, Hong Kong University of Science and Technology

This research finds that exposure to nudity in advertising causes consumers to engage in more altruistic behavior, as manifested both in monetary donations and intentions to donate blood. This effect is found to be mediated by the feeling of guilt elicited by viewing nudity.

G20. When Governmental Regulation Causes Price Increases: Is Communicating a Good Cause Always Beneficial?
Doreen Pick, University of Applied Sciences Merseburg, Germany*
Stephan Zielke, University of Wuppertal, Germany
Wayne D. Hoyer, University of Texas at Austin, USA

Price increases can occur as the result of governmental regulations, which support a good cause. Firms can justify the increase by highlighting the good cause (environment framing) or they could blame the government for the regulation (government framing). We analyze the impact of such strategies in a field scenario experiment.

Monica Mendini, Università della Svizzera Italiana*
Paula C. Peter, San Diego State, USA
Michael Gibbert, Università della Svizzera Italiana

A key issue in CRM is how fit and skepticism are related. Our findings suggest that even if consumers perceive higher fit with taxonomic partnerships, they are more skeptical and expect companies to contribute more to the cause. To lower this effect, a promotion (vs. prevention) focus strategy is suggested.
G22. Sexualized but not Objectified - When do Women React Negatively Towards Sexualized Advertisements
Matthias Keller, University of Basel, Switzerland*
Leonie Reutner, University of Basel, Switzerland
Mirella Walker, University of Basel, Switzerland
Rainer Greifeneder, University of Basel, Switzerland

Sex-Sells is a commonly used strategy, which is often received negatively by women. Two studies investigated the underlying processes and indicate that it is not the sexualization per se but the objectification of the model that causes negative evaluations, especially when oneself feels close to the model.

G23. The Power of Meaningful Stories over Happy Ones and the Moderating Role of Implicit Theories
Marina Carnevale, Fordham University, USA*
Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA*

In the current research we explore whether and how meaningful versus happy stories about a brand may influence consumers’ attitude towards that brand. Results suggest that meaningful stories might lead to higher attitude towards the brand because of its perceived trustworthiness. However, these effects occur only for incremental theorists.

Prakash Satyavageeswaran, Doctoral Student, Indian School of Business, India*
M G Parameswaran, FCB Ulka, India*
Sridhar Samu, Great Lakes Institute of Management, India*

We extract two latent themes from transcripts of television advertisements using latent topic modelling. Their impact on the advertisements’ success is assessed using a multinomial logit model. We contribute methodologically and substantively by introducing a novel latent theme approach for understanding impact of textual themes on consumer’s ranking of advertisements.

G25. Effects of Face and Gaze Direction in Print Advertisements
Safa Adil, Rennes 1 University, France
Sophie Lacoste-Badie, Rennes 1 University, France*

This study assesses the effects of face presence and gaze direction in print advertisements on attention to and memorization of the product and the advertisement. Our main finding is that advertisements are more effective in “gaze towards the product” condition than in “gaze towards the observer” and “no face” conditions.

Laurence Dessart, Kedge Business School, Dep. of Marketing, Bordeaux, France
Valentina Pitardi, Luiss University, Dep. of Business Management, Rome, Italy*

The study explores the role of storytelling in generating positive consumer responses to video ads, compared to fact-based ads. The findings support the relevance of storytelling in enhancing consumer-brand relationship and show how a co-creation process in the evolution of a brand's storytelling content contributes to large and positive consumer responses.
**G27. Consumer Suspicion as a Communicational Opportunity in Ethical Consumption**
Artemis Panigyraki, PhD student, Imperial College Business School*
Claudia Jasmand, Assistant Professor in Marketing, Imperial College Business School

This paper proposes the notion of suspicion, as a unique opportunity for persuasion in ethical consumption. Can suspicion be more efficient than trust for marketers, to achieve persuasion? Information search might be triggered by a certain level of suspicion and give to ethical companies the opportunity to overcome generalized distrust.

**G28. Resources availability and explicit memory largely determine evaluative conditioning… even in a paradigm conducive of implicit EC effects.**
Adrien Mierop, Université catholique de Louvain, Belgium*
Mandy Hütter, Universität Tübingen, Germany
Olivier Corneille, Université catholique de Louvain, Belgium

Three studies used a multinomial processing tree model to examine the impact of attentional load on implicit and explicit learning processes involved in Evaluative Conditioning. Results yielded evidence for explicit learning, but no support for implicit learning processes, even though studies relied on sensitive experimental and analytic procedures.

**G29. In The “I” of The Beholder: Improving Health Communication by Using The First Person Perspective**
Frederic Basso, London School of Economics, UK*
Benjamin Voyer, ESCP Europe, France*
Olivia Petit, INSEEC Business School, France*
Kevin Le Goff, Aix Marseille Université, Marseille, France
Olivier Oullier, Aix Marseille Université, Marseille, France

The present research draws from studies on food psychology and embodied cognition to investigate the effect of the attribute of the message (pleasure vs. health) and the visual perspective (first vs. third-person perspective) on persuasion using behavioral and neuroimaging (fMRI) experiments.

**G30. How Appropriate is Appropriation as a Branding Tool? Commercialization and the Value of Experiences**
Gert Cornelissen, Universitat Pompeu Fabra, Barcelona, Spain*
Galli Maria, ESADE Business School, Spain*
Joan Serra, Universitat Pompeu Fabra, Barcelona, Spain

Previous research has demonstrated how advertising and branding efforts that appropriate valued aspects of life are successful in building a favorable brand image. In this paper, we study whether such efforts can crowd out the pleasure, inspiration, or value that people derive from those areas in life.
G31. Using Humor to “Sell” Good Life Choices
   Julie L. Schiro, University College Dublin*

What is the effect of humor on public service ads? On one hand, humor could hurt by trivializing the problem. On the other, humor could help by making the ad more likable. Using SEM, I model these factors simultaneously to find the net effect of humor on behavior.

G32. Not just a pretty face! The impact of model facial expression and body mass index on the effectiveness of health advertising.
   Kerrie Bertele, University of Hertfordshire, UK*
   Ariadne Kapetanaki, University of Hertfordshire, UK*
   Paul Connell, Stoney Brook University, New Yor

We examine the presentation of models in health advertisements. Eye-tracking experiments investigate the impact of: (1) facial expression (serious vs. fake smile vs. Duchenne smile) and (2) low versus high BMI on consumer’s visual attention and intent to eat healthy. Recommendations to guide the design of health advertisements are developed.

G33. The Dark Side of Connected Health Technology: How Connectivity Creates Exercise Addiction among Conscientious Users
   Sandy Fitzgerald, RMIT University, Australia
   Luke Kachersky, Fordham University, USA*
   Natalya Saldanha, RMIT University, Australia
   Emily Chung, RMIT University, Australia
   Lisa Farrell, RMIT University, Australia
   Gaurangi Laud, RMIT University, Australia
   Kaleel Rahman, RMIT University, Australia
   Mike Reid, RMIT University, Australia
   Linda Robinson, RMIT University, Australia

For many users, connected health technologies (CHTs; e.g., diet and fitness apps) promote positive behavioral changes through simple psychological mechanisms. Yet emerging evidence suggests CHTs may compel some users to pursue health goals at unhealthy levels. This research examines if, how, and for which users CHTs foster exercise addiction.

G34. The monetary value of ethical attributes: Preference reversal effects among cause-related marketing campaigns
   Christina Patricia Schamp, University of Hamburg, Germany*
   Mark Heitmann, University of Hamburg, Germany
   Julia Stehmann, University of Hamburg, Germany

The momentum of cause-related marketing allows the transfer of the norm theory of category-bound thinking on market scenarios evaluating the actual value of ethical attributes. Our results show that the importance of causes and subsequent choices reverse when two isolated campaigns are implemented jointly and brand-cause fit moderators this reversal.
G35. The Role of Social Endorsement in a Repeated Exposure Context
Suntong Qi, Lingnan University, Hong Kong*
Yu-Jen Chen, Lingnan University, Hong Kong*

We examine how social endorsement asymmetrically influence message persuasibility in a context of repeated information exposure. We show how subsequent social endorsement is more effective than initial one because message recipients inhibit pursuit of goal initially but rebound to a higher desirability level at subsequent exposure stage.

G36. The Effect of Smiling Expression on Status Perception and Product Evaluation
Yunqing Chen, the Chinese University of Hong Kong, Hong Kong, China*
Robert S. Wyer, the Chinese University of Hong Kong, Hong Kong, China

This paper aims to understand whether smiling face on advertisement affects status perception of the model which in turn influences product evaluation. One study showed that individuals perceive a smiling male face as high status, but a smiling female face as low status. And the judgment of status positively affects product evaluation.

G37. Asymmetric conformity to positive and negative advice
Henry Shen, University of California, Riverside, U.S.*
Ye Li, University of California, Riverside, U.S.

The ubiquity of online ratings has facilitated word-of-mouth transmission but researchers have yet to fully understand whether and how rating valence interacts with intrinsic product quality to affect consumer’s ultimate product evaluation. We show that positive and negative WOM advice asymmetrically influences the evaluation of good and bad experiential products.

G38. Proudly Going Green: Emotional Appeals Influence Outcomes for Environmental Marketing Challenges
Yaeeun Kim, Temple University, USA*
Crystal Reeck, Temple University, USA

We examined the effect of goal progress and emotional appeal messages. Findings support that emotional appeal messages increase the feeling of helping the environment and intentions to complete the marketing challenge. Subsequent experiments investigate the effect of progress in social goals on the attitudes toward pro-social behavior.

G39. The Effect of Gender-Scent Congruity on Product Evaluation and Purchase Intention
Isabel Ding, National University of Singapore, Singapore*
Ming Ming Loo, National University of Singapore, Singapore
Xiuping Li, National University of Singapore, Singapore

Gender-scent congruity (e.g., female consumers exposed to feminine scents) enhances consumers’ product evaluation, purchase intention and willingness to pay for gender-neutral products (e.g., backpacks) when consumers engage in self-expression considerations. This effect is further moderated by the gender of the spokesperson in the product advertisement.
This research demonstrates that the facing direction of product images in advertisements plays a crucial role in consumers’ attitudes toward the advertised products. Our two studies reveal that right (vs. left)-facing direction of product is more suitable for products that are intended for future (vs. past) needs.
**H1. I Aspire to Give to Your Needs, I am Responsible to Give to Your Aspirations: Persuasion of Philanthropy Functions Through Regulatory Non-fit.**

Sara Penner, University of Manitoba, Canada*
Olya Bullard, University of Winnipeg, Canada

This research examines philanthropic giving from a goal-directed perspective. Applying the framework of Regulatory Focus Theory (Higgins 1997) a persuasion through regulatory non-fit phenomenon is identified. Individuals’ promotion focus motivates giving to prevention-focused causes, whereas individuals’ prevention focus motivates giving to promotion-focused causes. Implications for theory and practice are discussed.

**H2. The Collective Aggregation Effect: Aggregating Potential Collective Action to Motivate Prosocial Behavior**

Adrian Camilleri, RMIT University, Australia*
Richard Larrick, Duke University, USA

Is the statement “If X people all do Y action then Z outcomes will be achieved” motivating? We answer this question by conducting a series of laboratory experiments focused on motivating pro-social actions. It turns out that such statements are motivating by boosting perceptions of outcome efficacy.

**H3. Embarrassed Customers: The Dark Side of Receiving Help from Others**

Youjae Yi, Seoul National University, South Korea
Seo Young Kim, Seoul National University, South Korea*

Receiving support from other customers during service encounters has become common with increased customer-to-customer interactions. However, there is a downside of inter-customer relationships. Customers receiving help from other customers during service encounters are more likely to feel embarrassed, which would lead to decrease in customer satisfaction.

**H4. To Share or Not to Share? Social Distance as The Underlying Mechanism to Explain Sharing Behavior**

Nadine Schreiner, Heinrich Heine University Düsseldorf, Germany*
Peter Kenning, Heinrich Heine University Düsseldorf, Germany

Sharing is a fundamental part of human behavior but still lacks empirical research. Field theory suggests social distance as one of the underlying mechanism affecting sharing behavior. Using an experimental design, preliminary results show a decrease of sharing ratio as a function of social distance, resulting in a hyperbolic shape.

**H5. The Impact of Corporate Environmental Transgressions on Consumer Support for Non-profits: The Role of Negative Moral Emotions and Moral Identity**

Chunyan Xie, Stord/Haugesund University College, Norway*
Richard P. Bagozzi, University of Michigan, USA

We add to research on pro-social decision making by providing a new psychological mechanism underlying consumer support for nonprofits upon exposure to corporate environmental transgressions. Results showed that contempt, anger, and disgust mediate the relationship between corporate transgressions and consumer support. Further, moral identity regulates such a mediation process.
H6. The Ethical Consumption Gap in Fairtrade Consumption: How Price Importance, Habit and Ego Depletion Affect Attitude-Choice Incongruence
Atar Herziger, University of Cologne, Germany*
Erik Hoelzl, University of Cologne, Germany

We examine an individual-level measure for the ethical consumption gap. In two studies involving incentive-compatible or hypothetical choices between Fairtrade and conventional products, attitude-choice incongruence was significantly associated with reported price importance. In the incentive compatible design, Fairtrade consumption habit and ego depletion tended to reduce the ethical consumption gap.

Mustafa Karatas, Koc University, Turkey*
Zeynep Gürhan-Canli, Koc University, Turkey

We examine distinct cognitive consequences of two important religious concepts –God and religion– as they pertain to prosocial intentions. We show that God (vs. religion) reminders lead to higher (vs. lower) mind-set abstraction, and increase compliance with abstractly (vs. concretely) framed messages and heightens prosocial tendencies toward psychologically distant (vs. close) targets.

H8. How Companies’ CSR Motivation Influences Consumers to Adopt Pro-social Behavior
Danielle Mantovani, Federal University of Parana*
Lucas Magalhães de Andrade, Federal University of Parana*
Angela Negrão, Federal University of Parana

This paper proposes that CSR motivation impacts consumers’ pro-social behaviors based on consumer-brand social distance. Consumers close to the brand are positively (vs. negatively) influenced by benevolent (vs. self-interest) CSR motivation (experiments 1and 2). Experiment 3 provides evidence that this effect is mediated by consumers’ skepticism about the CSR action.

Jane Hudson, Plymouth University, UK*
Jen Shang, Center for Sustainable Philanthropy, Plymouth University, UK

How does the nature of our religious and personal relationships impact on our pro-social faith based giving behavior? We explore through experimental research how ‘knowing’ and ‘caring’ relationships with others influences financial generosity. Findings suggest ‘caring’ about siblings, spouses and friends makes us more generous.
Martine van der Heide, University of Groningen, The Netherlands*
Bob Fennis, University of Groningen, The Netherlands
Koert van Ittersum, University of Groningen, The Netherlands
Debra Trampe, University of Groningen, The Netherlands

Entitlement—a sense that one deserves more than others—typically reduces prosocial motivations. We further investigate this relationship by considering the interplay between entitlement and social influence appeals. We demonstrate that a consistency appeal reinforces the negative effect of entitlement on prosocial motivations, while a scarcity appeal fully attenuates it.

H11. Whom Do Incentives Motivate and Whom Do They Deter? The Role of Group Identity in Incentivizing Charitable Behavior
Charis Li, University of Florida, USA*
Yanping Tu, University of Florida, USA
Ayelet Fishbach, University of Chicago, USA

The role of material incentives in prosocial domain has long been arguable. This research suggests that group identity changes how people view personal gains through charitable behaviors thus altering the role of incentives: incentives motivate charitable behavior among in-group donors or fundraisers, but undermine charitable behavior among outgroups.

H12. The Donation to The Emergent-poor and to The Prolonged-poor Victims
Chia-Chi Chang, NCTU, Taiwan*

Study one suggests distinct processing modes lead to different levels of willingness to donate money to the emergent-poor vs. the prolonged-poor. Study two shows preference of donating to the emergent-poor over to the prolonged-poor is also found to be affected by raising appeals (sympathetic vs. inspiring).

H13. When Gift Giving is Stressful: The Role of Relationship Style
Lale Okyay-Ata, Koc University, Turkey*
Zeynep Gürhan Canli, Koc University, Turkey
Nicole Verrochi Coleman, University of Pittsburgh, USA

In two studies, this research explores relationship attachment style as an antecedent of gift giving stress, and investigates the differential impact of separate insecure attachment styles on consumers’ attitudes toward various stages of gift giving. Implications for theory and practice are discussed.
11. Promoting Ethical Consumption: Effects of Self Regulatory Focus on Evaluation of Multifinal Ethical Products
   Rishad Habib, University of Guelph, Canada*

As more companies profess their desire to fulfill ethical and functional goals, the research on ethical products from a multiple goals perspective remains scant. This paper looks at ethical products as multifinal means and seeks to explore the effect of regulatory focus on evaluation of means and resource allocation.

12. When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity
   Caroline Roux, Concordia University, Canada
   Jingjing Ma, Peking University, China*
   Kelly Goldsmith, Northwestern University, USA

Striving for the best, or a maximizing mindset, is often advocated as an ideal in many life domains. But how far are consumers willing to go when striving for the best? Three studies demonstrate that activating a maximizing mindset increases cheating behavior because it elicits greater perceptions of scarcity.

13. White and Clean: How Disease Avoidance Affects Color Preferences
   Uwe Messer, University of Bamberg, Germany*
   Daniel Hein, University of Bamberg, Germany
   Steffen Woelfl, University of Bamberg, Germany
   Alexander Leischnig, University of Bamberg, Germany

This research examines how an activated disease avoidance system influences preferences for products with light-colored surfaces. Light-colored surfaces facilitate the detection of impurity, which is a fundamental goal when consumers are motivated to protect themselves from contamination. The results of two experiments allow for important theoretical and managerial implications.

14. Virtue-Vice or Vice-Virtue: Ingredient Presenting Order Affects Consumer’s Perceived Healthiness and Calorie Estimate
   Chun-Ming Yang, Ming Chuan University, Taiwan*

Two experiments demonstrate that consumers report a higher (lower) perceived healthiness and lower (higher) calorie estimate when a dish’s ingredients are presented in a virtue-vice (vice-virtue) sequence. Perceived healthiness mediates the relationship between ingredient order and calorie estimate. However, this effect is weaker for individuals with low appearance self-esteem.
I5. How Hunger Facilitates Dieting: The Paradoxical Effect of Hunger When Individuals are Primed With an Environmental Dieting Cue

Aline E. Stämpfli, University of Bern, Switzerland
Thomas A. Brunner, Bern University of Applied Sciences, Switzerland
Sabrina Stöckli, University of Bern, Switzerland
Claude Messner, University of Bern, Switzerland

This research examines the influence of an environmental dieting cue in interaction with hunger. Results reveal that the cue, a screensaver showing thin, human-like sculptures by the artist Alberto Giacometti, reduced unhealthy food intake especially in hungry individuals. Thus, the dieting cue was effective when it was actually needed.

I6. The Environmental Impact of Anti-Consumption Lifestyles and Environmentally Concerned Individuals

Maren Ingrid Kropfeld, ESCP Europe, France
Marcelo Vinhal Nepomuceno, HEC Montreal, Canada
Danilo Dantas, HEC Montreal, Canada

Our findings indicate that certain anti-consumption lifestyles (i.e., voluntary simplicity and tightwadism) have lower environmental impact than being concerned with the environment, suggesting that resisting consumption offers an alternative way towards more sustainable consumption. Voluntary simplicity has the lowest environmental impact of the lifestyles studied, frugality the highest.

I7. The Price is Right – Activation of Mating Goals as Driver of Price-Based Quality Inferences

Fabian Christandl, Fresenius University of Applied Sciences
Mario Pandelaere, Virginia Tech, USA
Sebastian Berger, University of Bern

Three studies demonstrate that activation of mating goals may strengthen the belief that price signals quality. They further show that this effect is mediated by feelings of prominence and status that higher prices signal to people, and, in line with evolutionary psychology, that the effect is limited to male participants.

I8. Creating a Hyper-Place: How Refugee Helpers Create a Place for Their Values

Johanna F. Gollnhofer, University of St. Gallen, Switzerland

This ethnography of voluntary refugee helpers shows why and how a meaningful place is produced. By drawing on spatial theory, we map out how activist consumers create a hyper-place: Embedded in the dynamics of demarcating and linking, voluntary helpers set a place apart from the surrounding space and other places.

I9. When Beauty is Bad: Attractive Faces Alter People’s Food Choices

Tobias Otterbring, Karlstad University, Sweden

Directly contradictory to individuals’ lay beliefs, prior exposure to attractive (versus unattractive) opposite-sex faces made people choose unhealthy rather than healthy food products. This effect primarily influenced people with a low (versus high) concern for healthy eating, but did not generalize to exposure of attractive (versus unattractive) same-sex faces.
110. The Effects of Perspective Taking on Consumer Uniqueness-Seeking Tendency
   Dongjin He, Hong Kong Polytechnic University, Hong Kong*
   Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong

This research shows that incidental perspective-taking experiences lead consumers to become less attracted by unique products in subsequent consumption, compared with those who do not take others’ perspective. Moreover, self-construal moderates this effect, such that the effect is more salient for interdependent consumers.

111. Illusion of Illustration: The Impact of Picture Style on Dieters' Perception of Vice Food
   Pei-Wen Fu, National Sun Yat-sen University, Taiwan*
   Pei-Chi Chen, National Sun Yat-sen University, Taiwan*
   Ying-Ying Li, National Sun Yat-sen University, Taiwan*
   Chun-Tuan Chang, National Sun Yat-sen University, Taiwan

This research investigates how different picture styles (photograph versus illustration) and dieting tendency influence consumers’ perception of vice food. The results show that illustrated, rather than photographic picture, results in a healthier perception of vice food for dieters. Besides, dieters’ attention focus serves as the underlying mechanism.

112. Finding the Right Corporate Social Responsibility: How Identity Goals Influence Brand CSR Strategies
   Diego Costa Pinto, ESPM Business School, Brazil*
   Márcia Maurer Herter, FADERGS Business School, Brazil*
   Dilney Gonçalves, IE Business School - IE University, Spain
   Eda Sayin, IE Business School - IE University, Spain

Past research implies that sophisticated brands may not benefit from CSR. We demonstrate that priming consumers’ identity goals moderates the effect of brand personality on perceived brand social consciousness. When social (personal) identity goals are primed, consumers choose CSR with focus on self-(other) benefits for sophisticated (sincere) brands.

113. When Causes Change How We Think and License Indulgence
   Aaron Barnes, University of Illinois at Urbana-Champaign, USA*
   Minkyung Koo, University of Illinois at Urbana-Champaign, USA

We investigate the psychological consequences of cause-related marketing (CM) and demonstrate that cultural differences in thinking style affect and are affected by CM. We identify cultural orientation as an important moderator of previously documented licensing effects because of differences in consumers’ attribution of virtuosity.

114. Work With Me or For Me: The Influence of Implicit Self-Theories on the Preference of Anthropomorphized Products
   Chien-Wei Lin, State University of New York at Oneonta, USA*
   Dipankar Rai, LeMoyne College, USA

Three studies show that consumers’ implicit theories of personality interact with anthropomorphized product roles when relating to consumer preference. Specifically, incremental (entity) theorists prefer a product that portrays as a partner (servant) more since it fits their mastery (performance) goal orientation. This effect is moderated by task difficulty.
115. **Seeking Indulgence by Involving Others**  
Miaolei Jia, National University of Singapore, Singapore*  
Gita Venkataramani Johar, Columbia University, USA  
Leonard Lee, National University of Singapore, Singapore

We demonstrate that consumers are more likely to strategically involve others when they seek indulgence. This effect is mediated by the feeling of guilt. Accordingly, promotions that involve others (e.g., “Buy one and get one free for your loved one”) increase purchase intention for vice but not virtue products.

116. **Exploring Food Waste: The Role of Health Motivation**  
Marit Drijfhout, Research Master Student, Rijksuniversiteit Groningen, The Netherlands*  
Jenny van Doorn, Associate Professor of Marketing, Rijksuniversiteit Groningen, The Netherlands*  
Koert van Ittersum, Professor of Marketing and Consumer Well-Being, Rijksuniversiteit Groningen, The Netherlands

We propose that consumers’ intentions to eat healthy impact food waste. A field experiment measuring actual food waste and a household food waste diary study both consistently show that consumers with a higher degree of autonomous health motivation waste less food.

117. **Making Salient Immediate Post-consumption Affects Promotes Healthy Food Choices**  
Olivier Corneille, Université catholique de Louvain*  
Claudia Toma, Université libre de Bruxelles  
Marcel Zeelenberg, Tilburg University

Three studies show (1) that consumers expect more instant than post-consumption satisfaction when choosing hedonic over healthy food items, (2) more post-consumption than instant satisfaction when choosing healthy over hedonic food items, and (3) that orienting consumers’ attention on immediate post-consumption affects redirects their choice towards more healthy food options.

118. **Does This Dog Make Me Look Fat? The Liberating Effect of Choices Made for Others on Subsequent Choices for the Self**  
Kelley A. Gullo, Duke University, USA*  
Peggy Liu, University of Pittsburgh, USA  
Lingrui Zhou, Duke University, USA  
Gavan J. Fitzsimons, Duke University, USA

Consumers frequently make consumption choices for others. We propose that those choices affect subsequent choices made for the self. We show that a choice made for a pet’s consumption that is congruent with a primary personal goal liberates subsequent pursuit of an opposing secondary goal for the self.
I19. Applications of the Need for Smell-Scale
Monika Koller, WU Vienna, Austria*
Thomas Salzberger, WU Vienna, Austria
Arne Floh, University of Surrey, UK
Alexander Zauner, WU Vienna, Austria
Maria Sääksjärvi, Delft University of Technology, The Netherlands
Rick Schifferstein, Delft University of Technology, The Netherlands

Little is known about the individual propensities of consumers to actively engage their senses in purchase decision-making. This is especially true for the sense of smell. The current paper presents field applications of the Need for Smell-scale. Moreover, common patterns of need for touch and need for smell are identified.

I20. The Effect of Power on Consumers’ Preferences for Nostalgic Products
Huan Chen, Renmin university of China, China*
Sheng Bi, Renmin university of China, China
Jun Pang, Renmin university of China, China
Lingyun Qiu, Peking University, China

This research proposes the effect of power on consumers’ preferences for nostalgic products. Results from two studies show that consumers with lower power are more likely to purchase nostalgic products. In addition, the motivation to search for meaning in life works as the underlying mechanism that accounts for this effect.

I21. Lack of Control and Preference for Tangible Products
Li Jiang, UCLA*

We show consumers cope with lack of control by choosing tangible products over intangible counterparts. In three studies, we show individual differences in desirability of control predicted choices of tangible products over intangible counterparts, and participants who were made to feel lack of control chose tangible products over intangible counterparts.

I22. Effects of Dialecticism on Consumer Responses to Products With Conflicting Goals
Alexander Jakubanecs, Centre for applied research at Norwegian School of Economics*
Alexander Fedorikhin, Kelley School of Business, Indiana University
Nina Iversen, BI Norwegian Business School

Research on drivers of consumer reactions to healthy vices (indulgent products with healthy claims) has been limited. We focus on dialecticism to predict and explain responses to these products within and across cultures. One important finding is that dialectical consumers (vs. non-dialectics) are significantly more accepting of products with conflicting goals.
I23. Materialism, Green Values, and Well-Being: A Conflicting Values Perspective
   Pia Furchheim, HEC Lausanne, Switzerland*
   Christian Martin, HEC Lausanne, Switzerland
   Felicitas Morhart, HEC Lausanne, Switzerland

People can endorse simultaneously green and materialistic values. Across two studies we show that the resulting latent value conflict is associated with increased psychological tension and reduced well-being. Moreover, latent value conflict impacts psychological tension in part through experienced value conflict.

I24. Materialism and Participation in Sharing Practices
   Alexander Davidson, Concordia University, Canada*
   Mohammad Reza Habibi, California State University Los Angeles, USA*
   Michel Laroche, Concordia University, Canada

The current research demonstrates that materialistic values are strongly associated with willingness to participate in sharing practices (i.e. couch surfing) due to the appeal of social status display. Because of a lack of appeal, this effect does not carry over towards practices referred to as ‘pseudo-sharing’ (i.e. Airbnb).

I25. Consumers’ Motivations for Engagement in the Sharing Economy
   Jaeyeon Chung, Columbia University, USA*
   Gita Johar, Columbia University, USA
   Oded Netzer, Columbia University, USA
   Matthew Pearson, Airbnb

We use Airbnb host rent-out database (N = 24,053) to suggest that consumers who are driven by intrinsic motivations (e.g., meeting people and sharing beauty) are more likely to be successful in renting out their properties than hosts who are driven by extrinsic motivations (e.g., earning cash).

I26. Deliberate First or Act First? The Effect of Self-Construal on Goal Pursuit
   Hanyong Park, University of Texas at San Antonio, USA*
   David Silvera, University of Texas at San Antonio, USA
   Ashok Lalwani, Indiana University, USA

This research examines cultural differences in goal pursuit. Independent self-construal is associated with cost-benefit analysis, which leads to emphasis on assessment-related goal pursuit activities. Conversely, interdependent self-construal is associated with agreeableness, which leads to emphasis on locomotion-related goal pursuit activities.

I27. A Visual Consumption of Desserts: The Impact of Subtle Food Cues on Dieters
   Donya Shabgard, University of Manitoba, Canada*
   Kelley Main, University of Manitoba, Canada

This research examines the differences between dieters and non-dieters in response to subtle consumption cues. Participants were presented with an image of a bitten, cut, or whole dessert. The results show that dieters in comparison to non-dieters respond more favourable to the bitten and cut desserts.
I28. The Ending Effect on Positive Illusion
Ziqi Shang, Renmin University of China, China*
Jun Pang, Renmin University of China, China
Lingyun Qiu, Peking University, China

This research proposes and demonstrates the ending effect on individuals’ positive illusions. Across two studies we show that individuals have a lower level of positive illusion at the end of a time period than at other time points, and this effect is mediated by the perceptions of resource depletion.

I29. A Trip to Your Past: The Effect of Ending on Preference for Nostalgic Products
Sheng Bi, Renmin University of China, China
Jun Pang, Renmin University of China, China

This research proposes the ending effect on consumers’ preference for nostalgic products. Across three studies we show that the ending of a time period increases consumers’ preference for nostalgic products. In addition, we identify the perceptions of the passage of time as the underlying process that accounts for this effect.

I30. Goal Failure Enhances Creativity
Luke Nowlan, University of Miami, USA*
Juliano Laran, University of Miami, USA

We examine the cognitive consequences of failed goal pursuit, and demonstrate that goal failure leads to the consideration of an array of alternative goals, which induces a flexible mindset and enhances creativity. Contributions to both the goal pursuit and creativity literatures are discussed.

I31. The Effect of Feedback Frequency on Goal Performance
Isabel Ding, National University of Singapore, Singapore*
Leonard Lee, National University of Singapore, Singapore

Frequency of feedback given to individuals when pursuing a goal has an effect on their goal performance. Long-interval feedback (feedback given at longer regular intervals) leads to higher goal performance than short-interval feedback (feedback given at shorter regular intervals).
J1. Do you cut in line? Predicting individuals’ compliance to social norms from day-to-day behavior.
   Michael Dorn, University of Bern, Switzerland*
   Adrian Brügger, Universität in Cardiff, Wales
   Claude Messner, University of Bern, Switzerland

This paper demonstrates the predictive validity of a recently developed conformity scale in which consumers self-report day-to-day behavior. This conformity scale is the only one constructed on a Rasch model, hence incorporating both the probability of the behavior and the costs related to reporting engagement in this behavior.

J2. Humanizing Products Through Typeface Design
   Roland Schroll, University of Innsbruck, Austria*
   Benedikt Schnurr, University of Innsbruck, Austria*
   Dhruv Grewal, Babson College, USA

Across three experimental studies, the authors show that using handwritten (vs. machine-written) typefaces on product packaging positively affects consumers’ product evaluations. This effect is driven by perceptions of social presence imbued in the product, which increase consumers’ emotional attachment to the product. Further, the authors examine an important boundary condition.

J3. Do Children Perceive Links Between Physical Attractiveness, Possessions, and Aggression?
   Tabitha Thomas, University of Otago, New Zealand*
   Kirsten Robertson, University of Otago, New Zealand
   Maree Thyne, University of Otago, New Zealand

We examine beauty stereotypes in children and the associations they make between physical attractiveness, possessions, and aggressive behaviour. Across four studies, we find that children perceive attractive children to own expensive possessions and display prosocial behaviour, whereas unattractive children were perceived to own cheap possessions and display antisocial behaviour.

J4. Social Crowding and Consumer Reactance toward Service Providers
   Linying Fan, Hong Kong Polytechnic University, Hong Kong*
   Yuwei Jiang, Hong Kong Polytechnic University, Hong Kong*

Two experiments revealed that a crowded environment increase consumers’ reactance toward service providers who are perceived as warm and caring, compared with consumers in uncrowded environments. Moreover, this effect of crowding on reactance toward warm service providers is mediated by a heightened desire for social distance from others.

J5. To Share or Not to Share: Coupon-sharing as a Way to Increase Expenditures of Face Concerned Consumers
   Eline de Vries, University Carlos III of Madrid, Madrid, Spain*
   Sha Zhang, University of Chinese Academy of Sciences, Beijing, China

Unlike previous literature focusing on traditional, non-shareable coupons, this study highlights a new form of coupons that can be shared with friends. Across studies conducted in the U.S. and China, we find convergent results that high face concerned consumers are willing to spend more to obtain shareable than non-shareable coupons.
Susan Andrzejewski, California State University Channel Islands, USA
Krista Hill, Babson College*
Dhruv Grewal, Babson College, USA
Nancy Puccinelli, University of Bath and Oxford University, UK

We quantitatively synthesize the work on mimicry effects (i.e., effects of copying another’s behavior). The results suggest, for example, that mimicry can increase favorable behavior by as much as 82% over a non-mimicry baseline. Importantly, these effects are significantly attenuated by behavior that is mimicked and goals.

J7. *Consumers' Dissociation Responses to Incidental Similarity of Products in Different Product Domains*
Xiushuang Gong, School of Business, Renmin University of China, China*
Jing Jiang, School of Business, Renmin University of China, China*
Lin Jiang, School of Business, Renmin University of China, China*
Yan Wang, China Unicom Research Institute, China*

The current research examines the effect of incidental similarity of products on consumers' dissociation responses in different product domains. Across three experiments, we find that consumers' dissociation responses are higher for the incidental similarity of high symbolic products. This effect is mediated by embarrassment and moderated by group belongingness.

J8. *When originality backfires: when and why conforming consumers are considered smarter than nonconforming ones*
Ignazio Ziano, University of Ghent, Belgium*
Mario Pandelaere, Virginia Tech, USA; University of Ghent, Belgium

Consumers routinely make inferences about products and other consumers based on purchasing behavior. In this paper, we study the effect of conforming (or nonconforming) consumer behavior on expected product quality and perceived consumer competence.

J9. *Icing on the Cake or Not: The Impact of Positive In-Group Members' Advice on individuals' Preference on Choice*
Yinghao Wu, Renmin University of China, China*
Jing Jiang, Corresponding Author, Renmin University of China, China*

Based on the optimal distinctiveness theory, this study proposes that anticipated in-group similarity becoming excessive due to too much positive advice will make individuals feel emotional ambivalent, which will evoke subsequent negative behavioral responses-preference decrease or shift. The situation will be even more intense when individuals are independent self-construal.

J10. *Approach or Avoidance? The Dual Role of Face in Fashion Consumption*
Wangshuai Wang, Shanghai Jiao Tong University, China*
Xin-an Zhang, Shanghai Jiao Tong University, China

We propose face affects fashion consumption in two ways. Desire to gain face boosts fashion consumption, whereas fear of losing face demotivates it. Moreover, these effects are mediated by need for uniqueness and moderated by social visibility. Data from one survey and four experiments provide support for these hypotheses.

Riley Dugan, University of Dayton, USA
Joshua Clarkson, University of Cincinnati, USA
Cammy Crolic, University of Florida, USA*

The present research examines the importance of the social knowledge signaled by statistical majorities and minorities (i.e., normative adherence versus innovative thought). In particular, we posit that the majority position signals reliance on the socially-accepted position, whereas the minority position signals reliance on an alternative to the socially-accepted position.

J12. Neutral Expressions Increase Psychological Distance and Price Estimation of Luxury

Hong Zhu, Nanjing University, China
Xin Wang, Nanjing University, China*
Han Gong, Nanjing University, China*

Neutral facial expressions of commercial models increase perceived psychological distance between consumers and products, which further influence price estimation of goods. The type of products further moderates the effects of facial expressions on price estimation. Psychological distance is the mechanism to explain it.

J13. Creativity from Chaos: Disorder Material Display and Consumer Creative Success

Rong Huang, Shanghai University of Finance and Economics, China*
Weiling Ye, Shanghai University of Finance and Economics, China*
Darren Dahl, University of British Columbia, Canada.*
Yuqian Chang, Shanghai University of Finance and Economics, China*

Our research demonstrated that when the materials to be used creatively are displayed in a disorderly manner, people feel that they are more creative (i.e. subjective creativity) and objectively rated more creative in accomplishing a creative task. Subjective creativity also increase evaluations of the products/tools they are using.

J14. Regaining Control or Avoiding Risk: When Social Crowdedness Inhibits versus Encourages Preference of DIY Product

Pei-Wen Fu, National Sun Yat-sen University, Taiwan*
Chun-Ming Yang, Ming Chuan University, Taiwan*
Chi-Cheng Wu, National Sun Yat-sen University, Taiwan

This paper proposes an important outcome of social crowdedness, loss of control, which results in the motivation of control restoration and the preference for control regaining products (DIY product). The results also showed that when DIY product fails to be a mean of control restoration, avoidance motivation dominates consumers’ choice.
**J15. Involving Others in Sustainable Consumption: The Positive Impact of Exemplary Behavior**
Corinne Kelley, Florida State University, USA*
Martin Mende, Florida State University, USA
Maura Scott, Florida State University, USA

Drawing on theories of social observability, impression-management, and role-modeling, we find experimental support for the idea that encouraging others to engage in sustainable behavior causes consumers to take on social role model responsibilities. This has downstream effects on their motivation to engage in other exemplary behaviors (e.g., healthy food choices).

**J16. ‘Compete or cooperate’– How motivational mindsets affect facial beauty judgments**
Natalie Truong, Nanyang Technological University, Singapore*
George Christopoulos, Nanyang Technological University, Singapore

The present research examines the effect of competition versus cooperation mindset on facial beauty judgments and face processing style. Initial results show that a competitive state leads to higher evaluations of female faces compared to a cooperative state. We hypothesize a social comparison resulting in self-threat as the underlying process.

**J17. Focusing Only on Satisfying Customers? --- Negative Word of Mouth from Insiders**
ShihHao Liu, Saint Louis University, USA*
SangBong Lee, Saint Louis University, USA*

The ongoing research proposes and identifies a systematically neglected source of negative word-of-mouth (NWOM). The current two studies revealed that feedback on service performance causes employees’ to exert NWOM, which is mediated by negative affect, but not to make change in work-related behaviors.

**J18. When Shared Joy is Lessened: Comparing Psychological Costs Between Online and Offline Positive Word of Mouth**
Ana Suárez Vázquez, University of Oviedo, Spain*
Manuel Chica Serrano, Open University of Catalonia, Spain

This research examines the difference in drivers of online and offline WOM. We suggest the existence of an emotional pain associated with the spreading of others’ positive experiences that could have a deterrent effect over online positive WOM. That effect does not exist in the case of offline positive WOM.

Lei Su, Hong Kong Baptist University*
Yuwei Jiang, Hong Kong Polytechnic University
Zhansheng Chen, University of Hong Kong
C. Nathan DeWall, University of Kentucky, USA

Four studies reveal that socially excluded consumers exhibit more switching behaviour than those who do not. This effect is mediated by a decreased sense of personal control after social exclusion. It diminishes when the switching behaviour cannot restore personal control, or when other resources compensate the desire for internal control.
J20. I bought that first and you know it: The influence of ambivalent mimicry on the desire for social approval

Sunghee Jun, Seoul National University, KOREA*
Y. Jin Youn, Seoul National University, KOREA
Kiwan Park, Seoul National University, KOREA

Prior research shows that mimicry can lead to dissociation responses due to its threat on uniqueness as well as a sense of social approval. However, we argue that consumers who experience ambivalent mimicry will not value the product less nor dislike it, but will seek ways to gain social approval.

J21. How Shall I Thank Thee? Giver-Recipient Discrepancies in Preferences for Public or Private Expressions of Gratitude

Lauren Grewal, University of Pittsburgh, USA*
Mary Steffel, Northeastern University, USA
Dhruv Grewal, Babson College, USA

This research examines how people prefer to give and receive gratitude, and whether recipients accurately predict and respond to givers’ preferences for receiving thanks. Across three studies we show that recipients fail to anticipate gift giver responses to public gratitude; causing recipients to miss opportunities to enhance gift givers' experiences.
A Leisurely 5K Jogging Tour of Berlin
7:00am - 7:45am
Hosted by Steven Dallas, NYU, and Shalena Srna, Wharton
Meet in the lobby of the Maritim Hotel

Film Festival II
8.00-5.45pm
Salon 11: Madrid

Saturday 8.00-9.15am

1. Evil Eye: The Business of Anticipated Malicious Envy in India
   Tanvi Gupta, Indian Institute of Management Bangalore, India
   Preeti Krishnan Lyndem, Indian Institute of Management Bangalore, India*

   The evil eye belief (anticipated malicious envy), which fuels the $40 billion Indian ritual market, is studied from the academic lens using the 'theory of magic', 'compensatory control', 'information cascades', and more. This visual journey engages with sellers and buyers of cultural symbols used to cope with anticipated malicious envy. (35.32 min)

2. Darth Vader, May I Take a Picture with You?
   Rafael Mello, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Rafael Bronzatti, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Renan Sahity, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   João Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Stefânia Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil

   We analyzed the experience of consumption of cosplayers in events of the geek subculture, as well as aspects related to the process of character choice, formation of groups, feelings before and after the events and other characteristics of this activity. (22.25 min)
Saturday 9.30-10.45

1. Further away = higher willingness to pay?
   Karina Isaak, ESCP Europe, Berlin, Germany*
   Elena Dinkevych, ESCP Europe, Berlin, Germany
   Robert Wilken, ESCP Europe, Berlin, Germany

Consumers’ willingness-to-pay is influenced in many ways - psychological distance is one of them. Advertisements, for instance, can present products from a high distance or in a close-up. We empirically show that this spatial distance to a product does not only affect consumers’ mean willingness-to-pay... (12.08 min)

2. Dodo Lé Là - From Beer Consumption to Heritage Edification
   Julie Leroy, University La Réunion, France*
   Baptiste Cléret, University of Rouen, France*
   Michel Boyer, University La Réunion, France

This research studies the role of consumers in the edification of a convenience good as a patrimonial object of consumption. Through the practices, representations and values they insert in the good and its context, they transformed a regional product into an iconic brand; the beer "La Dodo". (40.43 min).

Saturday 11-12.15pm

1. Wonders of Waste. The Ideological Diffusion of the Upcycling Consumer Movement
   Grace O'Rourke, University College Cork, Ireland
   Stephen R. O'Sullivan, University College Cork, Ireland*

This videography explores the ideological diffusion of the upcycling movement, a movement attempting to restore the balance between production, consumption, and waste. The upcycling movement marks a new form of working consumer – creative deconsumers – working towards altering the ideological identification with waste. (22.15 min)

2. Skoros: Anti-Consumption in Crisis
   Andreas Chatzidakis, Royal Holloway University of London, UK*
   Pauline MacLaran, Royal Holloway University of London, UK*

Skoros is an anti-consumerist collective in Athens, Greece that runs a space where people give, take, or give and take goods and services for free. Soon after came the "Crisis", and with it a need to cater for people that are increasingly below the poverty line… (19.24 min)

3. E-book. Just a small gadget?
   Cecilia Lobo-de-Araujo, Fundaçao Getulio Vargas, Brazil*
   Patricia SM Boaventura, Fundaçao Getulio Vargas, Brazil
   Suzana Battistella-Lima, Fundaçao Getulio Vargas, Brazil
   Renata Andreoni-Barboza, Fundaçao Getulio Vargas
   Adriana Arcuri, Fundaçao Getulio Vargas, Brazil

E-books. How a new way of consumption – e-book reader opposed to physical book – is changing our understanding and relation with extended-self, cultural capital transference, reference of knowledge (treasure), sacredness of things and also the consumption of books itself. Interviews and questions to think about this apparent small technological change. (14.09 min)
Saturday 1.30-2.45pm

1. Empowerment Through Social Entrepreneurship
   Thayse Schneider, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Denise Telli, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Tatiana Bolzoni, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Guilherme Mattos, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*

   Our goal with this videography is to connect Social Entrepreneurship and Consumer Behavior. We intend to show how Social Entrepreneurship can be used as a weapon to fight social exclusion, empowering the less fortunate. (15.08 min)

2. Shopping: A Study on Motivations
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   João Pedro Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   José Afonso Mazzon, FEA - USP, Brazil
   Giuliana Isabella, FEA - USP and Insper - Institute of Research and Education, Brazil*

   This videography aims at understanding what motivates people to shop nowadays. Our interviewees lead us to find four main influencers on shopping behavior: shopping malls, store design and shopping environment; Atmospherics of Stores and Store Employees. (14.29 min)

3. Shopping: A Retail Experience
   João Fleck, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Stefânia Ordovás de Almeida, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil*
   Vinicius Brasil, Pontifícia Universidade Católica do Rio Grande do Sul, Porto Alegre, Brazil
   Jose Afonso Mazzon, FEA - USP, Brazil
   Giuliana Isabella, Insper - Institute of Research and Education and FEA-USP, Brazil*

   Shopping: A Retail Experience is a videography made with the goal of analyzing purchasing motivations. The consumers reflected upon their purchase choices by participating in a shopping experience, using an HD Camera Glasses and later on, they were interviewed while viewing their on-store videos. (20.26 min)
Saturday 3.00-4.15pm

1. Dedicated Followers of Fashion: The Role of Cultural Mythologies in Product Adoption
   Skye-Maree Dixon, University of Bath, UK*

Fashion is undergoing a shift in narrative. The rise of bloggers and the proliferation of social media have shifted power relations, democratising a previously elitist industry. This film presents the initial pilot study into how marketplace-myths develop within a fashion context and their impact on product adoption. (24.21 min)

2. Living the Stream: A Study of Voyeuristic Consumption in Video Game Live Streaming
   Jacob Hiler, Ohio University, USA*
   Andrew Kuo, Louisiana State University, USA
   William Northington, Idaho State University, USA

Video game live streaming has seen explosive growth in the past few years and has become a multi-billion dollar industry. This film explores the phenomenon through the eyes of the consumers of live streams and furthers the theory of voyeuristic consumption. (26.21 min)
Saturday 4.30-5.45pm

1. Meaningful Things: Exploring the symbolic meaning of the material environment and its impact on happiness
   Mafalda Casais, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands*
   Ruth Mugge, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands
   Pieter M. A. Desmet, Faculty of Industrial Design Engineering, Delft University of Technology, Landbergstraat 15, 2628 CE Delft, Netherlands

Symbolically meaningful possessions have the ability to make intentions tangible, to remind of aspirations and to keep successes fresh. This videography is a compilation of stories about objects with symbolic meaning, reflecting on the contribution of the material environment to the subjective well-being of individuals. (14.37 min)

2. Vegetarianism: a video-ethnography of conflicts within and outside the movement that affects the market dynamics
   Renata Andreoni Barboza, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil*
   Tania Modesto Veludo de Oliveira, FGV-SP/Escola de Administração de Empresas de São Paulo, Brazil*

This film approaches several types of conflicts in the consumer social movement of vegan and vegetarians. The realistic conflict theory serves as the basis to understand how hostility within and outside the movement arise as a result of conflicting goals and competition, and how it affects the market. (19.34 min)

3. Walking with Zombies – Insights into the Subculture of the Undead
   Sascha Steinmann, University of Siegen, Germany
   Frederic Nimmermann, University of Siegen, Germany*
   Hanna Schramm-Klein, University of Siegen, Germany
   Andreas Rauscher, University of Siegen, Germany
   Judith Ackermann, University of Siegen, Germany
   Gunnar Mau, University of Siegen, Germany

This movie provides insights into the “zombie community” and by showing how zombie archetypes have evolved in media over time, especially in movies and computer games. Furthermore, we show how the zombie archetypes have influenced the way community members dress and perform during the Cologne Zombie Walk in 2015. (21.18 min)
6.1 Brands in a Connected World

Room: Salon 1: Moskau

Chair: Rajat Roy, Curtin University, Australia

1. “Will We Hate Google One Day?” A Convention Theory Perspective on Public Brand Evaluations
   Sabrina Gabl, University of Innsbruck, Austria*
   Verena E. Wieser, University of Innsbruck, Austria*
   Andrea Hemetsberger, University of Innsbruck, Austria*

This study investigates public brand evaluations of Google from a convention theory perspective. Findings exhibit two major evaluative strategies of negotiating a leeway of acceptable brand conduct and allocating responsibilities. Public brand evaluations accommodate a brand with ethical capital and serve as a brand monitoring tool.

2. Human Brand Identity Types and Dynamics: The Role of Incongruent Extensions and Legitimacy Mechanisms - The case of film directors
   Camille Pluntz, Université Paris-Dauphine, France*
   Bernard Pras, Université Paris-Dauphine and ESSEC Business School, France

This research identifies human brand identity types and dynamics. In Study 1, we show the existence of 4 identity types among western film directors. In Study 2, conducted in France, we analyze the dynamics of human brand identity based upon film directors’ specific, bourgeois and popular legitimacy and incongruent/congruent extensions.

3. From Nothingness into Being: Creation and Resilience of a Decentralized Brand
   Mariam Humayun, York University, Canada*
   Russell Belk, York University, Canada

In this study, we explore how consumers create modern day myths around decentralized brands. Using the context of the cryptocurrency Bitcoin, we analyze how consumers negotiate the ideological and religious myths that shape a decentralized brand and help it survive and become resilient over time.

4. The Many-Faced Consumer: Practices and Consequences of Social Media Government
   Laurent Busca, Université Toulouse Capitole, France*
   Laurent Bertrandias, Université Toulouse Paul Sabatier, France

We study Social Media Management practices on social media platforms. We find three fundamental practices (framing, optimizing and channeling) which create and manage three populations: a conversation made of words, a community made of individuals and specific influencers. These practices have side-effects impacting both the marketer and the community.
6.2 Quantity Judgments and Evaluation Biases
Room: Salon 2: Rom
Chair: Dipankar Chakravarti, Virginia Tech, USA

1. As Many As 9, but As Few As 11: On a Hypothesis Testing Process of Evaluating Inevaluable Quantities
   Y. Charles Zhang, University of California Riverside, USA*
   Yunhui Huang, Nanjing University, China

When communicating quantities, communicators often embed cues to imply whether this quantity is large/small (e.g., “only 11 pounds.”). We find that such communicator’s position affects how recipients evaluate the quantity, the extent to which depends on the magnitude of the individual digits constituting the number, leading to potential judgment reversals.

2. The Visual Acuity of Less: Why People Underestimate Increases but not Decreases in Quantity
   Pierre Chandon, INSEAD, France*
   Nailya Ordabayeva, Boston College, USA

While we know that quantity increases are strongly underestimated, we find that estimates of quantity decreases are almost perfect. This asymmetry is not caused by loss aversion but by the presence of a natural zero bound which makes downsizing estimation an interpolation task (and supersizing estimation an unbounded extrapolation task).

3. Not Just for Your Health: How Regular Physical Activity Influences Processing of Irrelevant Product Information
   Laura Zimmermann, London School of Economics, UK*
   Amitav Chakravarti, London School of Economics, UK

We document a novel “spillover” benefit of regular physical activity (RPA). When facing irrelevant product information, consumers find it difficult to ignore irrelevant information, and “dilute” their judgments. Two studies reveal that RPA aids people’s ability to ignore irrelevant information in product judgments, and investigate competing explanations.

4. Disfluency Effects on Inference and Evaluation
   Ruomeng Wu, University of Cincinnati, USA
   Esta Shah, University of Cincinnati, USA*
   Frank Kardes, University of Cincinnati, USA

Prior research suggests disfluency leads to unfavorable evaluations, and is mitigated by warnings of disfluency. We suggest a moderating role for need for closure, where warnings about disfluency mitigates the negative effect for low NFC consumers, but backfires for high NFC consumers by shifting attention from brand information to disfluency.
6.3 A Sensational Session: Understanding the Effect of Sensory Cues on Choice and Consumption Decisions

Room: Salon 3: Rom

Co-chairs: Monica Wadhwa, INSEAD, Singapore
Kuangjie Zhang, Nanyang Technological University, Singapore

1. The Color of Indulgence: How Dark Color Influences Indulgent Consumption
   Kuangjie Zhang, Nanyang Technological University, Singapore
   Monica Wadhwa, INSEAD, Singapore*
   Amitava Chattopadhyay, INSEAD, Singapore

We examine the impact of degree of darkness of colors on indulgent consumption behaviors. We show that darkness is associated with indulgence and exposure to darker color cues can enhance (vs. reduce) consumers’ preference for indulgent consumption when the positive (vs. negative) aspect of indulgent consumption is made salient.

2. Strumming the Chords of Your Mind: The Effects of Lyrical Music versus Instrumental Music on Construal Level and Choice
   Xiaoyan Deng, Ohio State University, USA
   Xiaojing Yang, University of Wisconsin - Milwaukee, USA
   Lei Jia, Ohio State University, USA*
   Hyojin Lee, San Jose State University, USA

Six studies demonstrate that listening to lyrical (vs. instrumental) music can evoke a higher (vs. lower) level of construal because consumers adopt a global (vs. local) approach to processing song lyrics (vs. musical elements), and that this mental construal, as a procedural mind-set, can influence consumers’ subsequent product decisions.

3. The Crunch Effect: Food Sound Salience as a Consumption Monitoring Cue
   Ryan Elder, Brigham Young University, USA*
   Gina Mohr, Colorado State University, USA

We show that increased attention to the sound the food makes, or food sound salience, may serve as a consumption monitoring cue leading to reduced consumption. Across three studies, we show a consistent negative relationship between the salience of a food’s sound and food intake.

4. Choice and Quantity in Conflict: Post-Taste Food Consumption and Inferences of Self-Control
   Ga-Eun (Grace) Oh, Hong Kong University of Science and Technology*
   Anirban Mukhopadhyay, Hong Kong University of Science and Technology

Much research uses observed choices of vice versus virtue foods to make inferences about self-control. This may be misleading because the sensation of taste, post-choice, can greatly influence people’s consumption behaviors. Two experiments demonstrate that trait self-control can have an ironic effect on actual intake of supposedly virtuous choices.
6.4 It’s All Around You: The Pervasive Effects of Technology on Consumers’ Lives

Room: Salon 4: London

Co-chairs: Martin Mende, Florida State University, USA
          Maura Scott, Florida State University, USA

1. Touching Versus Talking: Alternative Interfaces and the Extended Self
   
   Adam Brasel, Boston College, USA*

Two studies show that changing mobile interfaces create different interaction paradigms. Touch interfaces encourage the user to incorporate the device into their extended self, blurring the boundary between user and device. Voice interfaces create a sense of the device as a partner and separate entity, where relationship dynamics dominate.

2. Personalized Advertising in Public Environments: Perceptions and Consequences

   Nicole Hess, University of Passau, Germany*
   Jan Schumann, University of Passau, Germany
   Martin Mende, Florida State University, USA
   Maura Scott, Florida State University, USA

Grounded in theory on self-concept congruity and impression management, we examine effects of personalized advertising in public, where others are present and see the personalized content concurrently. We find an indirect effect of others’ presence on consumers’ attitudes and behavioral intentions, mediated by embarrassment and moderated by ad-self-concept congruity state.

3. Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation

   Martin Mende, Florida State University, USA
   Maura Scott, Florida State University, USA*
   Gergana Nenkov, Boston College, USA

Millions of consumers monitor their lives using technology, often called the “quantified-self” movement. We identify an unforeseen consequence of self-quantification: increased mortality salience. Two studies show that exposure to self-tracking devices increases death-related concerns, which increases health motivations, to defend against the mortality threat. Anthropomorphizing tracking devices attenuates these effects.

4. Thank You for Your Helping Hand! Ways to Avoid Negative Consequences of Customer Participation in Recovery of Technology Product Failure

   Nicola Bilstein, Catholic University of Eichstaett-Ingolstadt, Germany*
   Shashi Matta, Ohio State University, USA
   Jens Hogreve, Catholic University of Eichstaett-Ingolstadt, Germany

Contrasting existing literature, we reveal that customer participation in service recovery, may result in negative outcomes. We test different tactics to alleviate this effect: granting compensation, apology, or “Thank you.” Introducing the construct of gratitude into the service recovery literature, we disclose its potential to redress customers for their participation.
1. The Socio-Cultural Dynamics of Consumer Entanglement
   Maribel Suarez, Federal University of Rio de Janeiro/COPPEAD, Brazil*
   André Pinto, Federal University of Rio de Janeiro/COPPEAD, Brazil

This study complements loyalty and lock-in theories, examining socio-cultural underpinnings of continued Facebook patronage. It investigates entanglement dynamics - the socio-cultural mechanisms that entangles and entraps consumers within some of their previous consumption patterns. The research identifies four entanglement dynamics: 1) centrality, 2) pervasiveness, 3) others interdependencies, 4) things interdependencies.

2. Consuming Bon Dieuserie: Raising the Profile of Religious Kitsch Consumption
   Leighanne Higgins, Lancaster University, UK*
   Kathy Hamilton, University of Strathclyde, UK

Consumer research has described religious kitsch objects derogatively, perceiving them as secularizations of the Sacred. Findings from this ethnographic study into consuming Catholic pilgrimage to Lourdes contradict this derogative viewpoint. We draw on the concept of bon dieuserie to demonstrate that religious kitsch objects can offer simultaneous symbolic and functional value.

   Hsin-Hsuan Meg Lee, ESCP Europe*

This study explores fashion bloggers’ practices in establishing themselves as persona-fied brands and obtaining the celebrity status. Comparing between 20 U.S. and Taiwanese bloggers, this research builds on social practice theory to examine how the fashionable amateurs perform micro-celebrity strategies under the influence of cultural institutional works.

4. Defining and Differentiating Marketplace Tranquility
   Cele Otnes, University of Illinois at Urbana-Champaign, USA*
   Hyewon Oh, University of Illinois at Urbana-Champaign, USA*
   Ravi Mehta, University of Illinois at Urbana-Champaign, USA

How do consumers understand general tranquility (GT), and compare it to the outcomes that “tranquil” market offerings promise? We define and dissect “marketplace tranquility” (MT), its sources, and consumers’ motivations for pursuing it. We find consumers regard GT as abstract and unattainable, but MT as resonant, accessible, practical, and goal-oriented.
6.6 Consumer well-being
Room: Salon 7: Wien
Chair: Ellen Evers, University of California Berkeley, USA

1. Hedonic Editing Revisited
Ellen Evers, University of California Berkeley, USA*
Alex Imas, Carnegie Mellon University, USA
George Loewenstein, Carnegie Mellon University, USA

When evaluating outcomes, prospect theory predicts that individuals should integrate losses and segregate gains. However, evidence for this hedonic editing hypothesis has been mixed, particularly in the domain of losses. We propose and demonstrate that the integration or segregation of outcomes depends on perceptions of possible category-membership.

2. Don’t Believe the Hype
Erin Percival Carter, University of Colorado, USA*
Lawrence Williams, University of Colorado, USA
A. Peter McGraw, University of Colorado, USA

Hype surrounding marquee entertainment events can be unavoidable and cause people to watch and do things they otherwise would not. Using nearly 8,000 survey responses, we examine costs and benefits of participating in hyped events. We find people are better off avoiding hyped experiences, though hype can benefit social well-being.

3. Attainment Goals and Maintenance Goals: The Appeal of Approach versus Avoidance Framed Strategies
Gizem Atav, James Madison University, USA*
Kalpesh K. Desai, University of Missouri-Kansas City, USA

We explore differences between attainment and maintenance goals and how they influence inclinations towards approach and avoidance framed strategies in the savings domain. We find that maintainers experience more pride than attainers and that during maintenance (attainment), approach (avoidance) framed strategies are more appealing.

4. The Pursuit of Happiness and Quest for Wealth: Do Materialists Really Save Less and Borrow More, and if so Why?
Esther Jaspers, Tilburg University, The Netherlands*
Rik Pieters, Tilburg University, The Netherlands

Two large studies revealed bi-directional associations between consumer materialism and financial saving and debt. These associations are driven by one specific motivation for materialism, namely, acquisition as the pursuit of happiness. The studies provide strong support that it leads to being impatient and to a preference for liquid assets.
1. A Sense of Wealth or Poverty Can Help or Hurt Charitable Giving
   Bob Fennis, University of Groningen, The Netherlands*
   Lan-Nguyen Chaplin, University of Illinois at Chicago, USA
   Silviu Tierean, Erasmus University Rotterdam, The Netherlands
   Kathleen D. Vohs, University of Minnesota, USA

Are the rich more generous, or the poor? Confusingly, there are supportive findings on both sides. Three studies reconciled these conflicting findings, and showed that charitable appeals that focus attention to the self (versus others) determines whether feeling wealthy or poor amplifies or reduces generosity.

2. Invoking the Responsible Self and Enhancing Subjective Competence: Nudges to Increase Financial Engagement
   Shannon White, University of Chicago, USA*
   Abigail Sussman, University of Chicago, USA

Many individuals do not proactively manage their investments, which can has significant negative implications for consumers during retirement. Across three online experiments and a large field experiment, we identify interventions that increase financial engagement by appealing to individuals’ sense of personal responsibility and by boosting subjective investing ability.

3. Meaning Transforms Money: How Job Satisfaction Affects Consumers’ Perception and Use of Their Earnings
   Quentin André, INSEAD, France*
   Ziv Carmon, INSEAD, Singapore
   Klaus Wertenbroch, INSEAD, France

We propose that differences in consumers’ handling of money can be partly attributed to how consumers earn it: across four studies, we show that consumers’ satisfaction with their job imbues the money with greater intrinsic value, thereby changing how they perceive and use their paycheck.

4. Tuition Aversion: Impatience Impaired Financial Decision Making for Higher Education
   Haewon Yoon, Boston College, USA
   Yang Yang, University of Florida, USA
   Carey K. Morewedge, Boston University, USA*

Mounting student debt has prompted the government and firms to provide students with decision aids and encourage them to treat higher education as an investment decision. We find their efforts to be ineffective because the timing of the cost and benefits of college make the choice an intertemporal choice problem.
6.8 Luxury Brands, Conspicuous Consumption and Social Signaling

Room: Salon 16: Riga

Chair: Yajin Wang, University of Maryland, USA

Participants:

- Darren Dahl, University of British Columbia, Canada
- David Dubois, INSEAD, France
- Kristina Durante, Rutgers University, USA
- Lan Chaplin, University of Illinois at Chicago, USA
- David Gal, University of Illinois at Chicago, USA
- Barbara Kahn, University of Pennsylvania, USA
- Anat Keinan, Harvard Business School, USA
- Nailya Ordabayeva, Boston College, USA
- C. W. Park, University of Southern California, USA
- L.J. Shrum, HEC Paris, France
- Amna Kirmani, University of Maryland, USA
- Keith Wilcox, Columbia University, USA
- Carlos Torelli, University of Minnesota, USA
- Jennifer Stoner, University of North Dakota, USA
- Lisa Cavanaugh, University of Southern California
- Yajin Wang, University of Maryland, USA*

One of the biggest trends in consumer behavior over the last two decades has been the growth of luxury consumption. The goal of this roundtable session is to discuss the new trends and novel research questions in luxury consumption and to develop collaborative relationships.
6.9 The Effects of Visual Cues on Consumption

Room: Salon 17: Riga
Chair: Tatiana Fajardo, Florida State University, USA

1. Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption
Tatiana Fajardo, Florida State University, USA*
Jiao Zhang, University of Oregon, USA
Michael Tsiros, University of Miami, USA

We demonstrate that dynamic logos increase the consumption of vices. This effect is mediated by perceptions of consumption justifiability and moderated by directionality, consumers’ time-orientation, and their concern with future consequences. Results suggest that dynamic logos license consumers to indulge in the present by triggering an expected increase in well-being.

2. In Good Shape: The Influence of Container Curvature on Consumers’ Perceptions and Consumption
Alexandra Festila, Aarhus University, Denmark*
Polymeros Chrysochou, Aarhus University, Denmark

Prior studies have shown that container shape can influence consumers’ perceptions and behaviour. Our study extends this research by showing that the curvature of a package (convex vs. concave) influences consumers’ inferences about calories and healthfulness, feelings of anticipated consumption guilt and ultimately how much they eat.

3. The Impact of Large Versus Small Menu Size on Calorie Estimation
Junghyun Kim, Virginia Tech, USA*
Yong Kyu Lee, York College, CUNY, USA
Paul Herr, Virginia Tech, USA

This research proposes that consumers estimate an item’s caloric content as greater (less) in a menu with more (fewer) choices. We suggest that consumers estimate higher calories in a larger menu because they use an average caloric content of a menu as a proxy within the subjectively formed calorie range.

4. The Effect of Smileys as Motivational Incentives on Children’s Food Choices: A Field Experiment in European Primary Schools
Wencke Gwozdz, Copenhagen Business School, Denmark
Lucia Reisch, Copenhagen Business School, Denmark*
Iris Pigeot, Leibniz Institute for Prevention Research and Epidemiology Bremen, Germany

This study investigates the efficacy of a simple, motivational incentive—a smiley stamp—in promoting vegetable and salad consumption among primary school children. We conducted a field experiment in 10 primary schools in five European countries using one control and one treatment school per country.
6.10 When Consumer Multitasking Emerges and How It Reshapes Consumer Behavior

Room: Dublin
Chair: Christilene du Plessis, Erasmus University Rotterdam, The Netherlands

1. Juggling When Low in Control: The Effects of Control on Choice to Multitask
   Jerry Han, University of Texas at Austin, USA*
   Susan Broniarczyk, University of Texas at Austin, USA

Three studies find that incidental feelings of low control lead consumers to multitask more, and that this multitasking subsequently results in lower task performance and well-being. Thus, consumers who are experiencing low perceived control may initiate a downward spiral, whereby they self-select to multi-task, leading to deleterious outcomes.

2. Drawing Conclusions while Multitasking: Distracting Background Ads Cue Consumers to Infer Product Interest through Metacognitive Inferences
   Daniel M Zane, Ohio State University, USA*
   Robert W Smith, Ohio State University, USA
   Rebecca Walker Reczek, Ohio State University, USA

Marketing stimuli are often non-focal background stimuli rather than the focus of consumers’ undivided attention. This research explores how interest in products in background advertisements is driven by metacognitive inferences about distraction. These inferences can lead to increased or decreased interest in products depending on what lay theory is accessible.

3. How Multitasking Influences Consumer Learning of Brand Associations
   Christilene du Plessis, Erasmus University Rotterdam, The Netherlands*
   Steven Sweldens, Erasmus University Rotterdam, The Netherlands
   Stijn M. J. van Osselaer, Cornell University, USA

This research shows that consumer multitasking facilitates learning of brand associations. Though prior research assumes that predictive learning - the process of learning to predict brand related outcomes - will be attenuated when cognitive resources are constrained, we show that multitasking facilitates predictive learning by narrowing attention.

4. A Change is as Good as a Rest: Changing Contexts Restores Self-Control
   Nicole Mead, University of Melbourne, Australia*
   Jonathan Levav, Stanford University, USA

Four experiments supported the theory that changing contexts restores self-control performance after initial self-control exertion (i.e., eliminated the ego-depletion effect). Consistent with predictions, restoration was specific to context changes; mere physical movement or distraction did not restore self-control.

Break
9:15am - 10:00am
7.1 Money Orients People Away from Small-Group Sociality and toward Large-Group Sociality: Evidence from Big Data, Experiments, and Field Studies

Room: Salon 1: Moskau

Co-chairs: Kathleen Vohs, University of Minnesota, USA
Masha Ksendzova, Boston University, USA

1. The Prosocial Glow of Cash: How Payment Method Affects Customers’ Perceptions of Helpfulness
Masha Ksendzova, Boston University, USA*
Grant Donnelly, Harvard Business School, USA
Remi Trudel, Boston University, USA

From field and experimental data, we find that customers judge cash (versus card) payments as more helpful, particularly to small businesses. Consideration of businesses’ overhead costs helps explain the relationship between payment method and customers’ sense of helpfulness. Moreover, cash payments strengthen perceived support of employees and customer-business closeness.

2. Can The Way Individuals Are Rewarded Affect Motivation and Engagement?
Avni Shah, University of Toronto, Canada*
Amber Holden, University of Toronto, Canada

Three studies show that more salient forms of incentives (e.g., cash versus direct deposit) increases organizational connection and motivation. This effect reverses when individuals fall just short. Losing more salient incentives now decreases motivation and organizational connection compared to those who fall just short of losing a direct deposit incentive.

3. Social Class and Social worlds: Income Affects the Frequency and Nature of Social Contact
Kathleen Vohs, University of Minnesota, USA*
Emily Bianchi, Emory University, USA

Money cues foster self-sufficiency and disinterest in others. We tested income’s effects on social interactions in two studies (N = 116,026). Higher income predicted less time socializing and more time alone. Further, people with greater income spent less time with family and neighbors and more with friends.

4. To Profit or Not to Profit? Consumer Support for the Social Venture Question
Saerom Lee, University of Texas at San Antonio, USA*
Lisa Bolton, Pennsylvania State University, USA
Karen Winterich, Pennsylvania State University, USA

We demonstrate a general aversion among consumers to social ventures with a profit orientation. This aversion is driven by perceptions of greed and reduced feelings of warm glow when social ventures make a profit. Superior support for the cause with minimal profits is required to overcome this aversion.
7.2 The Effects of Sensory Cues on Judgment and Creativity

**Room:** Salon 2: Rom

**Chair:** Jodie Whelan, York University, Canada

1. **Softness in the Ear: How Musical Sophistication Influences the Interaction Between Music and Expected Haptic Softness**
   - Maximilian Gaerth, University of Mannheim, Germany*
   - Haiming Hang, University of Bath, UK

   This research investigates the impact of musical sophistication on the interaction between music and expected haptic softness. While our results suggest that soft (vs. hard) music increases the expected haptic softness for products for which haptic softness is diagnostic, we show that musically sophisticated people are better at recoding music into semantic associations related to haptic softness.

2. **The Insidious Effects of Smiles on Social Judgments**
   - Ze Wang, University of Central Florida*
   - Huifang Mao, Iowa State University, USA
   - Jessica Li, University of Kansas, USA*
   - Fan Liu, Adephi University

   We propose that broad smiles increase perceptions of warmth but decrease perceptions of competence. These effects influence consumers’ behavioral intentions and actual behaviors, and are moderated by level of consumption risk. Three studies, including one using data from Kickstarter.com, support these hypotheses.

3. **Does Suspense Spur or Hamper Consumer Creativity?**
   - Sungjun (Steven) Park, Korea Advanced Institute of Science and Technology (KAIST), Korea*
   - Yong J. Hyun, KAIST, Korea
   - Page Moreau, University of Wisconsin, USA

   Little is known about how mixed emotions influence consumer creativity. Four online experiments find that suspense, a mixed emotion comprising hope and fear, facilitates creativity. Felt conflict arises from experiencing suspense, then a flexible mindset is adopted to reduce the conflict, and eventually this mindset leads to consumer creativity.

4. **The bright side to cuing consumerism: Consumer cues make individuals with low childhood socioeconomic status more prosocial**
   - Jodie Whelan, York University, Canada*
   - Sean Hingston, York University, Canada

   Counter to extant research that finds consumer cues make people more proself, we present four experiments that demonstrate that consumer cues can actually increase prosociality—at least amongst people who grew up with significant economic constraints (i.e., people with low childhood socioeconomic status).
7.3 Emotion Generation and Emotional Consumption

Room: Salon 3: Rom
Chair: Nira Murichor, Hebrew University, Israel

1. Consumer Co-Creations: Understanding Disappointment with Co-Created Products
Leigh Anne Donovan, Illinois State University, USA*
Richard J. Lutz, University of Florida, USA

Close brand relationships and consumer co-creation opportunities are usually positive for consumers and companies. However, not all co-creation experiences are successful and positive. We explore the ‘dark’ side of consumer co-creation and the negative reactions, such as embarrassment and failure attribution, felt by consumers and how they can impact self-esteem.

2. How Embarrassing For You (And Me): The Nature of Observer Embarrassment
Alexander Ziegler, University of Kentucky, USA*
John Peloza, University of Kentucky, USA
Alexis Allen, University of Kentucky, USA

The consumer embarrassment literature focuses largely ignores observer embarrassment. However, the negative effects of embarrassment are not contained on an actor level but also impact observers. We find evidence that observer embarrassment results in negative consumption experiences for the unrelated observer and introduce boundary conditions for the effect.

3. Wallowing in Misery: Consumers With Low Self-esteem Verify Negative Self-views by Choosing Miserable Products
Anika Stuppy, Erasmus University Rotterdam, The Netherlands*
Nicole L. Mead, University of Melbourne, Australia
Stijn M. J. van Osselaer, Cornell University, USA

When and why do consumers eat unappetizing food or purchase low-tier brands? We argue that consumers with negative self-views choose miserable products chronically and after threat to self-verify. While people with high self-esteem self-enhance or self-mollify after threat, people with low self-esteem seek self-congruent miserable products to affirm their self-views.

4. Righteous Indignation: When Anger Consumption Makes You Feel Better
Nira Munichor, Hebrew University, Israel*
Yael Steinhart, Tel Aviv University, Israel

Anger is a negative feeling, and people are therefore expected to refrain from consuming anger-eliciting items. However, we show that when people experience a conflict between their personal attitudes and the message conveyed by an item, anger increases that item consumption and improves self-perceptions, sustaining a sense of righteous indignation.
1. Grip not to Slip: How Haptic Roughness Leads to Psychological Ownership
   Bowen Ruan, University of Wisconsin - Madison, USA*
   Joann Peck, University of Wisconsin - Madison, USA
   Robin Tanner, University of Wisconsin - Madison, USA
   Liangyan Wang, Shanghai Jiao Tong University, China

In a series of studies, we found that haptic roughness leads to a greater perception of psychological ownership, and longer interactions, compared to smoothness. We conjecture that this is because rougher objects are easier to grip leading to more control, an antecedent of psychological ownership.

2. Good Vibrations: Consumer Responses to Technologically-Mediated Social Touch
   Rhonda Hadi, University of Oxford, UK*
   Ana Valenzuela, Baruch College, CUNY, USA and ESADE Business School, Spain

Device notifications are often administered with vibrotactile sensations (e.g. on mobile phones, wearables), yet little research has examined the psychological and behavioral implications of this haptic feedback. We explore how vibrotactile alerts can represent technologically-mediated social touch, and ultimately influence both performance and certain incidental judgments (e.g. sender attributions).

3. Multisensory Integration of Touch and Vision During Product Evaluation and Choice
   Mathias Streicher, Innsbruck University, Austria
   Zachary Estes, Bocconi University, Italy*

Touching a product affects evaluation of that product. Here we demonstrate for the first time that grasping one product increases choice of another haptically similar product, and that this effect is mediated by visual fluency and moderated by the visual density of the product display.

4. It Feels Softer Than It Looked: Contrast-Priming Effects of Touch-Screen Users in Multi-Channel Shopping
   Sorim Chung, University of California Riverside, USA and Rochester Institute of Technology, US*
   Amitav Chakravarti, London School of Economics & Political Science, UK
   Rami Zwick, University of California Riverside, USA

In multi-channel retailing, very little research has examined the impacts of webrooming (researching product options online) on subsequent offline retail experiences. In this study, we examined (1) whether webroomers evaluate physical products differently from single-channel shoppers and (2) whether computer device types moderate webroomers’ product evaluations.
7.5 The Influence of Tracking Time on Judgments of Experiences, Time, and the Self

Room: Salon 5: London

Co-chairs: Gabriela Tonietto, Washington University in St. Louis, USA
Selin Malkoc, Washington University in St. Louis, USA

1. How “Time until the End” Influences Actual versus Predicted Consumer Experiences: A Resource Allocation Account
Claire Tsai, University of Toronto, Canada*
Min Zhao, Boston College, USA
Nicole Robitaille, Queens University, Canada

How does time until the end impact consumption experiences? Across three studies we demonstrate that although predictors intuit that an unpleasant event will feel less aversive toward the end, in reality, people report the opposite. Experiencers rate the event as more unpleasant when there is less time until the end.

2. When an Hour Feels Shorter: Salient Endpoints Contract the Perception and Consumption of Time
Gabriela Tonietto, Washington University in St. Louis, USA*
Selin Malkoc, Washington University in St. Louis, USA
Stephen Nowls, Washington University in St. Louis, USA

We demonstrate that unaccounted time intervals that end in a scheduled task feel subjectively contracted, leading consumers to do less with their time. We further find that terminating (vs. initiating) boundary tasks – whether desirable or undesirable – that mark a strict and rigid end to an interval contract time.

3. Movement through Time and Space Shapes Psychological Distance
Eugene Caruso, University of Chicago, USA*
Leaf Van Boven, University of Colorado Boulder, USA

We argue that consumers perceive moving through time in ways analogous to their physical movement through space. Consequently, we show in four studies that future events 1) are psychologically closer when people physically move toward them in space and 2) are psychologically closer than past events of equivalent objective distance.

4. Neglecting Decline: Biased Views of Personal Development Driven by Failure to Recall and Predict Negative Change
Sarah Molouki, University of Chicago, USA
Daniel M. Bartels, University of Chicago, USA
Oleg Urminsky, University of Chicago, USA*

A one-year longitudinal study examined people’s beliefs about their personal change. Comparisons of predicted, actual, and remembered change revealed that participants simultaneously underestimated the absolute magnitude and overestimated the positivity of change in both prediction and recall. This effect was due to an asymmetry whereby people selectively neglect negative changes.
Threats to Food Well-being for At-Risk Consumers in the Marketplace

Room: Salon 7: Wien
Co-chairs: Julie Ozanne, University of Melbourne, Australia
Michal Carrington, University of Melbourne, Australia

1. Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions
   Pierre Chandon, INSEAD, France*
   Yann Cornil, University of British Columbia, Canada
   Liane Schmidt, INSEAD, France
   Michèle Chabert, Université Pierre et Marie Curie, France
   Sana Atik, INSEAD, France
   Judith Aron-Wisnewsky, Hôpital La Pitié Salpêtrière, France

   We compare the sensitivity to marketing actions of lean and obese people (before and after weight-loss surgery). Pre-surgery comparisons already show that the food perceptions and preferences of obese people are more sensitive to marketing actions than those of lean people.

2. The Effect of Chronic Dieting Goals on Auditory Perceptual Biases
   Lauren Mayor, Baruch College, USA
   Lauren Block, Baruch College, USA
   Suresh Ramanathan, Texas A&M University, USA*

   Prior research has shown that our underlying motivations affect our visual perceptual processes and in turn, threaten our food well-being. We extend prior work by exploring how auditory perceptual processes are affected by goals and investigate how sound can also act as a threat to food well-being.

3. Can Money Tip the Scale? Social Judgment of Overweight Shoppers and the Role of Form of Payment
   Carrie Skinner, Florida State University, USA*
   Martin Mende, Florida State University, USA
   Maura Scott, Florida State University, USA
   Stephen M. Nowlis, Washington University at St. Louis, USA
   Michael K. Brady, Florida State University, USA

   This research examines how the interaction of body weight and form of payment affects social judgments in retail settings. Although overweight consumers are stigmatized as lacking self-control, we find that making food purchases in cash (vs. credit) attenuates negative inferences because cash, the most painful form of payment, suggests self-control.

4. You’re Killing Me! Exploring How Consumers with Food Intolerances Navigate Eating Out
   Michal Carrington, University of Melbourne, Australia*
   Gergely Nyilasy, University of Melbourne, Australia
   Julie Ozanne, University of Melbourne, Australia*

   This study explores the struggles of Celiacs for marketplace inclusion, attempting to navigate service encounters in restaurants where eating may have severe and immediate health consequences. A range of logics and strategies were observed to withdraw, to create a façade of normality and to change the food marketplace.
7.7 What Can Brains And Bodies Tell Us That Consumers Won’t? Neurophysiological Processes Underlying Consumer Judgment and Choice

Room: Salon 12: Paris

Co-chairs: Linda Couwenberg, Erasmus University Rotterdam, The Netherlands
           Mehmet Yavuz Acikalin, Stanford University, USA

1. Neural Responses to Functional and Experiential Ad Appeals: Explaining Ad Effectiveness
   Linda Couwenberg, Erasmus University Rotterdam, The Netherlands*
   Maarten Boksem, Erasmus University Rotterdam, The Netherlands
   Roeland Dietvorst, Neuro Labs, The Netherlands
   Loek Worm, InsightYou, The Netherlands
   Willem Verbeke, Erasmus University Rotterdam, The Netherlands
   Ale Smidts, Erasmus University Rotterdam, The Netherlands

   We explore how insights from neuroimaging techniques (fMRI) can advance our understanding of how functional and experiential ad appeals in television commercials are processed by consumers. Findings reveal that functional and experiential ad appeals evoke responses in different brain regions, and that activity in these regions relates to ad effectiveness.

2. Peacocks, Testosterone and Status Seeking: Single-dose Testosterone Administration Increases Preference for Status Brands and Products
   Gideon Nave, California Institute of Technology, USA*
   Amos Nadler, University of Western Ontario, Canada
   David Dubois, INSEAD, France
   Colin Camerer, California Institute of Technology, USA
   Hilke Plassmann, INSEAD and Ecole Normale Supérieure, France

   We investigated the biological roots of humans’ status signaling through consumption in two double-blind placebo-controlled pharmacological experiments (N=243 males). We find that exogenous testosterone administration causally increases liking of status brands and that the effect is driven by testosterone-induced status-seeking but not quality- or power-seeking motivation.

3. Cardiac Vagal Tone and Risky Decision Making
   M. Yavuz Acikalin, Stanford University, USA*
   Baba Shiv, Stanford University, USA

   Making risky decisions can be stressful, because the possibility of undesirable outcomes elicits negative emotional responses, which affect our risk preferences. We investigate how risk aversion is modulated by the physiological regulation of emotion. Individual differences in vagal tone predict risk aversion, and manipulating vagal tone experimentally changes risk preferences.

4. Modulation of Judgments by Incidental Affect: the Dynamic Integration of Affect and its Temporal Sustainability
   Aiqing Ling, INSEAD and Ecole Normale Supérieure, France*
   Baba Shiv, Stanford University, USA
   Hilke Plassmann, INSEAD and Ecole Normale Supérieure, France

   We investigated affect-as-information effects (AIE) of incidental affect on aesthetic judgments and its temporal sustainability. By using facial affective encoding, we showed that AIEs underlie fast neurophysiological dynamics. Behavioral studies further showed the attenuation of AIEs after a long time interval and how AIEs they could be recovered.
7.8 Question-Behavior Effect Roundtable

Room: Salon 16: Riga
Chair: Eric Spangenberg, University of California Irvine, USA

Participants:

David Sprott, Washington State University, USA
Ioannis Kareklas, University at Albany, State University of New York, USA
Berna Devezer, University of Idaho, USA
Katie Spangenberg, University of Washington, USA
Vicki Morwitz, New York University, USA
Paul Dholakia, Rice University, USA
Siegfried Dewitte, University of Leuven, Belgium
Chris Janiszewski, University of Florida, USA
Elise Chandon, University of South Carolina, USA
Andy Perkins, Washington State University, USA
Bianca Grohmann, Concordia University, Canada
Richard Yalch, University of Washington, USA

For 40 years, consumer psychologists have explored the nature of the question-behavior effect (QBE). A new meta-analysis of the QBE (Spangenberg et al. 2016) finds varying support for four over-arching theoretical mechanisms (attitudes, consistency, fluency and motivations). The roundtable will challenge theoretical perspectives and facilitate further collaboration on the QBE.
7.9 Not Your Mother's Celebrity Endorsement: Novel Pathways of Celebrity Influence

Room: Salon 17: Riga

Co-chairs: Lea Dunn, University of Washington, USA
           JoAndrea Hoegg, University of British Columbia, Canada

1. Consumers with Stars in their Eyes: The Influence of Celebrity Product Placement on Brand Perceptions and Behaviors
   Adriana Samper, Arizona State University, USA*
   Freeman Wu, Arizona State University, USA
   Daniele Mathras, Northeastern University, USA
   Andrea Morales, Arizona State University, USA

We examine the effectiveness of “celebrity product placement” (CPP), or the promotion of brands through celebrity usage. We find that CPP is more effective than celebrity endorsement in improving brand attitudes and purchase likelihood, an effect driven by increased celebrity trustworthiness and perceptions that the celebrity sincerely likes the brand.

2. Social Media and Celebrity Endorsement: How Social Connections can Impact Endorsement Effectiveness
   Lea Dunn, University of Washington, USA*
   JoAndrea Hoegg, University of British Columbia, Canada
   Abhishek Borah, University of Washington, USA

The rise of social media marketing communications has altered the communication between consumers and celebrities. The current research shows that platforms which connect individuals conversationally (e.g., Twitter) enhance feelings of social connection and similarity, which in turn enhance perceptions for celebrity endorsed brands, even in the face of negative publicity.

3. When Celebrity Ad Placements Backfire
   Claudiu Dimofte, San Diego State, USA*
   Negin Latifi Kasani, ESSEC Business School

A common advertising practice involves using celebrities in ads placed within media content featuring the same celebrities. Results show a positive main effect of this strategy on attention and recall, but attitudes depend on celebrity-product matches. Effects are based on consumers’ motivation to process celebrity ads rather than processing ease.

4. Peripheral Endorsement: How Perceptual Congruence with Celebrities Can Benefit Brands
   Dan Rice, Louisiana State University, USA
   Andrew Kuo, Louisiana State University, USA
   Rebecca Rast, Louisiana State University*

Consumers often scrutinize the source congruence between a brand and a celebrity when evaluating celebrity endorsements. As persuasion knowledge of the practice increases, consumers’ responses may become resistant to the appeals. We argue perceptual congruence influences brand evaluations through a peripheral (versus central) route of persuasion, potentially avoiding this resistance.
**7.10 Turkshop: How to Experiment with the Crowd**

**Room: Berlin D**

**Co-chairs:** Dan Goldstein, Microsoft Research, USA
Gabriele Paolacci, Erasmus University Rotterdam, The Netherlands

Participants:
Kathryn Sharpe Wessling, The Wharton School, University of Pennsylvania, USA
Jason Roos, Erasmus University Rotterdam, The Netherlands
Eyal Pe'er, Bar Ilan University, Israel

Come hear about the latest research about online experiments on Amazon Mechanical Turk and its alternatives. Check your assumptions about crowdsourced participants. Learn how to design online experiments in a smart way. There will be plenty of time for interactive discussion.

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<th>SESSION VIII</th>
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<td>11:00am - 12:15pm</td>
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1. Consumers’ Reliance on Imagination Moderates the Effect of Information on Anticipated Satisfaction
   Samuel Franssens, London Business School, UK*
   Simona Botti, London Business School, UK

Information positively affects consumers’ anticipated satisfaction with experiences. We predicted that consumers derive a sense of control from fantasizing about upcoming experiences and therefore have a lower need for information. Three experiments indeed show that the positive effect of information on anticipated satisfaction decreases for consumers with an imaginative mind-set.

2. Cultivating Gratitude and Giving Through Experiential Consumption
   Amit Kumar, University of Chicago, USA*
   Jesse T. Walker, Cornell University, USA
   Thomas D. Gilovich, Cornell University, USA

Through questionnaires and online consumer reviews, we demonstrate that experiential purchases foster more gratitude than material purchases. Using economic games, we also show that reflecting on experiential consumption promotes greater pro-social behavior than reflecting on material consumption. Thinking about experiences leads one to behave more generously than thinking about possessions.

3. Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events
   Joseph Goodman, Washington University, USA*
   Selin A. Malkoc, Washington University, USA
   Brittney Stephenson, Sierra Club

Consumers honor special life events (e.g., graduations, promotions) by making purchases—either experiential or material in nature. Counter to consumers’ intuitions and the “experiential advantage,” this work explores when material (vs. experiential) purchases reinforce positive memories, slowing down the memory decay with special life events, and increasing consumer happiness.

4. Expected and Actual Reliving of Experiences Through Different Types of Photos
   Alixandra Barasch, University of Pennsylvania, USA
   Kristin Diehl, University of Southern California, USA
   Gal Zauberman, Yale University, USA*
   Ting Zhang, Columbia University, USA

People take photos as memory cues. Two field studies examine whether people correctly anticipate which photos allow them to best relive past experiences. We find that people mis-predict the extent to which photos of the surroundings help them relive compared to photos of the people they shared the experience with.
8.2 No Pain, No Gain: How Pain and Constraint Influence Consumer Financial Decision-Making

Room: Salon 2: Rom

Co-chairs: Avni M. Shah, University of Toronto, Canada
Mansur Khamitov, Ivey Business School, Western University, Canada

1. Is Cash Almighty? Effects of Hard vs. Soft Money on Saving/Investment Behavior
   Rod Duclos, Ivey Business School, Western University, Canada*
   Mansur Khamitov, Ivey Business School, Western University, Canada

The now-popular “cash diet” hails that paying in cash is more painful psychologically than via dematerialized money (e.g., credit cards), which in turn helps citizens save more. Paradoxically, we show cash can sometimes backfire (compared to dematerialized money) and cause consumers to save less and/or forego lucrative investment opportunities.

2. Keep Your Money Close: Psychological Distance Influences the Perceived Value of Money
   Avni M. Shah, University of Toronto, Canada*
   Samuel Maglio, University of Toronto, Canada
   Anne Wilson, Harvard Business School, USA

We find evidence for a concrete bias where increasing the psychological closeness of money increases its perceived value and purchasing power of money. Over four experiments, we show that more tangible forms of money (i.e., cash) increase perceptions of monetary value and purchasing power in comparison to card or mobile payments.

3. Regaining Control by Ditching the Plastic: Why Abundance Increases Consumers’ Aversion to Credit Cards under Conditions of Low Control
   Daniel Brannon, Arizona State University, USA
   Adriana Samper, Arizona State University, USA*

Why does credit card use among upper income consumers plummet during recessions? In three studies, we explore when and why threats to perceived control increase aversion to credit card payments. We find that, under feelings of low control, consumers with abundant (vs. scarce) financial resources decrease their credit card usage.

4. The Effect of Stress on Consumer Saving and Spending
   Kristina Durante, Rutgers Business School, USA
   Juliano Laran, University of Miami, USA*

Little is known about how stress influences consumer behavior. Seven studies show that stress leads consumers to allocate resources strategically. Stressed consumers show increased saving behavior, but increased spending on products the consumer perceives as necessities. These behaviors occur as a means to gain control in an otherwise uncontrollable environment.
8.3 From Sound to Text, the Wide Dependence of Consumer Decision Making on Language

Room: Salon 3: Rom
Co-chairs: Ann Kronrod, Boston University, USA
Tina M. Lowrey, HEC Paris, France

1. Vipiz is Fast, Vopoz is Slow: Phonetic Symbolism is the Way to Go!
Stacey Baxter, University of Newcastle
Jasmina Ilicic, Monash University, Australia
Alicia Kulczynski, University of Newcastle
Tina M. Lowrey, HEC Paris, France*

We examine the effect of phonological awareness (ability to identify sounds in words) on children’s product evaluations, following exposure to a phonetically manipulated brand name (e.g., Vipiz/Vopoz). We demonstrate that priming children to undertake sound-based processing of marketing stimuli will enhance phonetic symbolism effects for those with low phonological awareness.

2. From Language to Behavior: Verbs Lead to Consumer Action
Yan Meng, Baruch College, USA*
David Luna, Baruch College, USA
Sandor Czellar, University of Lausanne

A series of studies shows that consumers exposed to an ad with a high incidence of verbs (vs. nouns) are more likely to take an immediate action. This effect is mediated by the activation of an implemental, action-oriented mindset and moderated by cognitive load and whether verbs are action-oriented.

3. Everyone Likes This Movie! Consensus Language Increases the Influence of Weak Ties over Strong Ties in Product Recommendations
Jeff Lee, Massachusetts Institute of Technology, USA*
Ann Kronrod, Boston University, USA*

Four studies demonstrate that although people often rely on the opinion of strong ties, weak ties are more influential when they use consensus expressions to support their opinion (e.g. “everyone is talking about this”) because people infer that they imply a greater consensus circle (i.e. relate to a larger group).

4. The Hidden Costs of Paying Your Reviewers: How Incentives Affect the Language of Online Reviews and Subsequently their Perceived Helpfulness and their Persuasiveness
Peeter Verlegh, Vrije Universiteit Amsterdam*
Lotte Willemsen, HU University of Applied Sciences
Eline Zwinkels, MediaTest

Review platforms are important sources of consumer information. To attract customer reviews, these platforms sometimes provide incentives to reviewers. However, two studies involving content analysis and experimental design show that rewards affect the language used by reviewing consumers, in a way that reduces the helpfulness and persuasiveness of reviews.
8.4 Gender, Sex and Romance

Room: Salon 4: London
Chair: Lipi Begum, University of Southampton, UK

1. Old, But Gold! The Role of Aging Stereotypes on Consumers’ Purchase Intentions in Second-Hand Marketplaces
Felipe Pantoja, IESEG School of Management (LEM-CNRS), France*
Marat Bakpayev, University of Minnesota, Duluth, United States
Patricia Rossi, IESEG School of Management (LEM-CNRS), France
Sukki Yoon, Bryant University, United States

This research examines the impact of sellers’ age on consumers’ purchase intentions in online second-hand markets. Drawing on stereotypes and consumer contagion literature, we show a consistent preference for products pre-owned by senior (vs. young) sellers and investigate the mediator role of sellers’ perceived interpersonal warmth on the referred relationship.

2. Gender Identity-Related Reactions to Sex-Typed and Unisex Labeled Products
Susanne Ludwig, University of Mannheim, Germany
Stefan Hattula, University of Stuttgart, Germany*
Florian Kraus, University of Mannheim, Germany

Two experiments highlight gender identity’s relevance to the gender labeling-purchase intention relationship. Gender schematic consumers are indifferent between sex-typed or unisex labeling. Product’s gender expressiveness and functionality oppositely favor both options. In favor of unisex products, gender aschematics are less sensitive to gender cues, making perceived functionality the relevant mechanism.

3. He’s Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction
Jingjing Ma, Peking University, China*
David Gal, University of Illinois at Chicago, USA

Sex fantasies are ubiquitous in our lives and their impact on romantic relationships is complex and controversial. One field and three lab studies show that fantasizing about sex produces a devaluation of romance which, in turn, demotivates individuals to engage in romantic relationship as the latter demands too much effort.

4. The Push and Pull of Attachment Styles on Romantic Consumption
Martin Mende, Florida State University, USA*
Maura Scott, Florida State University, USA
Aaron Garvey, University of Kentucky, USA
Lisa Bolton, Pennsylvania State University, USA

How and why people engage in romantic consumption is not fully understood. Two studies examine the impact of attachment styles on romantic consumption (e.g., romantic movies, weddings) and find that attachment anxiety stimulates romantic consumption and attachment avoidance functions as a barrier. These effects are driven by emotional intimacy motives.
8.5 Advances in Mental Accounting
Room: Salon 5: London
Co-chairs: Kristen Duke, University of California San Diego, USA
On Amir, University of California San Diego, USA

1. A Price-Purchase Paradox
   Shirley Zhang, University of Chicago, USA*
   Christopher Hsee, University of Chicago, USA
   Abigail Sussman, University of Chicago, USA

Contrary to normative predictions, we find cases where consumers purchase fewer items when a discount is present (versus absent). This pattern is moderated by the total number of units available at a discount, occurring only when the number of units offered at discount is reasonably close to their initial preference.

2. The Influence of Categorical Framing on Budgeting
   Miaolei Jia, National University of Singapore, Singapore*
   Xiuping Li, National University of Singapore, Singapore
   Leonard Lee, National University of Singapore, Singapore

Consumers set a higher overall budget and consequently spend more when they explicitly set budgets for component categories (“categorical framing”) than when they simply set an overall budget (“overall framing”). These effects arise because categorical (versus overall) framing makes individuals think more about what they want to spend on.

3. Spending or Stockpiling: Consumers’ Decisions to Redeem Loyalty Program Points
   SoYeon Chun, Georgetown University, USA
   Rebecca Hamilton, Georgetown University, USA*

We examine factors that influence consumers’ decisions to spend loyalty program points or money on a purchase. Because design characteristics of loyalty programs, such as the numerosity of loyalty program points, influence the perceived value of points, they play a critical role in encouraging consumers to spend or stockpile points.

4. Mental Accounting of Guilt: Decoupling Guilt from Consumption
   Kristen Duke, University of California San Diego, USA*
   On Amir, University of California San Diego, USA

Consuming an indulgence often elicits the feeling of guilt. We demonstrate that separating the decision to indulge from the indulging episode itself can allow consumers to emotionally “pre-pay” for indulgences. This reduces guilt experienced during consumption, increasing net enjoyment.
8.6 When Dumb Objects Become Smart, Do Smart Consumers Become Dumb? Implications for Consumer Research on the Internet of Things

Room: Salon 7: Wien
Co-chairs: Donna Hoffman, George Washington University
Tom Novak, George Washington University
Larry Downes, Georgetown Center for Business and Public Policy, Accenture Institute for High Performance

The Internet of Things (IoT) is expected to drive trillions of dollars in economic value and revolutionize many aspects of consumer behavior. But as devices become increasingly intelligent, what challenges does this pose for consumers? Consumers have so far largely failed to embrace smart objects and while marketers believe consumers aren’t adopting due to the price/value relationship, along with privacy and security concerns, are there deeper personal and social reasons behind the lack of enthusiasm? Join us as New York Times bestselling author and Internet industry analyst Larry Downes discusses the problem of IoT adoption, followed by a discussion of key emerging research themes.
1. Market-Mediated Multiculturation: The Institutional Shaping of the Ethnic Consumer Subject
   Ela Veresiu, York University, Canada*
   Markus Giesler, York University, Canada

We bring to bear sociological theories of governmentality and multiculturalism on an analysis of Canada’s marketplace to reveal market-mediated multiculturation: a four-fold process of consumer socialization through which institutional actors build on the ideology of neoliberal multiculturalism to shape an ethnic consumer subject, in order to manage diversity through consumption.

2. Brand Retrofication: How East German Consumers Animate a Retro Brand Market to Create a Revisionist Eastern Consumption Culture
   Benjamin J. Hartmann, Gothenburg University, Sweden
   Katja H. Brunk, European University Viadrina, Frankfurt (Oder), Germany*
   Markus Giesler, York University, Canada

We mobilize theories of popular memory/counter-memory and cultural branding to analyze East German consumers’ brand stories and introduce the concept of brand retrofication. We show how East German consumers’ investment of redeeming meanings into historical socialist products combats (Western) caricatures of the post-reunified East while animating thriving retro brands.

3. Myth Market Formation and the Irony of Neoliberalism: Insights from the Export of Danish Eldercare to China
   Stine Bjerregaard, University of Southern Denmark, Denmark*
   Dannie Kjeldgaard, University of Southern Denmark, Denmark
   Søren Askegaard, University of Southern Denmark, Denmark

Based on a study of the media representations related to exporting Danish eldercare to China, we explore how mythical resources are mobilized to articulate Danish welfare benefits as transnational commodities and find that the export endeavor is embedded in wider ideological tensions over the legitimacy of pervasive welfare states.

4. Political Consumerism as Neoliberal Therapy: How An Actually Existing Neoliberalism Produces Entrepreneurial Passion
   Craig Thompson, University of Wisconsin-Madison, USA*
   Ankita Kumar, University of Wisconsin-Madison, USA

The authors examine the re-embedding of neoliberal discourses in market logics and histories and the governmental rationalities operating through political consumerism in a Slow Food network. They find that using therapeutic motifs Slow Food enacts an ideal of passionate enterprise that aligns communal identities and neoliberalism’s entrepreneurial skill building vision.
8.8 Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging

Room: Salon 16: Riga
Co-chairs: Martin Reimann, University of Arizona, USA  
William Hedgcock, University of Iowa, USA  
Adam Craig, University of Kentucky, USA

Participants:

Maarten Boksem, Erasmus University Rotterdam, The Netherlands  
Raquel Castaño, Tecnológico de Monterrey, Mexico  
Moran Cerf, Northwestern University, USA  
Angelika Dimoka, Temple University, USA  
Ming Hsu, University of California Berkeley, USA  
Hilke Plassmann, INSEAD, France  
Akshay Rao, University of Minnesota, USA  
Ale Smidts, Erasmus University Rotterdam, The Netherlands  
Carolyn Yoon, University of Michigan, USA

During this roundtable, the results of the first Pre-Conference Workshop on Consumer Neuroscience are discussed, especially the findings from three “design thinking challenges” on conceptual, methodological, and substantive issues concerning functional magnetic resonance imaging (fMRI). The roundtable aims to develop directions for research on the role of neurophysiology in consumption.
8.9 Food Consumption and Healthy Eating

Room: Salon 17: Riga
Chair: Maura Scott, Florida State University, USA

1. Planning to Fill the Gap: The Efficacy of Forming Implementation Intentions in Healthy Eating
   Irene Vilà, Universidad Pontificia Comillas, Spain
   Isabel Carrero, Universidad Pontificia Comillas, Spain*
   Raquel Redondo, Universidad Pontificia Comillas, Spain

Using meta-analysis, this paper tests the efficacy of forming implementation intentions to achieve healthy eating goals. To help resolve previous inconsistent findings and provide guidance for future research, this study clarifies the moderation role of the type of intended behavior, promoting versus decreasing, adding the mediator role of goal complexity.

2. Out of Proportion? The Effect of Leftovers on Eating-Related Affect and Behavior
   Aradhna Krishna, University of Michigan, USA
   Linda Hagen, University of Southern California, USA*

As portion sizes have been growing, so have consumers’ food leftovers. We find that, holding actual consumption constant, larger amounts of leftovers increase subsequent eating and decrease exercising by reducing perceived consumption and bolstering self-evaluative feelings. Leaving more food as leftovers may, counterintuitively, backfire and instead contribute to weight gain.

3. The Blender Effect: Physical Food State Influences Consumers’ Perceptions and Consumption
   Courtney Szocs, Portland State University, USA*
   Sarah Lefebvre, Universy of Central Florida, USA

Four studies demonstrate that altering the physical state (e.g., solid, semi-solid, liquid) of a food product, a food pictured on a package, or a food on display through mechanical processing (e.g., juicing, blending) influences healthiness perceptions and consumption, a phenomenon we term the blender effect.

4. The Fixed Unit Effect: When Size Does Not Matter, But Number of Units Does
   Myla Bui, Loyola Marymount University, USA
   Brennan Davis, Caifonia Polytechic University, USA
   Collin Payne, New Mexico State University, USA
   Maura Scott, Florida State University, USA*

We introduce the fixed-unit effect (FUE). Eight studies with a variety of foods (e.g., pizza, pastries, snack crackers), demonstrate that consumers eat a fixed number of units (e.g., two slices of pizza) regardless of unit size when eating with others. Consuming alone and eating healthy foods attenuates the effect.
8.10 The Surprising Effects of Affect

Room: Dublin
Chair: Nancy Puccinelli, Oxford University, UK

1. Two Roads to Affect Effects
Nancy Puccinelli, Oxford University, UK*
Dhruv Grewal, Babson College, USA
Scott Motyka, Keck Graduate Institute, Claremont Colleges
Susan Andrzejewski, California State University, Channel Islands
Tamar Avnet, Yeshiva University, USA
Michel Pham, Columbia University, USA

This research sheds light on the debate of whether creating a strong positive affective reaction in a marketing environment should always lead to more favorable consumer reactions. When should managers try to influence consumers’ affective reactions to a product and when these efforts might backfire?

2. Apocalypse Now: The Effect of Fear and Time Orientation on Choice Deferral
Andrew White, Arizona State University, USA
Andrea Morales, Arizona State University, USA
Patti Williams, University of Pennsylvania, USA*
Nicole Coleman, University of Pittsburgh, USA

Five experiments demonstrate that fear, by increasing present-focus, reduces deferral and increases choice. This effect is mediated by increasingly positive evaluations of known products within the choice set. We also demonstrate that the reduction in choice deferral is unique to fear; other discrete emotions do not lead to deferred choice.

3. The Different Effects of Benign versus Malicious Envy on Self-Control
Yunhui Huang, Hong Kong University of Science and Technology*
Jaideep Sengupta, Hong Kong University of Science and Technology

This research hypothesizes that benign envy, as compared to malicious envy, heightens people’s private self-awareness, which in turn leads to improved self-control and greater consistency in sequential choice. Results from four experiments provide support for our predictions, contributing to the small but growing literature on consumer envy.

4. The Need to Feel Better
Charlene Chen, Nanyang Technological University, Singapore*
Michel Pham, Columbia University, USA

Contrary to popular lay-beliefs that people always strive to repair their negative feelings, we propose that individuals vary in their “need to feel better” (NFB) when they experience negative affect. We advance a new NFB construct with four distinct dimensions and demonstrate its predictive validity with respect to affect regulation.
8.11 Workshop on Quantitative Methods for Consumer Research

Room: Berlin D

Co-chairs: Blake McShane, Northwestern University, USA
Karsten Hansen, University of California San Diego, USA
Christian Wheeler, Stanford University, USA

In this workshop, panelists will discuss recent advances in statistical methods germane for consumer research. Topics may include and relate to meta-analysis, sample sizes, publication bias, and big data. We intend the workshop to be highly interactive with much audience participation.

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9.1 Thought You Had It All Figured Out? Look at Children’s Consumer Behavior and Think Again

Room: Salon 1: Moskau
Chair: Tina Lowrey, HEC Paris, France

1. Offline Friendships Affect Facebook Activity and Teens’ Theory of Mind
   Elodie Gentina, SKEMA Business School – Université de Lille 2, France

SEM results with 657 adolescents revealed that quality (quantity) of offline friendships is positively (negatively) related to being more active on Facebook (making more connections; posting more comments; posting more photos). Adolescents who are more active on Facebook, in turn, have more developed theory of mind.

2. Ownership Shapes Children’s Judgments about Material goods
   Ori Friedman, University of Waterloo, Canada*
   Madison Pesowski, University of Waterloo, Canada

Four experiments testing children aged 3-5 show that ownership is central in their reasoning about material goods. With age, children predict that agents will use their own goods, even if others’ goods are preferred. Children also grasp that ownership makes material goods non-fungible, even when these goods are physically indistinguishable.

3. Signaling Versus Accumulating Wealth: For Children, Refraining from Spending Implies Poverty
   Heather Kappes, London School of Economics and Political Science, UK*

Refraining from spending builds savings and wealth. Then why do people tend to spend too much and save too little? Spending signals wealth. This research finds that even four-year-olds use spending as a signal of perceived wealth.

4. How Do Children Derive Happiness from Past Experiences? Developmental, Experimental, and Longitudinal Evidence
   Lan Chaplin, University of Illinois at Chicago, USA*
   Tina Lowrey, HEC Paris, France
   Ayalla Ruvio, Michigan State University, USA
   L. J. Shrum, HEC Paris, France
   Kathleen Vohs, University of Minnesota, USA

Across six studies with over 400 children and adolescents ages 3-17, we show that children ages 3-12 derive more happiness from material objects than from experiences. This pattern reverses by ages 16-17. We show that memory and theory of mind are necessary for sufficient comprehension of experiences, which facilitates enjoyment.
9.2 Motivating Prosocial Behavior

**Room:** Salon 2: Rom

**Chair:** Amir Grinstein, Northeastern University, USA & VU Amsterdam, The Netherlands

1. *Aesthetic Contrast Motivates Prosocial Behavior*
   Amir Grinstein, Northeastern University, USA & VU Amsterdam, The Netherlands*
   Henrik Hagtvedt, Boston College, USA
   Ann Kronrod, Michigan State University, USA & Northeastern University, USA

How can aesthetic experience motivate prosocial behavior? We demonstrate that aesthetic contrast (an aesthetically pleasing object within a displeasing group) increases prosocial behavior. The effect is driven by empathy and its two antecedents: identification with and perceived need of the focal group.

2. *Behavioral Interventions to Reducing the Negative Consequences of Deferrals on Subsequent Blood Donation*
   Michel Clement, University of Hamburg, Germany*
   Martha Wegner, University of Hamburg, Germany
   Nina Mazar, University of Toronto, Canada
   Ann-Christin Langmaack, University of Hamburg, Germany

A large number of willing blood donors sometimes get deferred and then never return. Three studies find that handing out new appointment cards and providing an option for an alternative good deed significantly increase individuals’ reported and actual likelihood to return for blood donation in comparison to current strategies.

3. *Consumer Donations: the Roles of Implicit Theories and Appeal Types*
   Ozge Yucel-Aybat, Pennsylvania State University-Harrisburg, USA*
   Meng-Hua Hsieh, Pennsylvania State University-Harrisburg, USA*

The current research suggests that consumers’ implicit theory orientation may affect their prosocial behavior. Results of three studies show that incremental theorists donate more to cancer (obesity) charities if they use other (self) benefit appeals, whereas entity theorists donate more to cancer (obesity) charities regardless of benefit appeals.

4. *The Absolute More, The Merrier How Dispositional Greed influences individual Thinking Styles*
   Goedele Krekels, Ghent University, Belgium
   Mario Pandelaere, Virginia Tech, USA*

Two thinking styles explain numerical processing: absolute and relative thinking. We propose dispositional greed moderates thinking styles. In five studies we show that greedy people exhibit a more absolute thinking style. Furthermore, this difference in thinking style is due to diminishing sensitivity. Finally, absolute thinking can lead towards suboptimal decisions.
9.3 Framing, Time and Intertemporal Choice
Room: Salon 3: Rom
Chair: Shalena Srna, The Wharton School, University of Pennsylvania, USA

1. Multitasking: Perception and Performance
Shalena Srna, The Wharton School, University of Pennsylvania, USA*
Rom Schrift, The Wharton School, University of Pennsylvania, USA
Gal Zauberman, Yale School of Management, USA

Previous research has demonstrated the detrimental effects of multitasking on performance. This paper shows that multitasking versus single-tasking is often a matter of perception. That is, the same activity may be framed as multitasking or single-tasking. Across 22 studies, we demonstrate that the mere perception of multitasking improves performance.

2. Framing Wait Time Changes Time Perception and Patience
Frank May, Virginia Tech, USA*
Ashwani Monga, Rutgers University, USA

We show that patience for a larger-later (vs. smaller-sooner) reward depends on the semantic framing of wait time. In far (vs. long) frames, patience is influenced relatively more by the magnitude of the larger-later reward—increasing the size of the reward contracts time perception and increases patience.

3. The Effects of Framing Subscription Benefits as Price Discounts or Time Bonuses on Time Preferences
Florian Stahl, University of Mannheim, Germany
Daniel M. Bartels, University of Chicago, USA
Veronica Valli, University of Mannheim, Germany*

When consumers make choices about subscriptions, they face an intertemporal decision. This paper examines how consumers’ time preferences change with changes in subscriptions’ benefits framing. Consumers prefer contracts offering price discounts to those offering bonus time for short contracts but prefer the reverse for contracts of longer length.

4. Anecdotal versus Statistical Evidence in Risk Communication Messages: The Moderating Effects of Comparative Optimism and Message Framing
Marina Isabel Wieluch, Bundeswehr University Munich*

Risk communication often contains anecdotal or statistical evidence. Research on the effectiveness of both evidence types reports contractionary findings. Based on construal level theory, this research shows that the moderation of evidence type by message framing depends on comparative optimism. Results reveal that optimists are persuaded by negative anecdotal evidence.
9.4 Contemporary Perspectives on Consumption and Belonging

Room: Salon 4: London

Chair: Robert Arias, University of Illinois at Urbana-Champaign, USA

1. Products as Pals: Engaging With Anthropomorphic Products Mitigates Effects of Social Exclusion

James Mourey, DePaul University, USA*
Jennifer Olson, University of Kansas, USA
Carolyn Yoon, University of Michigan, USA

Six experiments provide evidence that subtle exposure to, or interaction with, anthropomorphized consumer products mitigates previously documented effects of social exclusion on a variety of outcomes (e.g., others’ perceived sociability, prosocial behavior). However, reminding individuals the anthropomorphized product is not actually alive limits its ability to satisfy social needs.

2. Toward a Conceptual Understanding of Belonging in Consumer Research

Robert Arias, University of Illinois at Urbana-Champaign, USA*

The sense of belonging construct remains to be fully conceptualized in consumer research, despite the centrality of social connections and consumption in life (Mead et. al 2011). This presentation reviews belonging research and develops a theoretical framework to understand how individuals consume to fulfill belonging goals (Yuval-Davis 2006).

3. The Perfect Lunchbox: Social Class Identity and Everyday Mothering

Benedetta Cappellini, Royal Holloway, University of London, UK*
Vicki Harman, Royal Holloway, University of London, UK

This paper investigates how middle class British mothers respond to the rapid marketplace’s changes of good mothering. In looking at how mothers display their social class belonging through making lunchboxes, this study shows how an intensified consumption is used to manage the market’s changes and communicate a middle class disposition.

4. The Joneses Don’t Live Here: Conspicuous Consumption in a New Urban Neighborhood

Meredith Thomas, University of Wisconsin - Madison, USA*
Thomas O'Guinn, University of Wisconsin - Madison, USA

This research explores the evolution of traditional community through the study of a market-mediated residential product. We investigate the role of conspicuous consumption in creating a sense of belonging. We also study unique ways social and cultural capital influence the collective identity in a New Urban neighborhood.
9.5 Nonconsumption

Room: Salon 5: London
Chair: Jacqueline Rifkin, Duke University, USA

1. Need and Intertemporal Choice: A Dual Goal Hypothesis
   Xianchi Dai, Chinese University of Hong Kong, China*
   Canice M.C. Kwan, Lingnan College, Sun Yat-Sen University, China
   Ayelet Fishbach, University of Chicago, USA

In 5 studies we support the dual-goal hypothesis for the effects of need on intertemporal decisions. We find consumers of high (vs. low) need are more impatient in near future intertemporal decisions yet more patient in distant future intertemporal decisions. These studies enrich current understanding on how need affects patience.

2. Postponement Specificity Differentially Affects Desire and Consumption
   Nicole L. Mead, University of Melbourne, Australia*
   Vanessa M. Patrick, University of Houston, USA

For self-control facilitation, specific plans are thought to be superior to their unspecific counterparts. However, the current work suggests that unspecific plans are most effective for reducing unwanted behavior. Four experiments demonstrate that unspecific postponement but not specific postponement reduces consumption of a postponed temptation through a weakening of desire.

3. How Everyday Items Become Treasures: Forgoing Usage and the Escalation of Specialness
   Jacqueline Rifkin, Duke University, USA*
   Jonah Berger, University of Pennsylvania, USA

Why do people forgo using everyday items, like t-shirts or inexpensive wine, as if they are too special to use? Seven studies demonstrate that forgoing using an everyday item can spark a “specialness spiral,” leading to less usage in everyday occasions and reservation for more extraordinary occasions.

4. Saving It (and Us) For Later? Consuming and Saving Products that Reflect Our Selves
   Daniel E. Sheehan, University of Kentucky, USA*
   Sara Loughran Dommer, Georgia Tech, USA

Consumers like products that reflect their selves, but research examining how they consume these products is lacking. Are products that symbolize one’s self protected or are they consumed quickly after purchase? This research demonstrates that greater preference doesn’t translate into consumption; consumers prefer to save, rather than use, self-symbolic products.
9.6 My Heart on my Sleeve: Emotion as Information in a Social World

Room: Salon 7: Wien
Chair: Yimin Cheng, Hong Kong University of Science and Technology

1. Please Don’t Praise It: How Compliments on Identity Signals Result in Embarrassment
   Lisa A. Cavanaugh, University of Southern California, USA*
   Joseph C. Nunes, University of Southern California, USA
   Young Jee Han, Sungkyunkwan University, Korea

Four studies show that receiving a compliment related to an identity signal often results in embarrassment, an arguably unforeseen and generally unwelcome self-conscious emotion. Consumer embarrassment depends on the conspicuousness of the signal as well as the extent to which the signal and one’s beliefs about oneself are incongruent.

2. The Effects of Power on Emotional Responses to Self-Failure
   Derek D. Rucker, Northwestern University, USA
   Adam Duhachek, Indiana University, USA
   Claire Heeryung Kim, Indiana University, USA*
   DaHee Han, McGill University, Canada

The current research examines whether power affects consumer’s emotional responses to failure experience. We showed that individuals in high (vs. low) power were more likely to feel angry to the failure experience and the impact of power on anger was amplified in the face of failure to a group task.

3. Fun Signals Intrinsic Motivation: Observers Infer Motivation from Expressed Emotion
   Yimin Cheng, Hong Kong University of Science and Technology*
   Anirban Mukhopadhyay, Hong Kong University of Science and Technology
   Patti Williams, University of Pennsylvania, USA

Three studies show that smiles communicate intrinsic motivation. People infer higher intrinsic motivation when they see others with large (vs. small or no) smiles following an activity. Moreover, people who are given a goal to signal intrinsic (vs. extrinsic) motivation strategically display larger smiles to potential observers.

4. The Two Faces of Innovation Adoption: How Envy Affects Consumers’ Evaluation of Innovative Products
   Jaeyeon Chung, Columbia University, USA*
   Leonard Lee, National University of Singapore, Singapore

Employing a dual-process model, four experiments demonstrate that when consumers experience envy, those who are more inclined to attend to their feelings (vs. cognition) are driven by a self-enhancement (vs. self-protection) motive. Accordingly, these envious consumers are more likely to exhibit positive (vs. negative) attitudes toward innovation adoption.
9.7 Biases in Consumer Financial Decision Making

**Room:** Salon 12: Paris

**Chair:** Andrew Long, University of Colorado, USA

1. **Better Understood Companies Seem Like Safer Investments**
   Andrew Long, University of Colorado, USA*
   Philip Fernbach, University of Colorado, USA
   Bart De Langhe, University of Colorado, USA

Consumers often choose which companies to invest in based on whether their risk perception for the company fits with their risk tolerance. We find risk perceptions are heavily influenced by a factor not related to the true risk a stock carries – how well the person understands what the company does.

2. **Debt Aversion: Anomalous in Theory, Advantageous in Practice**
   Daniel Walters, University of California Los Angeles, USA*
   Carsten Erner, University of California Los Angeles, USA
   Craig Fox, University of California Los Angeles, USA
   Marc Scholten, Universidade Europeia
   Daniel Read, Warwick Business School
   Christopher Trepel, Fenway Summer LLC

Attitudes towards debt critically influence a variety of financial behaviors. We show that debt aversion is associated with negative discounting for losses, the gain-loss asymmetry and other anomalous behavior. In contrast, a field study shows that debt aversion has advantages: individuals reporting higher debt aversion have better credit scores.

3. **Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences**
   Stephen Spiller, University of California Los Angeles, USA*
   Nicholas Reinholtz, University of Colorado, USA
   Sam Maglio, University of Toronto, Canada

Financial decisions are often informed by how a quantity (e.g., money) changes over time. In common situations, we find stark differences in judgments made from the same underlying data when it is presented as a stock (e.g., wealth/debt; number of jobs) or the equivalent flow (e.g., income/expenditures; jobs gained/lost).

4. **Leaving Money on the Kitchen Table: Exploring Sluggish Mortgage Refinancing Using Administrative Data, Surveys, and Field Experiments**
   Eric Johnson, Columbia University, USA*
   Stephan Meier, Columbia University, USA
   Olivier Toubia, Columbia University, USA

Refinancing a mortgage is an important, complicated decision. We examine offers reducing payments $204 monthly on average, at little cost. Administrative data from about 800,000 borrowers shows that more than 50% do not refinance. Surveys and three field experiments show this costly mistake is related to suspicion and time preferences.
9.8 Liquid Consumption: How Can We Use It in Consumer Research?

Room: Salon 16: Riga
Co-chairs: Fleura Bardhi, City University of London, UK
Giana Eckhardt, Royal Holloway University of London, UK

Participants:

Linda Price, University of Arizona, USA
Eric Arnould, University of Southern Denmark, Denmark
Russell Belk, York University, Canada
Eileen Fischer, York University, Canada
Cele Otnes, University of Illinois at Urbana-Champaign, USA
Adam Arvidsson, University of Milano, Italy
Rebecca Watkins, Cardiff University, UK
Aric Rindfleisch, University of Illinois at Urbana-Champaign, USA
Nancy Wong, University of Wisconsin-Madison
Sofia Ulver, Lund University, Sweden
Søren Askegaard, University of Southern Denmark, Denmark
Christian Eichert, City University of London, UK
Jacob Ostberg, Stockholm Business School

We introduce the concept of liquid consumption, and discuss how it differs from ‘solid’ consumption as well as postmodern consumption. We focus on how liquid consumption can reinvigorate research agendas for a wide variety of consumer behavior constructs such as consumer attachment, brand communities, materialism, and digital consumption.
9.9 Reinvestigating fundamental concepts of marketing and consumer research - How consumer neuroscience adds additional value to our discipline

**Room: Salon 17: Riga**

**Chair:** Monika Koller, WU Vienna, Austria

1. **Emotional responses to movie-trailers predict individual preferences for movies and their population-wide commercial success**
   Maarten Boksem, Erasmus University Rotterdam, The Netherlands*
   Hang-Yee Chan, Erasmus University Rotterdam, The Netherlands
   Vincent Schoots, Erasmus University Rotterdam, The Netherlands
   Alan Sanfey, Behavioural Science Institute, Radboud University Nijmegen, The Netherlands
   Ale Smidts, Erasmus University Rotterdam, The Netherlands

Combining neuroscience measurements and machine learning, we extracted the emotional experience from brain activity from subjects viewing movie-trailers. We show that this decoded emotional experience is meaningfully related to the self-reported emotional experience, and that it can be used to predict individual preference, but also commercial success of these movies.

2. **Neural prediction of market-level crowdfunding outcomes**
   Alexander Genevsky, Erasmus University Rotterdam, The Netherlands*
   Carolyn Yoon, Stephen M. Ross School of Business, University of Michigan, USA
   Brian Knutson, Department of Psychology, Stanford University, USA

In this paper, we present a real-world scenario in which neural data predicts market-level behavior significantly better than traditional behavioral methods. This is the first work to assess the neuropsychological processes implicated in the crowdfunding marketplace. These findings highlight the ability of neuropsychological inferences to scale to the aggregate level.

3. **We are what we know: Using consumer neuroscience to build a better understanding of price knowledge**
   Marco Hubert, Zeppelin University, Germany*
   Marc Linzmajer, University of St. Gallen, Switzerland
   Peter Kenning, University of Düsseldorf, Germany
   Mirja Hubert, Zeppelin University, Germany

Price-knowledge is an important topic in consumer research. In an fMRI-study we assessed how task-dependent price-knowledge affects neural activation, price-memory, price-knowledge, and choice processes. We found that price-knowledge is a dynamic construct that is influenced by unconscious processes and that a (neuro)physiological perspective can add value for consumer research.

4. **Effectiveness of print and digital media: Insights from neuroscience**
   Vinod Venkatraman, Center for Neural Decision Making, Fox School of Business, Temple University, USA
   Angelika Dimoka, Center for Neural Decision Making, Fox School of Business, Temple University, USA*
   Paul Pavlou, Center for Neural Decision Making, Fox School of Business, Temple University, USA
   Khoi Vo, Center for Cognitive Neuroscience, Duke University, USA

Using a novel multi-methodological experimental design, we show print media may still have its advantages in an increasingly digital world. Specifically, we demonstrate that print ads were associated with greater arousal during exposure, which translated to superior memory and desirability for contents of the ad at retrieval.
9.10 Massive online testing and multisensory experiential events: New methods for data collection

Room: Dublin
Co-chairs: Charles Spence, University of Oxford
Aradhna Krishna, University of Michigan

In this talk, I want to take the view from the psychologist’s laboratory on the recent rise of massive online studies (large-scale citizen science) for consumer behaviour and sensory marketing. I will look at how well they stand-up relative to more traditional laboratory-based studies. Some potential pitfalls will be highlighted, and ways to work around them suggested. I also want to highlight the emergence of large-scale experiential multisensory events as an excellent alternative source of data collection for those situations involving taste, smell, and touch.

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10.1 Self-Presentation in Online Word of Mouth

Room: Salon 1: Moskau

Chair: Francesca Valsesia, University of Southern California, USA

1. The Influence of Self-Presentation Concerns on Online Reviews
   Francesca Valsesia, University of Southern California, USA*
   Joseph Nunes, University of Southern California, USA
   Andrea Ordanini, Bocconi University, Italy

Self-presentation goals are shown to influence reviewer’s ratings in consumer online communities. Members of these communities adopt different self-presentation tactics in order to be perceived as knowledgeable by others, which dynamically influences the valence of the reviews they provide. The result is that reviewers’ ratings become increasingly negative over time.

2. Social Acceptance and Social Sharing
   Zoey Chen, University of Miami, USA*

Six studies show that WOM is often driven by social acceptance desires where people take different approaches to fulfill this goal when sharing with strangers versus friends: people self-enhance when communicating with strangers to form relationships but focus on socially-connecting when sharing with friends to maintain existing ties.

3. Unintended Consequences of Indirect Impression-Management
   Kirk Kristofferson, Arizona State University, USA*
   Katherine White, University of British Columbia, Canada

This research examines the consequences of an under-studied, yet prevalent indirect impression-management tactic: communicating the prosocial behaviors of others. We find that when individuals publically communicate (vs. think about or privately write about) the positive behaviors of others, this can lead the communicator to behave less prosocially on subsequent tasks.

4. Bliss is Ignorance: Happiness, Naiveté, and Exploitation
   Alixandra Barasch, University of Pennsylvania, USA*
   Emma Levine, University of Pennsylvania, USA
   Maurice Schweitzer, University of Pennsylvania, USA

People express different levels of emotion both online and offline. How does the magnitude of emotional displays (e.g., happiness) affect social judgment and interpersonal behavior? We find that very happy people are perceived to be naïve and thus exploited, driven by the belief that they shelter themselves from negative information.
10.2 Heuristics and Context Effects

Room: Salon 2: Rom
Chair: Ye Li, University of California Riverside, USA

1. Cognitively Optimized Measurement of Preferences
Ye Li, University of California Riverside, USA*
Daniel Wall, Rutgers University, USA
Eric Johnson, Columbia University, USA
Olivier Toubia, Columbia University, USA

Every question respondents answer provides data but consumes limited attention—increasing reliance on heuristics. We examine this tradeoff using a formal model and test predictions in three studies. In an adaptive time preference measure, reliability and validity peak after only 8 questions; MouseLab tracing shows evidence of increasing heuristic use.

2. Do Descriptive Social Norms Enhance Pro-Environmental Behavior? A Bayesian Reanalysis of Hotel Towel Reuse
Benjamin Scheibehenne, University of Geneva*
Tahira Jamil, University of Amsterdam
E.-J. Wagenmakers, University of Amsterdam

Work by Goldstein et al. (2008) suggests that social norms promote hotel towel reuse. Recently, five replications failed to obtain this finding (all p’s >0.14). Our Bayesian reanalysis reveals that each single study only provides weak evidence. However, when combining the data, the evidence for the original hypothesis is compelling.

3. Let’s Look The Gift Horse In The Mouth: A Closer Examination Of How Consumers Respond To Free Offers
Björn Hüttel, University of Passau*
Christian J. Wagner, University of Passau
Jan H. Schumann, University of Passau
Martin Mende, Florida State University
Maura L. Scott, Florida State University

We examine the process underlying consumers’ irrationally high demand for free offers. Six studies in the context of e-services show that this zero-price effect is due to biases, twofold: (i) Consumers overemphasize the benefits of a free e-service, (ii) but also judge their non-monetary costs (e.g. advertising intrusiveness) as lower.

4. Moderation by Extremes: Biases in Reward Perceptions Drive Compromise Effects in Financial Bundles
Peggy Liu, University of Pittsburgh, USA
Cait Lamberton, University of Pittsburgh, USA*
Kelly Haws, Vanderbilt University, USA

We find that compromise effects are stronger when middle options bundle extreme items (e.g., half high-risk/high-reward and half low-risk/low reward stocks) rather than being composed entirely of moderate items (e.g., individual stocks moderate in both risk and reward), because the bundle-of-extremes is viewed as more potentially rewarding, but not riskier.
10.3 Context, Construal Level, and Framing Effects

Room: Salon 3: Rom
Chair: Sekar Raju, Iowa State University, USA

1. Mental Traveling Along Social and Temporal Distances: The Influence of Cultural Syndromes on Construal Level
Vincent Chi Wong, Lingnan University, China*
Robert S. Wyer Jr., Chinese University of Hong Kong, China

We provide an integrated framework in examining the antecedents of construal level that implies interactive effects of general cultural orientations (e.g., individualism/collectivism and short/long-term orientation) and psychological distance on construal level. The present research reconciles the mixed findings of previous research on the effects of cultural orientation on construal level.

2. Duration of Restrictions Influences Information Processing: The Role of Perception of Control
Gülen Sarial-Abi, Bocconi University, Italy
Sadaf Mokarram Dorri, Bocconi University, Italy
Aulona Ulqinaku, Bocconi University, Italy*

Using three field studies and one online study, we show that people with permanent restrictions have a more expansive mind-set and, consequently, process information more abstractly than those with temporary restrictions, through the underlying mechanism of the control people perceive due to the duration of a restriction.

3. Comparison Focus: The Asymmetric Impact of Context Effects on Advantaged versus Disadvantaged Options
Ioannis Evangelidis, Bocconi University, Italy*
Jonathan Levav, Stanford University, USA
Itamar Simonson, Stanford University, USA

In this paper we advance a new hypothesis, comparison focus, that invokes the relative advantage of one option over another in the baseline set to predict how changes in choice set configuration influence choice shares. Comparison focus predicts both replications and reversals of established context effects.

4. Contagious Endowment Effect
Tae-Hyung Pyo, SUNY New Paltz, USA*
JaeHwan Kwon, Baylor University, USA*
Thomas Gruca, University of Iowa, USA
Dhananjay Nayakankuppam, University of Iowa, USA

The endowment effect has traditionally been studied as a fairly static phenomenon at a transaction level of analysis. We propose that the endowment effect is dynamic and can be transferred from one transaction to another. We report the results of both a controlled laboratory experiment and a field study.
10.4 Consumer Beliefs, Values and Stereotypes

Room: Salon 4: London
Chair: Francine Petersen, ESMT, Germany

1. The Role of Implicit Theories in Evaluations of ‘Plus-Size’ Advertising
   Melissa Cinelli, University of Mississippi, USA
   Lifeng Yang, University of Mississippi, USA*

By examining plus-size female consumers, we demonstrate that not only objective body size, but also implicit beliefs about the malleability of one’s size, affect attitudes toward a product advertised by a plus-size model. These effects are mediated by perceived similarity and arise only for body-relevant products.

2. Effects of Meritocratic Beliefs on Consumer Expectations for Unearned Preferential Rewards
   Jungyun Kang, Sungkyunkwan University, Korea*
   Sunghee Jun, Seoul National University, Korea*
   Kiwan Park, Seoul National University, Korea
   Hakkyun Kim, Sungkyunkwan University, Korea

This research shows that people who endorse meritocratic beliefs apply the merit principle to unearned preferential rewards upon which outcomes are determined at random. We find that meritocratic people are more likely to expect to win unearned preferential rewards when they spend more (vs. less) money.

3. Brand Logo Salience as a Signal of Brand Status
   Justin Saddlemyer, Katholieke University Leuven, Belgium*
   Sabrina Bruyneel, Katholieke University Leuven, Belgium

In this paper, we seek to demonstrate that the visual salience of a brand logo can signal to consumers that the brand is of lower status. We combine real world evidence of existing brands with experimental evidence, and show that these inferences are mediated by brand credibility.

4. Education, Liberalism and Consumers’ Response to Luxury Brands
   Francine E. Petersen, ESMT, Germany*
   Keith Wilcox, Columbia University, USA*

We examine the effect of the education facet of socio-economic status on perceptions of luxury brands. We find that more (less) educated consumers perceive luxury brands as less socially conscious and are less willing to buy them. This relationship is mediated by liberal values. Communicating social responsibility mitigates the effect.
10.5 Feeling and Feeling: Emotions and Physical Perception

Room: Salon 5: London
Chair: Nancy Sirianni, University of Alabama, USA

1. The Effect of the Extraordinary: Reliance on Feeling over Reason in Decision Making
   Xuhong Zhuang, Kobe University, Japan*

In this research, another factor that may influence consumers’ relative use of feeling-based or reason-based decision making is advanced. Across two online experiments, we found that participants who in the extraordinary situation (uncommon and infrequency) were rely more on feelings than in the ordinary situation (common and frequency).

2. Compensatory Contagion: A Psychological Defense Against Threat
   Justin McManus, Schulich School of Business, York University, Canada*
   Sean Hingston, Schulich School of Business, York University, Canada
   Peter Darke, Schulich School of Business, York University, Canada
   Theodore Noseworthy, Schulich School of Business, York University, Canada

This research shows that contagion can serve an underlying defensive function. We find that people respond to self-esteem threat by augmenting preference for objects that have come into contact with a celebrity who is unrelated to the threatened domain--an effect we call compensatory contagion.

   Matthew Philp, HEC Montreal, Canada*
   Laurence Ashworth, Queens University, Canada

Across three studies we demonstrate that uncontrollable, unforeseeable, and essentially random negative outcomes can influence competence perceptions. We demonstrate that consumers who believe, in hindsight, that they could have done something to avoid a negative outcome feel incompetent, even when the outcome is clearly random and uncontrollable.

4. The Role of Employee Physical Dominance on Male Customers’ Status-Signaling Consumption
   Tobias Otterbring, CTF – Service Research Center Karlstad University, Sweden
   Christine Ringler, University of Alabama, USA*
   Nancy Sirianni, University of Alabama, USA*
   Anders Gustafsson, CTF - Service Research Center Karlstad University, Sweden

Physically dominant male employees may attract female customers, but do they affect male customers? In a field experiment, male customers purchased more expensive products than female customers in the presence of a physically dominant male employee. Attractiveness is not driving our effect, as dominant and non-dominant employees were equally attractive.
10.6 Customized Nudges: Choice Architecture for a Heterogeneous World

Room: Salon 7: Wien
Chair: Kirstin Appelt, Columbia University, USA

1. Effective, Selective Choice Architecture: Checklists as a More Precise Tool
   Kirstin Appelt, Columbia University, USA*
   Melissa Knoll, Consumer Financial Protection Bureau, USA
   Eric Johnson, Columbia University, USA
   Jon Westfall, Delta State University, USA

A new choice architecture tool, a preference checklist, is more effective and more customized than typical nudges. Three studies confirm: Checklists presenting reasons to claim retirement benefits later before presenting reasons to claim benefits early significantly delay preferred claiming age. Further, checklists show selectivity compared to a default claiming age.

2. Encouraging Energy Efficiency: Product Labels Activate Temporal Tradeoffs
   David Hardisty, University of British Columbia, Canada*
   Yoonji Shim, University of British Columbia, Canada
   Daniel Sun, University of Calgary, Canada
   Dale Griffin, University of British Columbia, Canada

We introduce a new "10-year energy cost" labelling technique that activates latent consumer goals, increasing the proportion of energy-efficient choices from 12% to 48% in a field study. In four lab studies, we demonstrate the mechanism and superiority of this technique relative to existing alternatives.

3. Smart Choice Sets
   Benedict Dellaert, Erasmus University Rotterdam, The Netherlands*
   Tom Baker, University of Pennsylvania, USA
   Eric Johnson, Columbia University, USA

To overcome the curse of choice, we propose smart choice sets, sorted lists showcasing the top recommended options and the possibility to click to reveal the full list of options. Results from two survey-based experiments and a field study confirm that this new choice architecture tool improves consumer choice outcomes.

4. Choosing Not to Choose: Consumers Are More Satisfied With a Product When It Is Determined by a Prediction Algorithm Than When They Personally Chose It
   Yann Cornil, University of British Columbia, Canada*
   Anne-Kathrin Klesse, Erasmus University Rotterdam, The Netherlands

The freedom to choose does not always result in greater satisfaction than no-choice. We find that consumers prefer a product when it was externally determined by a prediction algorithm compared to when it was personally chosen. Not choosing can yield higher satisfaction when products match consumers’ pre-existing preferences.
10.7 The Heart and/or the Mind 2.0: How Affective Inputs Can Improve Our Understanding of Cognitive Processing

Room: Salon 12: Paris
Co-chairs: Hristina Nikolova, Boston College, USA
Cait Lamberton, University of Pittsburgh, USA

1. (Emotional) Reference Point Formation
Milica Mormann, University of Miami, USA*
Luke Nowlan, University of Miami, USA
Joseph Johnson, University of Miami, USA

Decision-makers code financial outcomes as gains or losses relative to a reference point but little research has considered what influences its formation. Using an eye-tracking experiment, we show that incidental emotions impact reference point formation by influencing how investors allocate attention to different pieces of financial information in stock charts.

2. The Bright Side of Dread: Anticipation Asymmetries Explain Why Losses Are Discounted Less Than Gains
David Hardisty, University of British Columbia, Canada*
Shane Frederick, Yale University, USA
Elke U. Weber, Columbia University, USA

Waiting for gains is a mixed emotional experience that is both pleasurable (due to savoring) and painful (due to impatience), whereas waiting for losses is a more unidimensional painful experience (dread). These findings predict time preferences and explain the "sign effect" in discounting (losses are discounted less than gains).

3. Do You Know How Much You’ll Hate the Fruit Salad? Affective Forecasting Ability and Self-Regulatory Success
Hristina Nikolova, Babson College, USA*
Cait Lamberton, University of Pittsburgh, USA

We argue that individual differences in affective forecasting accuracy can in some cases predict consumers’ self-regulation above and beyond trait self-control. Further, we find that misprediction of hedonic affect – but not self-conscious affect - drives indulgence, and suggest simple debiasing strategies that correct misprediction and increase restraint.

4. Is It More Rational to Say “No”?: How Choosing Versus Rejecting Alternatives Affects Information Processing
Tatiana Sokolova, University of Michigan, USA*
Aradhna Krishna, University of Michigan, USA

We propose that task type (choice versus rejection) can shift decision-making from the heuristic-based System-1 processing (in choice), to the deliberative System-2 processing (in rejection). Seven experiments replicate results from prior studies in the choice task and then show how these results change when a rejection task is used.
Boundary research can be risky, but it can also move academic disciplines into wider areas of influence. To help reduce the risk and increase the reward, this roundtable brings together researchers interested in engaging in boundary research, sharing experiences and best practices with regards to conducting and publishing boundary research.
10.9 Resource Accumulation and Exchange: How Consumers Perceive, Monitor and Manage Scarce Resources

Room: Salon 17: Riga

Co-chairs: Jonathan Berman, London Business School, UK
Eesha Sharma, Dartmouth College, USA

1. Passing the Buck to the Wealthier: Egocentric Judgments of Financial Resources Influence Donation Obligations

Jonathan Berman, London Business School, UK*
Amit Bhattacharjee, Erasmus University Rotterdam, The Netherlands
Deborah Small, University of Pennsylvania, USA
Gal Zauberman, Yale University, USA

How much should someone donate to charity? Consumers believe that others who earn more than they do have more spare financial resources—and thereby should donate more to charity—than what those higher earners evaluate for themselves. Across all income levels, people pass donation obligations to wealthier others.

2. Financial Inability or Financial Savvy? Subjective Financial Well-being Shapes Preferences for Discounted Purchases

Eesha Sharma, Dartmouth College, USA*
Punam Keller, Dartmouth College, USA

“Deals” give consumers opportunities to obtain reduced-price purchases, and consumers feeling financially pinched may benefit most from those offers. Yet four lab and field studies show that people feeling poor are less likely to exploit discounts. These effects are attenuated when deal adoption is less likely to signal financial inadequacy.

3. Why Some Prices Are Fairer Than Others

Franklin Shaddy, University of Chicago, USA*
Anuj Shah, University of Chicago, USA

Many resources, besides money, can be used to acquire things. We show that consumers believe these resources vary in how well they signal someone’s true preferences (i.e., high WTP doesn’t necessarily signal a strong preference). Importantly, these beliefs influence whether people perceive various pricing strategies as fair.

4. The Negative Consequences of Petty Exchange

Tami Kim, Harvard Business School, USA*
Ting Zhang, Columbia University, USA
Michael Norton, Harvard Business School, USA

Informal exchanges of resources are prevalent in our daily lives. Seven studies investigate what people expect as a proper exchange norm—specifically, we find that being petty, the act of being intentionally precise over trivial matters, can undermine friendly resource exchanges between individuals by making the relationship feel transactional.
10.10 Human-like Robots and Robot-like Humans: Anthropomorphism and Dehumanization in Consumption

Room: Dublin

Co-chairs: Noah Castelo, Columbia University, USA
Johannes Boegershausen, University of British Columbia, Canada

1. Anthropomorphism and Anthropocentrism
Russell Belk, York University, Canada*

With robotics and artificial intelligence our machines are becoming more human-like. With technological, pharmacological, and biological augmentation we are becoming more machine-like. As we anthropomorphize machines we must avoid the anthropocentric hubris that we humans will forever reign supreme. I consider future scenarios of the singularity, transhumanism, and robot ethics.

2. Cyborg Consumers: When Human Enhancement Technologies are Dehumanizing
Noah Castelo, Columbia University, USA*
Nick Fitz, University of British Columbia, Canada
Bernd Schmitt, Columbia University, USA
Miklos Sarvary, Columbia University, USA

New technologies are providing unprecedented opportunities for consumers to enhance their bodies and minds, including traits typically seen as comprising “humanness.” We show that such enhancements can be dehumanizing, and explore how the perceived naturalness of the means and outcome of enhancement can explain this technological dehumanization.

Alexander Henkel, Maastricht University, The Netherlands
Johannes Boegershausen, University of British Columbia, Canada*
Karl Aquino, University of British Columbia, Canada
Jos Lemmink, Maastricht University, The Netherlands

Much prior research finds that consumers draw inferences about brands based on the humans representing them, employees. In contrast, we demonstrate the opposite effect; brands shape consumers’ perceptions of employees’ human qualities. Specifically, we show that a budget positioning leads consumers to dehumanize and act less prosocially toward employees.

Donna Hoffman, George Washington University, USA*
Thomas Novak, George Washington University, USA
Hyunjin Kang, George Washington University, USA

We use an assemblage theory framework to evaluate anthropomorphism experiences from self-extension and self-expansion processes when consumers and smart devices interact. Results show that overall, anthropomorphism is greater when the consumer has less compared to more control. Additionally, device complexity moderates whether anthropomorphism occurs through a self-extension or self-expansion process.

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10.11 Workshop: JCR Reviewing

Room: Berlin D

Co-chairs: Darren Dahl, University of British Columbia
Eileen Fischer, York University
Gita Johar, Columbia University
Vicki Morowitz, New York University

This workshop session is designed for anyone who would like to learn more about the process of reviewing for journals and writing effective reviews. JCR’s editors and associate editors will discuss the characteristics of reviews that are most helpful to authors and editors and provide insight into the process by which reviewers are selected and how reviews inform editorial decisions. Reviewing is a valued form of professional service and can help scholars build networks within the field; attend this session to learn more about the review process.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>3:00 pm - 4:00 pm</td>
<td>JCP AE Meeting, Salon 6: Oslo</td>
</tr>
<tr>
<td>4:15 pm - 4:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>4:30 pm - 5:45 pm</td>
<td>SESSION XI</td>
</tr>
</tbody>
</table>
11.1 Healthy or Unhealthy? Large or Small? How Context and Language Shape Consumption Preferences

Room: Salon 1: Moskau
Chair: Anna Paley, New York University, USA

1. Better for Both the Waistline and the Bottom Line: A Field Study on the Sales Impact of Featuring Healthy Foods, Unhealthy Foods, or a Mix of Both
   Peggy J. Liu, University of Pittsburgh, USA*
   Steven K. Dallas, New York University, USA
   Matt Harding, Duke University, USA
   Gavan J. Fitzsimons, Duke University, USA

   A field study tested the impact of featuring healthy foods, unhealthy foods, or both. Featuring healthy foods increased healthy sales without affecting unhealthy sales; featuring unhealthy foods increased unhealthy but decreased healthy sales; featuring both foods only increased unhealthy sales. Featuring healthy foods alone seems best for consumers and firms.

2. Mental Accounting for Food in Exceptional Contexts
   Abigail B. Sussman, University of Chicago, USA
   Adam L. Alter, New York University, USA
   Anna Paley, New York University, USA*

   Across five studies, we show that the perceived dietary effect of a food depends on where that food is encountered. People underestimate the impact of calories consumed in exceptional contexts, thus preferring larger portions. Using a mental accounting framework, we suggest errors in both booking and posting drive the effects.

3. Outsourcing Responsibility for Indulgences
   Linda Hagen, University of Michigan, USA*
   Aradhna Krishna, University of Michigan, USA
   Brent McFerran, Simon Fraser University, Canada

   We propose that consumers strategically push off responsibility for eating unhealthy foods in order to feel less bad about indulging. For unhealthy (but not healthy) foods consumers are more likely to choose being served instead of serving themselves, and this preference is driven by a motivation to reject responsibility.

4. You Call This Healthy? Refining “Healthy Food” Claims and Their Impact on Choice and Healthiness Associations
   Quentin André, INSEAD, France*
   Pierre Chandon, INSEAD, France
   Kelly Haws, Vanderbilt University, USA

   Health-related claims are frequently used yet not well-understood. We identify positivity (vs. negativity) and naturalness (vs. scientifically-altered) as key dimensions that help categorize healthy food claims into meaningful groups with different effects on perceptions and choice. Further, these perceptions vary across cultures between Americans and French consumers.
11.2 Self-Control in Consumption: Novel Antecedents and Consequences

Room: Salon 2: Rom
Chair: Joachim Vosgerau, Bocconi, Italy

1. Effect of Anger and Anxiety on Choice in Self-Control Dilemmas
   Shruti Koley, Texas A&M University, USA*
   Caleb Warren, Texas A&M University, USA
   Suresh Ramanathan, Texas A&M University, USA

Negative emotions can either facilitate or impair self-control depending on the match between the goals activated by an emotion and the benefits associated with the options in the choice set. Specifically, anger boosts self-control when control facilitates dominance whereas anxiety boosts self-control when control facilitates security.

2. Bringing Ulysses to Scale: A Tale of Persistence, Spillovers and Customer Loyalty
   Daniel Mochon, Tulane University, USA
   Janet Schwartz, Tulane University, USA*
   Dan Ariely, Duke University, USA

Incorporating behavioral insights about self-control into actionable policy can be challenging. We examine the process by which households responded to a penalty-based self-control intervention, and offer some reassurance that such interventions can be successful and cost-effectively brought to scale, without fear of negative spillovers and consumer backlash.

3. Waste Aversion for Virtue versus Vice
   Jeehye Christine Kim, INSEAD, France*
   Jongmin Kim, Singapore Management University, Singapore

Why and when do consumers waste? We propose that consumers feel guilty when wasting. As a consequence, consumers waste when consuming makes one feel as guilty as when wasting, leading to waste aversion for virtues but not for vices.

4. Pleasure, Guilt and Regret in Consumption: Revisiting the Vice-Virtue Categorization in Theories of Self-Control
   Joachim Vosgerau, Bocconi University, Italy*
   Irene Scopelliti, City University of London, UK
   Young Eun Huh, Hong Kong University of Science and Technology

The popular characterization of self-control conflicts as a choice between hedonic vices and utilitarian virtues leads to the unrealistic prediction that hedonic consumption is always accompanied by feelings of guilt and regret. The paradox is resolved by recognizing that excess consumption rather than hedonics is the defining characteristic of vices.
11.3 Connections: The Social Nature of Consumption

Room: Salon 3: Rom
Chair: Sarah Lim, Cornell University, USA

1. Reducing Consumer Alienation: The Effect of Making Product Producers Personal

   Christoph Fuchs, Technical University Munich, Germany and Erasmus University, The Netherlands*
   Martin Schreier, WU Vienna University of Economics and Business, Austria*
   Ulrike Kaiser, WU Vienna University of Economics and Business, Austria
   Stijn M. J. van Osselaer, Cornell University, USA

In the era of mass production, consumers often know nothing about the person(s) who created the products they consume. Six studies show that exposing consumers to personal information about a product’s producer increases product preference. This effect is not due to increased accountability, but to a feeling of connectedness.


   Sarah Lim, Cornell University, USA*
   Stijn M. J. van Osselaer, Cornell University, USA*
   Christoph Fuchs, Technical University Munich, Germany and Erasmus University, The Netherlands
   Martin Schreier, WU Vienna University of Economics and Business, Austria

This research examines how knowing that consumers’ names are identified to producers can change consumers’ evaluations of products and producers. We show that consumers’ preferences shift toward a product when that product’s producer knows their names, and this effect is driven by a sense of de-objectification.

3. A Relationship Account of Marketing Rewards: The Effect of Conditional vs. Unconditional Rewards on Self-Brand Connection

   Andrea Bonezzi, New York University, USA*
   Monika Lisjak, Arizona State University, USA
   Scott Neslin, Dartmouth College, USA

In this research we explore how rewards can be used to foster brand-self connection. Data from a field study and two laboratory experiments provide systematic evidence for how conditional versus unconditional rewards affect brand-self connection, and shed light on the underlying psychological process.

4. Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand

   Ping Dong, University of Toronto, Canada
   Pankaj Aggarwal, University of Toronto, Canada*

We show that consumers expect partner brands to be high on warmth and servant brands to be high on competence. Furthermore, we show that consumers polarize their evaluations for partner (servant) brands in warmth (competence) domain whereby brands are evaluated more or less positively for upholding or violating consumers’ expectations.
11.4 Plugged In: How Consumers Choose and Use Technology

Room: Salon 5: London
Chair: Jackie Silverman, Wharton, University of Pennsylvania, USA

1. Better to Have a Book in the Hand Than Two in the Cloud: Consumer Preferences for Physical Over Digital Goods
   Ozgun Atasoy, Boston University, USA*
   Carey Morewedge, Boston University, USA

We found that people value physical versions of goods more than their digital counterparts, across a variety of product categories including books, photographs, and movies. Greater psychological ownership felt for physical goods appears to explain their higher valuation, and not other plausible factors such as production costs or signaling motives.

2. You are What You Track: The Effect of Failing to Log an Experience on Future Use of Tracking Apps
   Jackie Silverman, Wharton, University of Pennsylvania, USA*
   Alixandra Barasch, NYU Stern School of Business, USA

People use apps to track their experiences. But what happens when one inadvertently misses the chance to log? We find that people are less likely to continue using such apps after they accidentally miss logging. This is driven by the perception that the log no longer personally represents the self.

3. “Coming Alive” Through Headphones: Listening to Messages via Headphones vs. Speakers Increases Immersion, Presence, and Liking
   Alicea J. Lieberman, University of California, San Diego, USA*
   On Amir, University of California, San Diego, USA
   Juliana Schroeder, University of California, Berkeley, USA

We assess whether listening to media via headphones or via speakers changes listeners’ attitudes and perceptions of these auditory messages. Across several experiments, we demonstrate that relative to speakers, listening to messages via headphones: 1) increases immersion, 2) decreases perceived social distance of the speaker, and 3) enhances positive perceptions.

4. The Accessibility Liability: Digital Information Undermines Conceptual Understanding
   Adrian Ward, University of Texas at Austin, USA*
   Shane R. Schwikert, University of Colorado, Boulder, USA

In this research, we explore how increasing reliance on digital information in the “Internet Age” affects consumer knowledge. We find that digital information (relative to “live” or print-based information) is associated with impaired information processing (understanding of information), even when information storage (memory for information) is unaffected.
11.5 A 360 Degree View of Patients’ Experiences as Medical Consumers

**Room: Salon 7: Wien**

**Co-chairs:** Tatiana Barakshina, University of Illinois at Chicago, USA
Karen Scherr, Duke University, USA

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**1. Coping with Fear and Regret in Online Health Communities**

Tatiana Barakshina, University of Illinois at Chicago, USA*
Jelena Spanjol, University of Illinois at Chicago, USA
Alan Malter, University of Illinois at Chicago, USA

Many pregnancy and childbirth decisions are preference-based: medical evidence does not clearly support one option, and medical consumers’ personal preferences influence the final choice (e.g. trial of labor after previous C-section). We examine how pregnant women utilize online peers to cope with negative emotions, to seek and receive decision support.

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**2. Empowering Patients as Decision-Makers in the Context of Early Stage Prostate Cancer**

Karen Scherr, Duke University, USA*
Mary Frances Luce, Duke University, USA
Peter Ubel, Duke University, USA

Patients with early stage prostate cancer must choose between multiple treatment options. Past attempts to empower patients as consumers in this medical context have been relatively unsuccessful. In two field studies, we design and test the effect of two unique interventions (informed by behavioral decision theory) on patient empowerment.

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**3. The Neonatal Intensive Care Unit as an Assembled Servicescape: How Do Technological Actors Affect Parent/Staff Decision-Making?**

Beth Leavenworth DuFault, State University of New York at Albany*
Hope Jensen Schau, University of Arizona, USA
Kushagra Bhatnagar, Aalto University, Finland
John Schouten, Aalto University, Finland

This ethnographic study of neonatal intensive care in three countries finds that parents in a high technology servicescape are prone to develop a medicalized/professionalized identity for themselves and their infants. Variations in this identity impact decision-making before and after hospitalization. This has theoretical and managerial implications for medical servicescapes.

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**4. Exploring Patient-Provider Relationships in Preference-Based Health Care Choices**

Linda Tuncay Zayer, Loyola University Chicago, USA*
Cele C. Ottes, University of Illinois at Urbana-Champaign, USA
Eileen Fischer, York University, Canada

Patient-physician relationship models previously identified in research do not always capture the full range of consumers’ experiences as they engage in difficult, preference-based decisions. Examining the context of individuals seeking infertility treatment, we identify a new Peripheral Model of patient-physician relationship, whereby the physician’s role is perceived as rather inconsequential.
11.6 Unveiling the Social Dynamics of Word of Mouth

Room: Salon 12: Paris

Chair: Francesca Valsesia, University of Southern California, USA

1. I Got Here First! Feelings of Psychological Ownership and Consumer Ratings

Francesca Valsesia, University of Southern California, USA*
Joseph Nunes, University of Southern California, USA
Andrea ordo, Bocconi University, Italy

Across three studies, we show that the lower the number of previous ratings posted for a given product, the greater the psychological ownership a reviewer who rates that service feels towards the product. In turn, psychological ownership has a positive influence on the valence of his or her ratings.

2. Dancing with the Enemy: Dynamics, Drivers, and Outcomes of Rival Brand Engagement

Behice Ece Ilhan, DePaul University, USA
Raoul Kuebler, Ozyegin University, Turkey
Koen Pauwels, Ozyegin University, Turkey*

Brand fans interact with the social media ecosystem of rival brands and their fans. This ‘Dancing with the Enemy’ practice is an observable behavioral manifestation of rival brand engagement in social media. We combine netnography, content, sentiment and time-series analysis to test the proposed framework for rival brand dyads.

3. Social Distance in Online Reviews: When Negative Reviews Prove Positive for Brands

Nailya Ordabayeva, Boston College, USA
Lisa A. Cavanaugh, University of Southern California, USA*
Darren Dahl, University of British Columbia, Canada

Negative reviews can actually be good for brands. Three studies show how negative reviews from low-status reviewers motivate consumers to distance themselves from reviewers perceived as different in status. Social distancing causes negative reviews from low-status reviewers to be less detrimental and is moderated by consumers’ own status.

4. The Broader Scope of the Experience Superiority—Just Listen!

Wilson Bastos, Católica-Lisbon: School of Business and Economics, Portugal*
Sarah Moore, University of Alberta, Canada

Although consumers frequently tell people about their material and experiential purchases, they also commonly find themselves in the position of listeners. This work demonstrates that hearing about others' experiences makes consumers happier than hearing about others’ objects, an effect mediated by conversation substantiveness and social connection.
11.7 Researching Outside the Box: The Cognitive and Motivational Processes of Creativity

Room: Salon 16: Riga
Chair: Melanie Brucks, Stanford University, USA

1. The Upside of Messy Surroundings: Cueing Divergent Thinking, Problem Solving, and Increasing Creativity
   Kathleen Vohs, University of Minnesota, USA*
   Aparna Labroo, Northwestern University, USA
   Ravi Dhar, Yale University, USA

Three studies show that messy surroundings enhance creativity on tasks associated with all three aspects of creativity: divergent thinking, convergent thinking, and problem solving. Moving beyond other work, we systematically control for potential competing explanations and test the effects across a wide range of tasks and participants.

2. The Creative Power of Color Harmony
   Nara Youn, Hongik University, Korea
   Changyeop Shin, Hongik University, Korea
   Angela Lee, Northwestern University, USA*

This research shows that creativity is enhanced by moderately disharmonious color combinations that evoke a disfluent experience and in turn activate an abstract level of construal that facilitates creativity cognitions. Six studies show that exposures to moderately disharmonious color combinations enhance performance on creativity tasks and intensify perceptions of innovativeness.

3. The Pursuit of Creativity in Idea Generation Contests
   Melanie Brucks, Stanford University, USA*
   Szu-chi Huang, Stanford University, USA

We explore how the pursuit of creativity can ironically backfire, hindering creative performance. We demonstrate that pursuing the goal to be creative decreases the number of highly creative ideas generated because the goal-directed monitoring process inhibits divergent thinking.

4. Creativity in Open Innovation Contests: How Seeing Others’ Ideas Can Harm or Help Your Creative Performance
   Reto Hofstetter, University of Lugano, Switzerland*
   Darren Dahl, University of British Columbia, Canada
   Suleiman Aryobsei, University of St. Gallen, Switzerland
   Andreas Hermann, University of St. Gallen, Switzerland

We investigate how seeing others’ prior ideas influences creative performance in open innovation contests. In four studies, we show that seeing numerous prior ideas in a competition can both harm and help participants’ creative performance. Competition inherent in contests triggers the prior ideas’ harmful effect and reduces their helpful effect.
11.8 Beyond Utility: Psychological Antecedents and Consequences of Considering Present and Future States of Wealth

Room: Salon 17: Riga
Chair: Anja Schanbacher, London Business School, UK

1. The Power to Know What You Have: Feeling Powerful Increases Money Monitoring
Emily N. Garbinsky, University of Notre Dame, USA
Anne-Kathrin Klesse, Erasmus University Rotterdam, The Netherlands*
Szu-chi Huang, Stanford University, USA

What motivates consumers to keep track of their money? Ten studies demonstrate that feeling powerful (vs. feeling powerless) increases intent to monitor, as well as actual monitoring, of one’s money. Mediation and moderation methods reveal that this effect is driven by an increase in the perceived instrumentality of one’s money.

2. Debt Aversion and the Trajectories of Psychological Pain
Adam Eric Greenberg, UCLA Anderson School of Management, USA*
Hal Hershfield, UCLA Anderson School of Management, USA

Why are consumers debt-averse? We demonstrate that projecting psychological pain that increases over a loan’s lifecycle causes greater aversion to debt than projecting pain that peaks at the time of take-out. The former group gives greater consideration to the pain of repayment and less consideration to consumption the debt affords.

3. How Does Future Income Affect Present Discretionary Spending? The Role of Future Self-Continuity
Anja Schanbacher, London Business School, UK*
David Faro, London Business School, UK
Simona Botti, London Business School, UK

How do future income changes affect present discretionary spending? We found that consumers were less likely to spend when anticipating an income decrease but were not more likely to spend when anticipating an increase. However, consumers expecting an income increase were more likely to spend when future self-continuity was enhanced.

4. Examination of the Sampling Origin and the Range Hypothesis of Loss Aversion in 50-50 Gamble Settings
Minah H. Jung, New York University, USA*
Clayton R. Critcher, University of California, Berkeley, USA
Phoebe Wong, University of California, Berkeley, USA
Leif D. Nelson, University of California, Berkeley, USA

We examined the relative sensitivities toward financial losses and gains in 50-50 gamble decision-makings. People are relatively more sensitive to losses when they actively engage with relatively higher gain values by rejecting/accepting them. However, merely seeing, actively thinking about, or subjectively evaluating them does not influence the loss aversion ratio.
11.9 How and When Consumers Make Tradeoffs

Room: Dublin

Co-chairs: Franklin Shaddy, University of Chicago, USA
          Itamar Simonson, Stanford University, USA

1. Expectation-Based Effects of Common Attributes on Choice
   Ioannis Evangelidis, Bocconi University, Italy*
   Stijn M. J. van Osselaer, Samuel Curtis Johnson Graduate School of Management, Cornell University, USA

We investigate how consumers make tradeoffs in the presence versus absence of non-differentiating attributes. We propose that non-differentiating attributes can favor a particular alternative in the set because consumers judge performance on that attribute not based on face value, but based on the difference between face and expected value instead.

   Yonat Zwebner, University of Pennsylvania, USA*
   Rom Y. Schrift, University of Pennsylvania, USA

This paper demonstrates that being observed by others while making tradeoffs impacts consumers’ preferences and choices. Individuals avoid being observed when deliberating and if they are observed, they engage in behaviors that help them resolve decisions with as little conflict as possible, consequently distorting their preferences and choices.

3. How Tradeoff Elasticity Affects Consumer Choice
   Franklin Shaddy, University of Chicago, USA*
   Ayelet Fishbach, University of Chicago, USA
   Itamar Simonson, Stanford University, USA

A number of seemingly distinct phenomena (e.g., variety seeking, licensing/balancing, compromise effect) fundamentally implicate the degree to which people are willing to make tradeoffs. We identify several variables that affect tradeoff elasticity, or willingness to make tradeoffs, which account for these phenomena in consumer choice.

4. Acquisition Mode Effect on Consumer Product Evaluation and Tradeoff Making
   Anastasiya Pocheptsova, Darla Moore School of Business, University of South Carolina, USA*
   Ran Kivetz, Graduate School of Business, Columbia University, USA
   Ravi Dhar, Yale School of Management, Yale University, USA

Consumers are increasingly opting to rent instead of purchasing products. The literature on consumer choice, however, treats choice and purchase interchangeably. We demonstrate that consumers adopt different mindsets when the decision task involves renting versus buying. Importantly, the different mindsets involved in renting versus buying decisions affect acquisition likelihood.
11.10 ACR Fellows: Barbara Kahn, CW Park, Alice Tybout
Room: Berlin D

The ACR Fellow award is the most prestigious award for scholarly contributions to consumer research. The award is given to exceptional scholars for a long and continuous period of scholarly productivity and contribution that has made a significant positive impact on the discipline. The award is given annually by the Association for Consumer Research. The 2016 awardees are:

Barbara Kahn is the Patty and Jay H. Baker Professor of Marketing and the Director of the Jay H. Baker Retailing Center at The Wharton School. is an internationally recognized scholar on variety seeking, brand loyalty, retail assortment issues and patient decision-making whose research provides marketing managers with a better understanding of the consumer choice process. She has published more than 60 articles in leading academic journals. Between 1982 and 2006, she was the world’s seventh most published author of articles in the most prestigious marketing journals. She co-authored Grocery Revolution: The New Focus on the Consumer, a book that chronicled the dramatically changing supermarket industry and outlined how consumers make choices within the supermarket. In 2013, she published Global Brand Power: Leveraging Branding for Long-Term Growth. She is a former president of ACR, president of the JCR Policy Board and Marketing Science Institute Trustee. She has been or is area editor at Marketing Science, and associate editor both at the Journal of Consumer Research and Journal of Marketing. She is or has been on the editorial boards of the Journal of Marketing Research, Marketing Science, the Journal of Marketing, the Journal of Consumer Research, the Journal of Behavioral Decision Making and Marketing Letters.

CW Park is Joseph A. DeBell Chair in Business Administration and Professor of Marketing at the University of Southern California as well as Director of the Global Branding Center. C.W. Park has published numerous articles in leading journals, including the Journal of Marketing Research, Journal of Consumer Research, and Journal of Marketing. He was the editor of the Journal of Consumer Psychology (2008-2012) and serves on the editorial board of the Journal of Marketing and the Journal of Consumer Psychology. Professor Park co-authored Marketing Management (1987), with Dr. Gerald Zaltman from Harvard University, and Handbook of Brand Relationships (2009) with Deborah MacInnis and Joseph Priester. He is a recipient of the 2012 Fellow of Society of Consumer Psychology.

Alice Tybout is the Harold T. Martin Professor of Marketing at Northwestern's Kellogg School of Management. Professor Tybout conducts research related to how individuals process, organize, and utilize information to make judgments and choices. Her most recent writings address these issues in the context of scandal management. She has published numerous articles in scholarly journals, including JCR, JMR, JCP, JM, and the Journal of Personality and Social Psychology. In addition, she has published articles in Harvard Business Review, and is the co-editor of three books; Perspectives on the Affective and Cognitive Effects of Advertising, Kellogg on Branding, Kellogg on Marketing, Second Edition. Alice has been a member of the Association for Consumer Research since 1972 where she has served as the Treasurer (1983) and President (1994).
**Sunday, 30 October 2016**

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<th>ACR Berlin Mini Marathon</th>
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<tr>
<td><strong>Sunday October 30, 9:00 am – 9:45 am</strong></td>
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<td><strong>Meeting point: Maritim Hotel lobby</strong></td>
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<td>ACR has got its own (Mini) Marathon! Join us for a fun run: we will run together the final 5 km stretch of the Berlin Marathon, passing through iconic Potsdamer Platz, the Brandenburger Tor and Tiergarten. To join, just show up at 9:00 am in the hotel lobby. For more info, contact Manissa Gunadi (<a href="mailto:gunadi@rsm.nl">gunadi@rsm.nl</a>) or Elisa Maira (<a href="mailto:maira@rsm.nl">maira@rsm.nl</a>).</td>
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<th>Valkyrie: The Movie</th>
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<td><strong>Sunday October 30, 9:30 am – 11:30 am</strong></td>
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<tr>
<td><strong>Room: Madrid</strong></td>
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<td>The conference hotel is situated next to the site of Stauffenberg’s failed plot to kill Hitler (<a href="https://en.wikipedia.org/wiki/20_July_plot">https://en.wikipedia.org/wiki/20_July_plot</a>). To commemorate these events and all victims of Nazism, join us for an informal movie viewing with friends. We’ll watch the 2008 movie Valkyrie about the failed plot. Those interested can follow the viewing with a visit to the German resistance memorial center across the street (<a href="http://www.gdw-berlin.de/en/home/">http://www.gdw-berlin.de/en/home/</a>).</td>
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